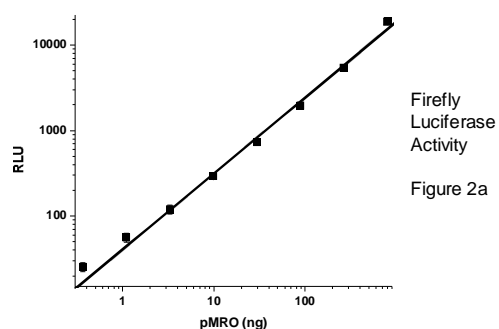


Luc-Pair™ miR Luciferase Assay

The Luc-Pair™ miR Luciferase Assay Kit provides an efficient system in a convenient 96-well plate format for measuring firefly and *Renilla* luciferases sequentially. Optimized for use with GeneCopoeia miRNA 3' UTR Target Sequence Expression Clones, Luc-Pair miR assays, enables easy, cost effective validation of miRNA activity. Luc-Pair miR Luciferase Assays provide the following advantages:

- High sensitivity in a large dynamic range
- Dual reporter system
- Reproducible
- Cost effectiveness
- Simple assay format
- Suitable for HTS



Renilla
Luciferase
Activity
Figure 2b

Figure 2. Linear relationship between emitted light and amount of luciferase expression vector transfected in HEK293. HEK 293 cells were plated on a 6-well plate. On the second day, the cells were transfected with different amounts of GeneCopoeia pMRO or pEZX-MT01 miRNA 3' UTR Target Sequence Clone. The cells were transferred to a 96-well plate 18 hours after transfection and cultured for another 24 hours. Firefly luciferase assay was then performed on pMRO vector (Fig. 2a) and *Renilla* luciferase assay was performed on pEZX-MT01 vector (Fig. 2b) as described.

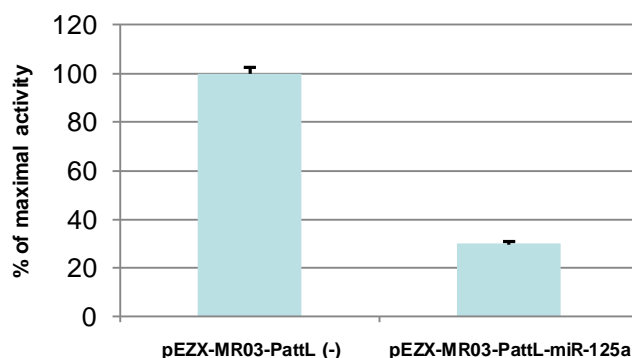


Figure 1. The inhibitory effect of miRNA on a target sequence (3' UTR) expression clone can be measured with GeneCopoeia Luc-Pair miR Luciferase Assay kit. HEK 293 cells were plated on a 6-well plate. On the second day, the cells were transfected with 1.0 mg of target sequence (3' UTR) expression clone (pEZX-MT01-Lin28 UTR-*fluc*) and 1.4 mg of miRNA expression vector (or miRNA control vector) as indicated in the figure. The cells were transferred to a 96-well plate 18 hours after transfection and cultured for another 24 hours. Both firefly luciferase and *Renilla* luciferase activities were measured as described and data was recorded on Victor II machine. Firefly luciferase activity was then normalized with *Renilla* luciferase activities in the same well.

Advantages

- Ideal for GeneCopoeia miRNA 3' UTR Target Sequence Expression Clones
- Easy to use — less hands-on time and quick results
- Suitable for micro-plate format — save time and money

To order

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Web: www.atzlabs.com

Catalog No.	Name	Size
LPFR-M010	Luc-Pair™ miR Luciferase Assay Kit (1)	100 reactions
LPFR-M100	Luc-Pair™ miR Luciferase Assay Kit (10)	1000 reactions