



## Have A Cuppa...

Get Your **FREE Starbucks card\*** worth **RM20** with **ANY purchase of PrimeTime® products!**

Offer ends 31 Dec 2012

\*Please check with your institutes for the acceptance of gifts

## About PrimeTime® qPCR Assays, Primers, and Probes...

PrimeTime® qPCR Assays	PrimeTime® qPCR Probes	PrimeTime® qPCR Primers
<ul style="list-style-type: none"> <li>□ Primers and probe mixed and delivered in a single tube.</li> <li>□ Use the ordering tools for guaranteed performance.</li> <li>□ Select from 5 quencher combinations and 3 reactions scales.</li> <li>□ Choose ZEN Double-Quenched Probes in your Assay for superior performance compared to traditional dual-labeled probes.</li> </ul>	<ul style="list-style-type: none"> <li>□ Dual-labeled probes are available with a wide variety of dyes and quenchers.</li> <li>□ Ultra-small-scale Mini Probes allow you to try out a new probe or screen the expression levels of many genes.</li> <li>□ Choose ZEN Double-Quenched Probes for superior performance compared to traditional dual-labeled probes.</li> </ul>	<ul style="list-style-type: none"> <li>□ The same primer pairs found in the PrimeTime qPCR Assays, mixed and delivered in a single tube. These primer sets are ideal for use with SYBR Green, EvaGreen, and other intercalating dyes, where no probe is needed.</li> </ul>

For more information, visit <http://eu.idtdna.com/pages/products/gene-expression/primetime-qpcr>

### Performance

- Gold standard performance – IDT is authorized by Applied Biosystems to provide 5' nuclease assays
- PrimeTime® Pre-designed qPCR Assays are guaranteed to provide assay efficiency >90% when used with various commercial master mixes.
- IDT ZEN™ Double Quenched probes reported to have both a lower background and higher signal than traditional dye-quencher combination.

### Flexibility

- Choose from different dye/quencher combinations to best fit any instrument or multiplexing need.
- Select from different scales (Mini, Standard, XL) to best fit your experimental needs and reduce the number of unused reactions.

Assay	Reactions (20 µL)	Probe (nmoles)	Primers (nmoles)**
PrimeTime Mini	100	0.5	1
PrimeTime Standard	500	2.5	2.5-10
PrimeTime XL	2500	12.5	12.5-50

\*\*The primer/probe ratio may be specified by the customer for the PrimeTime Standard and XL Assays. The primer concentration may be 1-4x that of the probe.

To order PrimeTime®, please visit: <http://eu.idtdna.com/site/order/menu>.  
For enquiries, contact

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