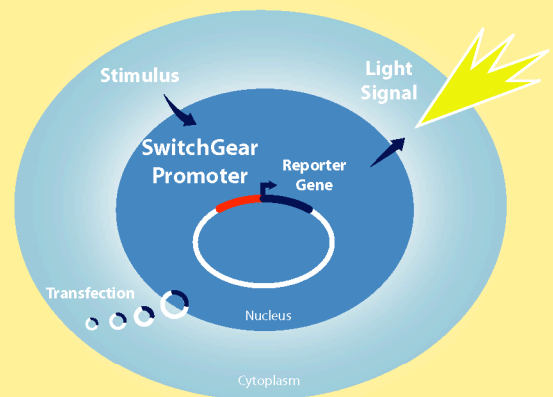


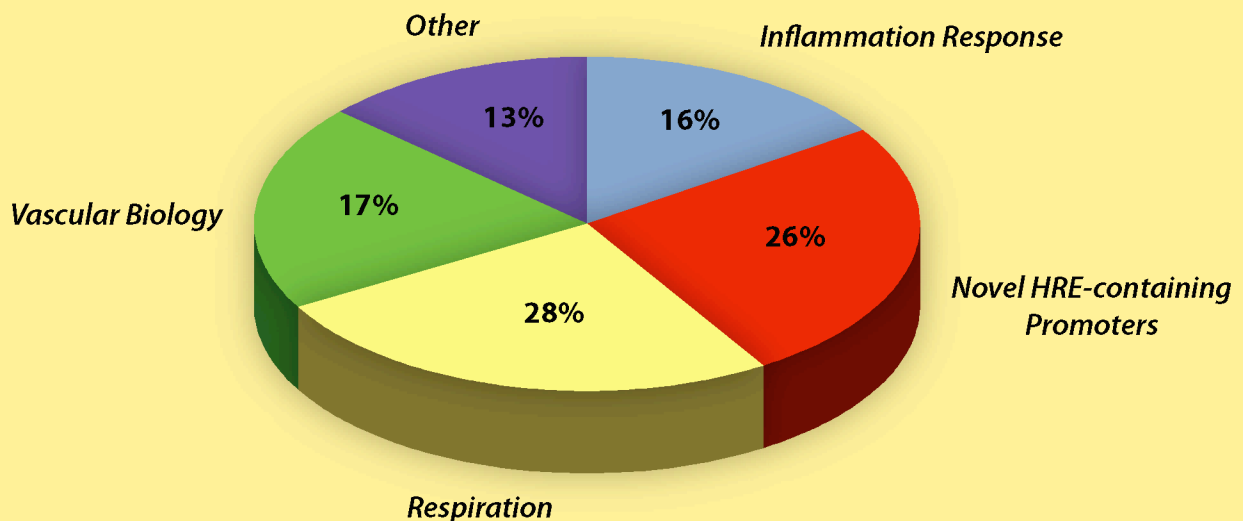
HYPOXIA PROMOTER FAMILY SET

Measure the activity of ~400 promoters of hypoxia-related genes in a high-throughput, efficient, and economic way

- ▶ The SwitchGear Hypoxia Promoter Set consists of ~400 unique 1kb human promoter fragments representing ~350 genes. The promoters are cloned into a custom vector containing an optimized luciferase reporter gene and are ready for transfection into living cells. The set is delivered in 96 or 384-well format with each well containing a unique promoter fragment.
- ▶ The hypoxia set was designed to provide the most comprehensive list of transcriptional promoters related to hypoxia biology and were chosen from the SwitchGear genome-wide library of human promoters. The set includes promoters of genes associated with inflammation, respiration, vascular biology, and novel promoters containing the hypoxia response element (HRE).



HYPOXIA PROMOTER FAMILY



A complete list of the genes and promoters can be viewed at www.switchdb.com