

## Award-Winning Products for the DNA Typing Community



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**AluQuant™ product team:** (left to right) Herly Karlen, Paraj Mandrekar, Michelle Mandrekar, John Shultz, Louis Mezei, Allan Tereba

Promega Corporation is pleased to announce that three of its new products have received R&D 100 awards. Each year *R&D Magazine* bestows these awards on 100 products representing significant advances in technology and processes. The three Promega products to win awards this year are the DNA IQ™ System<sup>(a)</sup>, the AluQuant™ Human DNA Quantitation System<sup>(b,f,g)</sup>, and the READIT® SNP Genotyping System<sup>(b,f)</sup>. The first two products were developed in response to customer requests for products to help make DNA analysis less time-consuming and more successful. The DNA IQ™ and AluQuant™ Human DNA Quantitation Systems were designed for use in forensic laboratories, but are recognized to have applications in broader life science market areas.

These awards reflect an ongoing commitment to innovation and represent the latest in a series of R&D 100 awards received by Promega. In 1998, the PowerPlex® System also garnered an R&D 100 award in recognition of the unique multiplexing technology used in the system. Multiplexing technology allows the analysis of more loci in fewer amplification reactions. It requires less DNA template and provides results in less time than other systems.

Promega is excited to offer award-winning technologies to the DNA typing community. Our team is committed to offering outstanding products and technical support to every customer to help ensure their success in DNA purification, quantitation, and amplification.

For more information about these and other technologies for DNA typing visit our web site:

[www.promega.com/geneticidentity/](http://www.promega.com/geneticidentity/)

PowerPlex and READIT are trademarks of Promega Corporation and are registered with the U.S. Patent and Trademark Office. AluQuant and DNA IQ are trademarks of Promega Corporation.

(a,b,f,g) Refer to the patent and disclaimer statements on page 2.



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**DNA IQ™ product team:** (left to right) Herly Karlen, Rex Bitner, Laura Flanagan, Allan Tereba, Paraj Mandrekar. Not pictured: Susan Koller