

## Product News

### Transfection reagent

#### Examples of cells successfully transfected with Effectene Reagent

Cell lines		
HeLa S3	M12.4	U-2OS
293	A120	ECV-304
HTZ-19	Huh7	NIH/3T3
THP-1	U937	COS-7

  

Primary cells
HUVEC
Rat hepatocytes
Mouse fibroblasts
Mouse bone marrow cells
Rabbit aortic smooth muscle cells
Rabbit gastric parietal cells

**Effectene™ Transfection Reagent** is a unique new non-liposomal lipid formulation, from **Qiagen**, offering

significant advantages over many liposome reagents and other transfection methods. Effectene Reagent is used together with a DNA-condensing enhancer for exceptionally high transfection efficiencies with a wide variety of cell types, particularly with primary cells. Effectene Reagent is less toxic than many liposome reagents, and enables transfection in the presence of serum. The high stability and consistent structure of the reagent molecules ensure reliable complex formation and exceptional reproducibility. Effectene delivers plasmid DNA into cells with remarkably high efficiency, so that significantly less DNA is required to obtain higher transfection levels.

Circle number 1 on reader response card.

### Robotic sample processor



**Rosys Anthos** has introduced the new compact **Plato 8** robotic sample processor for automated liquid handling and ELISA. Designed to occupy minimal bench space, the Plato 8 utilises the most advanced technology to guarantee maximum performance. With a range of optional modules which can be fully integrated, it offers users the freedom to configure a system which exactly meets their individual requirements. Any or all stages of microplate preparation can be automated, with or without analysis. Users can choose from washable or disposable tips operating in either 2 or 4 tip formats.

Circle number 2 on reader response card.

### New educational materials



**Hewlett-Packard Europe** have recently published a range of educational materials to help instructors, lecturers and tutors teach the basic principles of UV-visible spectroscopy as well as the practical aspects of instrument performance, sample handling and measurement. The materials are available in an instructor's pack consisting of a primer, workbook and companion CD. The primer describes basic principles and applications of UV-visible spectroscopy, with a particular focus on the advantages of diode-array technology. Information is presented in an easy-to-follow format, with detailed diagrams and graphs.

Circle number 3 on reader response card.

### In Brief

#### Powerful new antibiotic

**Blasticidin** is a nucleoside antibiotic, from **Invitrogen**, isolated from *Streptomyces griseochromogenes*. It causes cell death in both prokaryotic and eukaryotic cells by inhibiting protein translation. Resistance to blasticidin is conferred by the *bsd* gene isolated from *Aspergillus terreus*. In eukaryotic cells, complete cell death occurs in less than 7 days. Using blasticidin therefore allows you to establish stable cell lines in less than one week.

Circle number 4 on reader response card.

#### High quality filter papers

Performance and reproducibility are the important characteristics to consider when specifying filter papers. To meet these requirements, filtration specialist **Schleicher & Schuell UK** has recently extended its range with the introduction of high quality filter papers which combine optimum performance and reproducibility with competitive pricing. These filter papers are manufactured to the highest technical specification using the finest quality of cellulose linters. Over 100 grades of paper can be supplied for an extensive range of applications.

Circle number 5 on reader response card.

#### Automation for microplate assays

Responding to the demand for more choice in assay methodologies, **Rosys Anthos** has introduced the new **AutoFluor** system. Bringing together the benefits of robotic plate handling and both fluorometric and photometric analysis, the new AutoFluor introduces walk-away automation for microplate assays. With up to 2 optional dispensers, it is ideal for all fluorescent assays. The new system complements the successful AutoLucy system which offers combined luminometry/photometry. Both models offer an unrivalled level of flexibility and automation for any type of microplate assay.

Circle number 6 on reader response card.

#### Digital photography software

A new, high performance software suite is available from **Olympus** to process and store digital photomicrographs. **DP-SOFT** enables the DP10 digital camera to be controlled directly from the PC via the serial interface. It runs on Windows 95 and Windows NT, providing user-friendly tools to calibrate images and perform interactive measurements. Storing digital images on a PC hard disk can be memory intensive. As a result, Olympus developed Multiple Volume Management (MVM) protocol for DP-SOFT. Up to 230 MB of data can be held on the Olympus PowerMO 230 II Magneto-Optical drive.

Circle number 7 on reader response card.