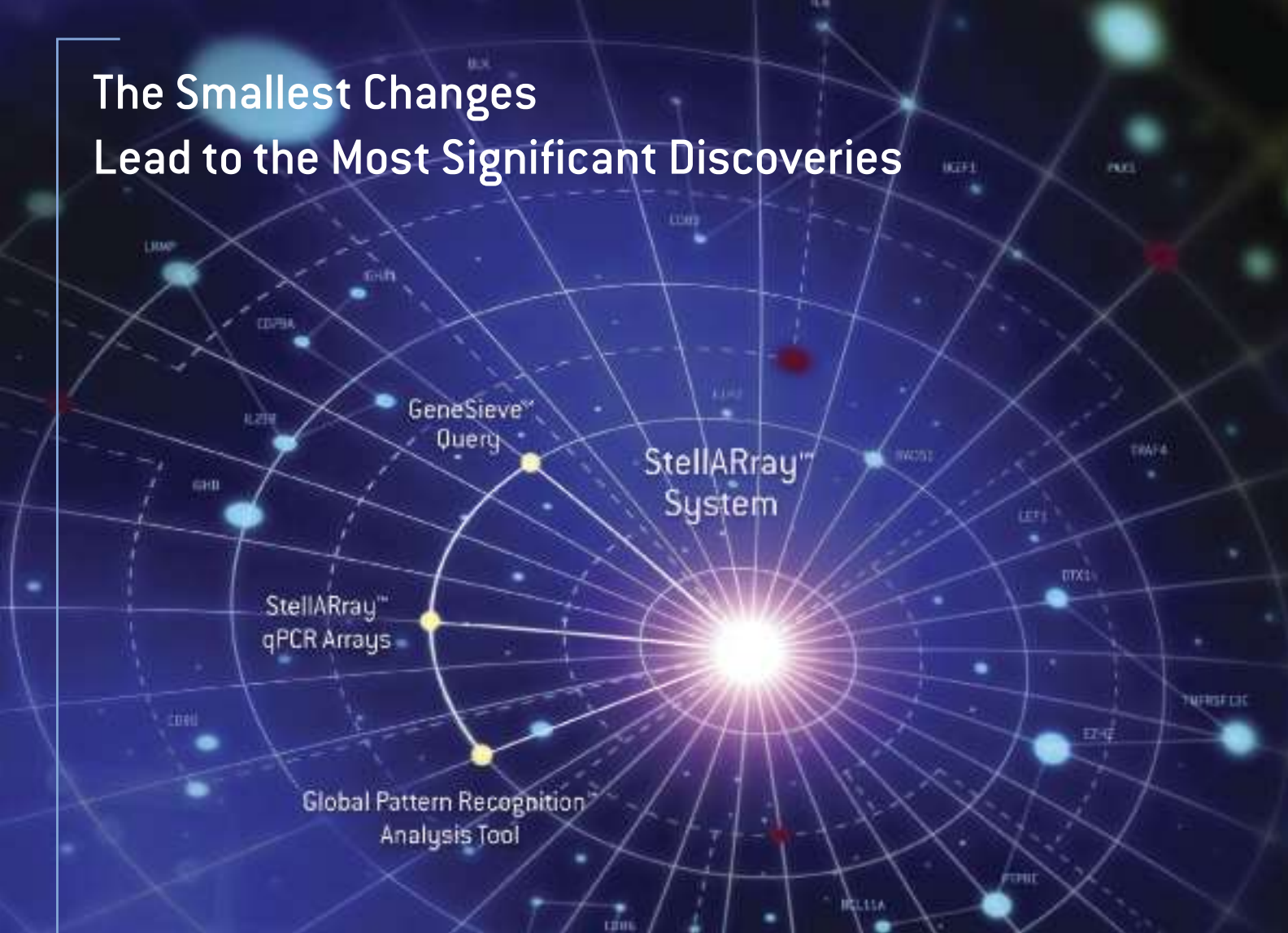


# The Smallest Changes Lead to the Most Significant Discoveries



## The StellARray™ Gene Expression System

When using predefined normalizers, one often ignores small changes in gene expression. The dogma is that those small changes represent noise and are not relevant. In actuality, small changes in expression of key genes can have significant impact on metabolic pathways, and may consequently alter cell behavior. Even housekeeping genes change expression profiles, depending on the media or environmental factors to which they are exposed.

The simplest way to recognize relevant gene expression changes is the StellARray™ Gene Expression System.

Follow these three steps from database search to publishable results:

- **GeneSieve™ Query** – search a gene or biological pathway to screen 15 million publications and find the best StellARray™ Product
- **StellARray™ qPCR Arrays** – primers arranged in 96-well and 384-well formats for real time PCR
- **Global Pattern Recognition™ (GPR) Analysis Tool** – analyze data in minutes without housekeeping genes

Visit [www.lonza.com/arrays](http://www.lonza.com/arrays) to get a 20% discount on your first order of StellARray™ Gene Expression System Products.