



## SPRING 2012 PROMOTIONS. ENDPOINT PCR.





**Veriti®**  
**Thermal Cycler**  
more control at your fingertips

Now, you can purchase the Veriti® and the 2720 thermal cyclers together and only pay for the Veriti® system!

The Veriti® Thermal Cycler gives you easy, touch screen PCR optimisation and the 2720 Thermal Cycler is perfect for everyday, personal use with renowned reliability and service. Together they make the perfect combination for all your PCR needs.



Please add the promotion code to your order.

| Cat. No.    | Description                                   | List Price (CHF)        | You Pay (CHF) |
|-------------|---|-------------------------|---------------|
| 4375786     | Veriti® Thermal Cycler with 96 x 0.2 mL wells | 13.850,00               | 13.850,00     |
| 4359659     | 2720 Thermal Cycler                           | 7.580,00                | FREE          |
| Promo Code: | P827775                                       | Complete Package Price: | 13.850,00 CHF |

| Cat. No.    | Description                                   | List Price (CHF)        | You Pay (CHF) |
|-------------|---|-------------------------|---------------|
| 4375305     | Veriti® Thermal Cycler with 96 x 0.1 mL wells | 13.850,00               | 13.850,00     |
| 4359659     | 2720 Thermal Cycler                           | 7.580,00                | FREE          |
| Promo Code: | P827775                                       | Complete Package Price: | 13.850,00 CHF |

| Cat. No.    | Description                                     | List Price (CHF)        | You Pay (CHF) |
|-------------|---|-------------------------|---------------|
| 4388444     | Veriti® Thermal Cycler with 384 x 0.02 mL wells | 13.850,00               | 13.850,00     |
| 4359659     | 2720 Thermal Cycler                             | 7.580,00                | FREE          |
| Promo Code: | P827775   | Complete Package Price: | 13.850,00 CHF |

| Cat. No.    | Description                                   | List Price (CHF)        | You Pay (CHF) |
|-------------|---|-------------------------|---------------|
| 4384638     | Veriti® Thermal Cycler with 60 x 0.5 mL wells | 13.850,00               | 13.850,00     |
| 4359659     | 2720 Thermal Cycler                           | 7.580,00                | FREE          |
| Promo Code: | P827775                                       | Complete Package Price: | 13.850,00 CHF |

Offer valid until 29<sup>th</sup> June, 2012

**2720 THERMAL CYCLER  
 50% OFF LIST PRICE**



**50% off list price\* now on your personal  
 2720 Thermal Cycler**

The 2720 system is a personal-sized 96-well thermal cycler ideal for both basic PCR and cycle-sequencing applications. Save lab space without sacrificing results.

Order a 2720 Thermal Cycler and get 50% off list price\*.

Just quote P827772 when you place your order.



| Cat. No. | Description         | Quantity | List Price CHF | You Save CHF | You Pay CHF |
|----------|---------------------|----------|----------------|--------------|-------------|
| 4359659  | 2720 Thermal Cycler | Each     | 7580.00        | 3790.00      | 3790.00     |

# 60% OFF PCR PLASTICS

For fast, efficient PCR amplification you need plastics that are optimised to provide unmatched temperature accuracy and uniformity.



Now you can receive 60% off list price\* on Applied Biosystems® plastic consumables.

Remember to quote P825702 when you place your order for any of the products listed below.

| Cat. No.                 | Description   | Quantity    | List Price<br>CHF | You<br>Save CHF | You<br>Pay CHF |
|--------------------------|---|-------------|-------------------|-----------------|----------------|
| <b>Tubes</b>             |   |             |                   |                 |                |
| N8010540                 | Micro Amp® Reaction Tube with Cap (0.2 mL)                      | 1000 tubes  | 167,00            | 100,20          | 66,80          |
| N8010840                 | Micro Amp® Reaction Tube with Cap, Assorted Colours (0.2 mL)    | 1000 tubes  | 177,00            | 106,20          | 70,80          |
| N8010833                 | Micro Amp® Reaction Tube without Cap, Assorted Colours (0.2 mL) | 1000 tubes  | 211,00            | 126,60          | 84,40          |
| N8010580                 | Micro Amp® 8- Tube Strip (0.2 mL)                               | 125 strips  | 157,00            | 94,20           | 62,80          |
| N8010838                 | Micro Amp® 8- Tube Strip Assorted Colours (0.2 mL)              | 120 strips  | 201,00            | 120,60          | 80,40          |
| N8010533                 | Micro Amp® Reaction Tube without Cap (0.2 mL)                   | 2000 tubes  | 320,00            | 192,00          | 128,00         |
| N8010612                 | Micro Amp® Reaction Tube with Cap, Autoclaved (0.2 mL)          | 1000 tubes  | 457,00            | 274,20          | 182,80         |
| 4358297                  | Micro Amp® Fast Reaction Tube with Cap (0.1 mL)                 | 1000 tubes  | 209,00            | 125,40          | 83,60          |
| 4358293                  | Micro Amp® Fast 8- Tube Strip (0.1 mL)                          | 125 strips  | 165,00            | 99,00           | 66,00          |
| N8010737                 | GeneAmp® Thin-Walled Reaction Tube with Flat Cap (0.5 mL)       | 1000 tubes  | 223,00            | 133,80          | 89,20          |
| N8010537                 | GeneAmp® Thin-Walled Reaction Tube with Domed Cap (0.5 mL)      | 2000 tubes  | 646,00            | 387,60          | 258,40         |
| <b>Plates</b>            |   |             |                   |                 |                |
| N8010560                 | Micro Amp® Optical 96-Well Reaction Plate                       | 10 plates   | 92,00             | 55,20           | 36,80          |
| 4316813                  | Micro Amp® Optical 96-Well Reaction Plate                       | 500 plates  | 3680,00           | 2208,00         | 1472,00        |
| 4375816                  | Micro Amp® Fast Optical 48-Well Reaction Plate                  | 20 plates   | 111,00            | 66,60           | 44,40          |
| 4346907                  | Micro Amp® Fast 96-Well Reaction Plate (0.1 mL)                 | 10 plates   | 61,25             | 36,75           | 24,50          |
| <b>Caps &amp; Covers</b> |   |             |                   |                 |                |
| 4306311                  | Micro Amp® Clear Adhesive Film                                  | 100 pieces  | 222,00            | 133,20          | 88,80          |
| N8010550                 | Micro Amp® 96-Well Full Plate Cover                             | 5 covers    | 181,00            | 108,60          | 72,40          |
| N8010535                 | Micro Amp® 8-Cap Strip  | 300 strips  | 125,00            | 75,00           | 50,00          |
| N8011535                 | Micro Amp® 8-Cap Strip  | 1500 strips | 562,00            | 337,20          | 224,80         |
| N8010835                 | Micro Amp® 8-Cap Strip, Assorted Colours                        | 300 strips  | 169,00            | 101,40          | 67,60          |
| N8010834                 | Micro Amp® 12-Cap Strip, Assorted Colours                       | 200 strips  | 132,00            | 79,20           | 52,80          |
| N8010534                 | Micro Amp® 12-Cap Strip   | 200 strips  | 125,00            | 75,00           | 50,00          |



Time for a change? Now is the time to trade in or trade up for better performance!

Experience the superior performance of an Applied Biosystems® PCR thermal cycler system. Replace your old thermal cycler with incredible savings and better performance options.

Trade in or trade up your thermal cycler for a new, personal-sized Applied Biosystems® 2720 Thermal Cycler, a versatile GeneAmp® PCR System 9700, or an innovative Veriti® Thermal Cycler at 35% off list price.\*

### Veriti® Thermal Cycler

- “Better than gradient” optimisation —96-well VeriFlex™ Blocks
- Intuitive and easy to use —color touch screen
- Simple —USB hub makes data transfer and product updates easy
- Scalable —this unit is available in 96-, 384-, and 60-well formats



### GeneAmp® PCR System 9700

Flexible - different block formats  
Reliable - widely used and largest installed base  
Proven - most published citations

### 2720 Thermal Cycler

- Low cost - buy now and get better savings\*
- Small footprint - save valuable space without sacrificing results
- Superior performance - enhance productivity with intuitive software

\*Terms & Conditions: Offer valid until 31st March 2012. Not for use in diagnostic procedures. © 2012 Life Technologies Corporation. All rights reserved. Life Technologies' terms and conditions apply. Offer cannot be cumulated with customer's individual discount.

Teliable service and support.

Intuitive protocol setup.

Colour touchscreen.

Precise  
temperature control.

Six annealing  
temperatures.



## MORE CONTROL AT YOUR FINGERTIPS.

### Free PCR enzymes with Veriti® Thermal Cycler purchase\*

Increase speed and efficiency with the Applied Biosystems® Veriti® Thermal Cycler—part of a comprehensive solution that includes plastics, reagents, and instruments. Easy PCR optimisation is just a touch away. Be quick this offer is only available to 29<sup>th</sup> June 2012.

### Free PCR enzymes and PCR workflow reagents with purchase of a Veriti® Thermal Cycler

In addition to a free plastic starter kit included with your new thermal cycler, choose from a wide selection of our best-in-class PCR enzymes. Select any three products from Table 2 (on reverse). Mention promo code **P827768** when placing your order for the Veriti® Thermal Cycler. From everyday hot-start needs to specialty enzymes to standard Taq—we have what you need for successful PCR. This is a great opportunity to compare which enzyme will work best for you and try other reagents you'll find useful in your PCR workflow. Use Table 1 to select the best PCR enzyme(s) for your research.

### About the Veriti® Thermal Cycler

- Color touchscreen with an intuitive interface
- Six independent temperature zones for precise PCR optimisation
- Rapid protocol setup and transfer via USB drive
- Fast and standard thermal cycling options for added flexibility
- Reliable support from our worldwide service organisation



Table 1. PCR Enzyme Selection Guide

| Product  | Amplify Wide Target Range | Target Size | Specificity | Fidelity (vs. Taq) | Yield | Speed | Convenience |
|--|---------------------------|-------------|-------------|--------------------|-------|-------|-------------|
| AmpliTaq Gold™ 360 DNA Polymerase              | ****                      | <3 Kb       | **          | 1 x                | ***   | **    | ****        |
| AmpliTaq Gold™ 360 Master Mix                  | *****                     | <3 Kb       | **          | 1 x                | ****  | ***   | *****       |
| Platinum™ Taq DNA Polymerase                   | ***                       | <5 Kb       | **          | 1 x                | ***   | **    | ****        |
| Platinum™ Taq DNA Polymerase High Fidelity     | ***                       | <20 Kb      | **          | 6 x                | ****  | **    | ****        |
| Accuprime™ Taq DNA Polymerase High Fidelity    | ***                       | <20 Kb      | ***         | 9 x                | ****  | **    | ****        |
| AmpliTaq Gold™ Fast PCR Master Mix             | ****                      | <1.5 Kb     | **          | 1 x                | ***   | ***** | *****       |
| GeneAmp™ Fast PCR Master Mix                   | ***                       | <2 Kb       | **          | 1 x                | ***   | ***** | *****       |
| <b>New!</b> Platinum™ Multiplex PCR Master Mix | ****                      | <2.5 Kb     | **          | 1 x                | ***   | ***   | *****       |
| AmpliTaq™ 360 DNA Polymerase                   | ****                      | <5 Kb       | *           | 1 x                | *     | *     | *           |

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Table 2. PCR Enzyme Selection Guide

| Product  | Cat. No.             | Quantity         |
|--|----------------------|------------------|
| <b>Enzymes</b>   |                      |                  |
| AmpliTaq <sup>®</sup> 360 DNA Polymerase                               | 4398818              | 250 units        |
| AmpliTaq Gold <sup>®</sup> 360 DNA Polymerase                          | 4398823              | 250 units        |
| AmpliTaq Gold <sup>®</sup> 360 Master Mix                              | 4398876              | 1 mL             |
| Platinum <sup>®</sup> Taq DNA Polymerase                               | 10966026             | 250 rxns         |
| Platinum <sup>®</sup> Taq DNA Polymerase High Fidelity                 | 11304011             | 100 rxns         |
| Accuprime <sup>™</sup> Taq DNA Polymerase High Fidelity                | 12346086             | 200 rxns         |
| AmpliTaq Gold <sup>®</sup> Fast PCR Master Mix                         | 4390939              | 250 rxns         |
| GeneAmp <sup>®</sup> Fast PCR Master Mix (2X) with protocol            | 4362070              | 250 rxns         |
| <b>New!</b> Platinum <sup>®</sup> Multiplex PCR Master Mix             | 4464268              | 50 rxns          |
| <b>Reverse Transcriptase</b>   |                      |                  |
| SuperScript <sup>®</sup> III Reverse Transcriptase                     | 18080044             | 10,000 units     |
| SuperScript <sup>®</sup> III First-Strand Synthesis System             | 18080051             |                  |
| AmpliTaq Gold <sup>®</sup> 360 Master Mix                              | 4398876              | 1 mL             |
| <b>Electrophoresis</b>   |                      |                  |
| E-Gel <sup>®</sup> iBase <sup>™</sup> Power System                     | G6400EU (EU adaptor) | 1 each           |
| UltraPure <sup>™</sup> Agarose   | 16500500             | 500 g            |
| UltraPure <sup>™</sup> Low Melting Point Agarose                       | 16520100             | 100 g            |
| <b>Ladders</b>   |                      |                  |
| 1 Kb Plus D <sup>™</sup> NA Ladder                                     | 10787018             | 250 µg           |
| TrackIt <sup>™</sup> 1 Kb Plus D <sup>™</sup> NA Ladder                | 10488085             | 100 applications |
| 100 bp Ladder 1  | 5628019              | 50 µg            |
| TrackIt <sup>™</sup> 100 bp DNA Ladder                                 | 10488058             | 100 applications |
| 50 bp Ladder   | 10416014             | 50 µg            |
| TrackIt <sup>™</sup> 50 bp DNA Ladder                                  | 10488043             | 100 applications |
| TrackIt <sup>™</sup> Lambda DNA/Hind III Fragments (125 bp to 23.1 Kb) | 10488064             | 100 applications |
| TrackIt <sup>™</sup> X174RF D NA/Hae III Fragments (72 bp to 1353 bp)  | 10488037             | 100 applications |
| <b>dNTP's</b>  |                      |                  |
| 10 mM dNTP Mix   | 18427013             | 100 µL           |
| 10 mM dNTP Mix   | 18109017             | 20 µmol          |
| 100 mM dNTP Set  | 10297018             | 4 x 25 µmol      |
| <b>E-Gels</b>  |                      |                  |
| E-Gel <sup>®</sup> EX Gel, 1%, 10 Pack                                 | G4010-01             | 10 gels          |
| E-Gel <sup>®</sup> EX Gel, 2%, 10 Pack                                 | G4010-02             | 10 gels          |
| <b>Sample Preparation Kits</b>   |                      |                  |
| Pure Link <sup>®</sup> PCR Micro Kit                                   | K310050              | 50 preps         |
| Pure Link <sup>®</sup> PCR Purification Kit                            | K310001              | 50 rxns          |

Mention promo code **P827768** when placing your order for the Veriti<sup>®</sup> Thermal Cycler. Offer expires 29<sup>th</sup> June 2012.

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## QUICK GUIDE. USING THE VERITI® THERMAL CYCLER.

### 1. Start up the system

- Plug in the Veriti® Thermal Cycler
- Turn on the switch in the back

### 2. Turn off the heated lid

(safety precaution for your demo or tradeshows)

- Main Menu
- Go to Settings
- Select Set Idle Temperatures
- Select Disable Cover Idle Temperature

### 3. Setting up a new method by editing an existing method

- Go to Browse/New Method
- Select a method (eg. General PCR) and select View/Edit
- Touch a stage, step, or component and change the values, select Done, then Save
- Add a new name for the method (eg Test\_1)
- Select Save & Exit
- Close the window to return to main menu

### 4. Create a shortcut of the newly created method on the home page

- Main Menu
- Browse/New Methods
- Select the run you want to save to main menu
- Select the shortcut icon at the bottom right
- Shortcuts have been assigned to the selected methods, select OK
- Close the window to return to main menu
- A shortcut to the method is now visible on the main menu

### 5. Removing a shortcut

- Main Menu
- Settings Menu
- Select Configure Shortcuts
- Scroll down with arrows until you see the method you wish to remove
- Uncheck the ticked box of the shortcut you wish to remove
- Select Done
- The shortcut will now be removed from the Main Menu

[www.lifetechnologies.com/veriti](http://www.lifetechnologies.com/veriti)

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## QUICK GUIDE. USING THE VERITI® THERMAL CYCLER.

### 6. Precise PCR optimisation: setting up a VeriFlex™ Blocks step

- Main Menu
- Go to Browse/New Methods  
Select a method and select **View/Edit** or create a new method  
Select a step by touching a column  
Select Options and VeriFlex™ Blocks step  
Select different temperatures for the 6 blocks  
Select **Done**  
Close the window to return to the main menu

### 7. Multiple users: assign security functions

- Main Menu
- Settings menu
- Admin menu
- Security
  - Select security levels, e.g tick **Yes** for **Require Login**
  - Instrument must be restarted after saving changes
  - When instrument restarts, select **Create New User**
  - Enter in details, and from then on you can log in with these details
  - When you create a login password, you will no longer see admin folder
    - login as username = admin, password = password
  - Return to Security, tick **No** box for **Require Login**, select **Done**

### 8. Transfer run methods between instruments (with USB)

This will transfer a method from the Veriti® Thermal Cycler to USB, delete the original method on the Veriti® Thermal Cycler

- Insert USB into the front of the instrument
- Main Menu
- Go to Browse/New Methods
- Select a method and select **Copy**
- Change folder to USB
- Select **Save & Exit**
- Select the same method now showing in shared folder
- Select **Delete**
- Are you sure you want to delete these run methods? Select **Yes**

Now to transfer the run method back from the USB to shared folder on the Veriti® Thermal Cycler

- Select the folder icon in the top right of screen
- Select USB folder
- Select **View**
- Select the run method you wish to transfer back to the instrument
- Select **Copy**
- Change folder to shared
- Select **Save & Exit**
- Remove USB from instrument

[www.lifetechnologies.com/veriti](http://www.lifetechnologies.com/veriti)

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