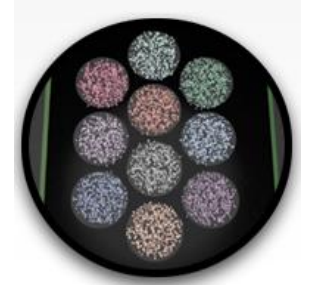




# Meso Scale Discovery

## Advances in Multiplexing

**Date:** Thursday October 22, 2015  
**Time:** 12:30 to 1:30 pm  
**Location:** UCSD- MTF Building Room 168  
**Presenter:** Rita Issa Ph.D.,  
Field Scientific Support



Please join us for lunch and an informative introduction to the newly launched **U-PLEX™** platform, **V-PLEX™** assays and Assay Development using the MSD Platform to improve *sensitivity* and *dynamic range*.



**Assemble your own multiplex combinations**

- Use your own antibodies and/or choose from MSD's menu of assays.
- No special equipment required. Create multiplex plates in your lab.
- Easy workflow and simple protocol
- Enhance performance of your immunoassays: high sensitivity, excellent reproducibility, and wide dynamic range



**Sensitivity, Flexibility, Validation**

MSD **V-PLEX** kits are fully developed, analytically validated kits that offer exceptional sensitivity, simple protocols, reproducible results, and guaranteed lot-to-lot assay consistency. V-PLEX multiplex panels are easily customizable with short delivery times.

This talk will also feature how custom assays can be developed or transferred from another immunoassay method to the MSD platform to improve assay sensitivity and dynamic range, and to enable multiplexing. MSD provides individual and multiplexed solutions for cytokines, growth factors, signal transduction, metabolic biomarkers and a broad range of other disease-focused biomarkers

For more information please contact Andrew Koepke  
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