

# FUNCTIONAL PROMOTER MACROARRAY

Measure promoter activity in living cells in a high-throughput, efficient, and economic way.

- ⇒ SwitchGear's genome-wide set of promoters are defined by the only experimentally-trained prediction algorithm
- ⇒ Spend time conducting experiments rather than creating reagents and resources by taking advantage of SwitchGear's optimized reporter system and sequence-verified clones
- ⇒ Use the Promoter Macroarray to measure promoter activity across diverse cell types or through different experimental time-courses
- ⇒ Use the Promoter Macroarray to broaden the scope of a research project or deepen the biological study of a particular pathway
- ⇒ Utilize Switchgear's Promoter Family Sets to focus on specific regulatory networks such as apoptosis, hypoxia, or G-protein coupled receptors.
- ⇒ Take advantage of SwitchGear's data analysis tools and informatics resources

*Measuring promoter activity characterizes:*

- ⇒ *The mechanism by which a gene is induced or repressed*
- ⇒ *The functional consequences of transcription factor binding*
- ⇒ *The effect of sequence variants on promoter function*

SwitchGear's Promoter MacroArray is a ready-to-use tool that enables researchers to measure the functional response of promoters in nearly any cell-based system. This functional read-out of promoter activity is a valuable piece of data for all gene regulation research.

