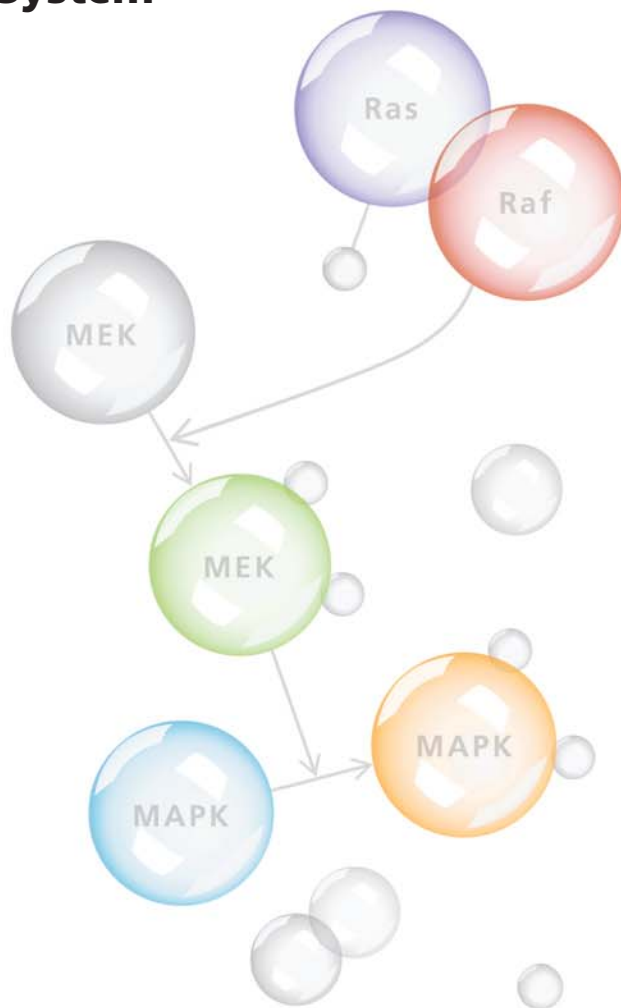


*Discover how easy  
microarrays can be*  
**GeneAtlas™ System**

**Affymetrix®**  
*Revolutionize life*





## *A personal microarray system*

Virtually every life scientist would like a whole-genome view of complex biological questions. Many, however, are limited by budget or inhibited by the complexity of microarray systems, and are forced to outsource their experiments or use less powerful technologies, such as qRT-PCR, with a limited view of the genome.

Now every researcher can bring the power of Affymetrix microarrays to their lab with the **GeneAtlas System**—a complete personal solution for processing Affymetrix microarrays.

# GeneAtlas™ System

## **This is different**

The GeneAtlas System takes a different approach to microarray experiments. It comes with everything you need to get biologically relevant results, in an exceptionally easy-to-use package and at an unmatched price.

The GeneAtlas System provides:

- The simplest microarray workflow
- Unmatched affordability
- Integrated analysis software specifically designed for life science researchers
- A whole-genome view at prices comparable to low-plex technologies

The GeneAtlas System enables you to:

- Take control of your precious samples
- Reduce the cost of your experiment
- Decrease time to results and publication

## **Easy installation**

Installing the GeneAtlas System is **as easy as setting up your home computer and printer**. Simple cable connections and pre-installed instrument control software enable you to get up and running in less than two hours—no service engineer needed. And our convenient installation kit tells you when the system is ready to run your first microarray.

*The first easy-to-use,  
affordable microarray solution*



## **Array strips**

The new array strip format is at the heart of the GeneAtlas System's ease of use. The novel design reduces the workflow to basic lab techniques and eliminates the expertise required for other microarray technologies. This unique format also avoids many problems associated with slide-based microarrays.

Array strips:

- Reduce complexity to simple pipetting steps
- Protect precious samples
- Interrogate four samples in parallel
- Include whole-genome human, mouse, and rat gene expression arrays\*

\*Visit [www.affymetrix.com/GeneAtlas](http://www.affymetrix.com/GeneAtlas) for the most recent list of applications and protocols available on the GeneAtlas System

## The simplest microarray workflow



The GeneAtlas System offers the simplest microarray workflow available, so you can move seamlessly from processing arrays to getting answers.

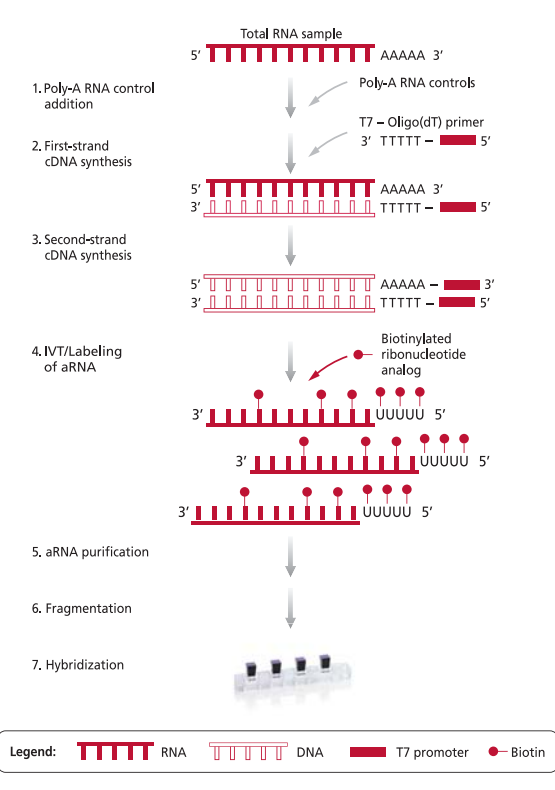
Processing microarrays on the GeneAtlas System begins with convenient-to-use target preparation assays from Affymetrix, including the 3' IVT Express Labeling Assay.

The 3' IVT Express Labeling Assay offers:

- A streamlined and simplified workflow for reduced hands-on time
- Lower required starting material—as low as 50 ng total RNA input
- Higher signal-to-noise ratio for detecting more rare transcripts
- Magnetic bead-based purification for enhanced recovery



### 3' IVT Express Labeling Assay



The 3' IVT Express Labeling Assay is for applications using 3' IVT array strips and is one example of the easy-to-use target preparation protocols available on the GeneAtlas System. Visit [www.affymetrix.com/GeneAtlas](http://www.affymetrix.com/GeneAtlas) for a list of other available applications and protocols.



Once your target is prepared, **hybridize your sample to the array by simply pipetting** your samples into each well of the hybridization tray and aligning the array strip. Then, incubate the assembly overnight in the GeneAtlas hybridization station.

The robust hybridization assembly design offers a number of advantages:

- Eliminates the need for error-prone gaskets and user-created hybridization chambers
- Avoids fragile slide-based design
- Requires less than five minutes of total hands-on time



Array strip and hybridization assembly

# GeneAtlas™ System



Our innovative and automated fluidics station performs the array washing and staining steps for you. Just align the consumables on the quick reference card and pipette reagents using the easy-to-follow color codes and instructions.

Wash and stain features include:

- Simple reagent filling
- Intuitive software interface
- Robotic arm for automated wash and stain processing



Fluidics station



After washing and staining, the fluidics station places the array strip into an imaging tray. **Simply move the strip assembly from the fluidics station deck into the imaging station's drawer to start the imaging process.**

The imaging station:

- Operates automatically via software
- Limits user intervention to a single step
- Processes four samples in as little as 30 minutes



Imaging-ready assembly

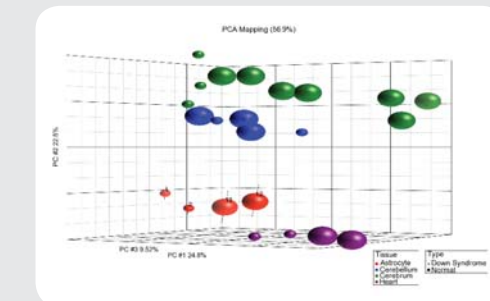


Imaging station



The GeneAtlas System makes it easy to turn raw data into biologically relevant results. We've partnered with Partek and Ariadne, the industry leaders in statistical and pathway analysis software, to deliver integrated data analysis packages that provide:

- Easy-to-use, wizard-driven workflows
- Interfaces designed specifically for biologists—not statisticians



Partek Express



Ariadne Pathway Studio Explore

The GeneAtlas™ System solves data analysis challenges with easy software solutions that any researcher can use.\*

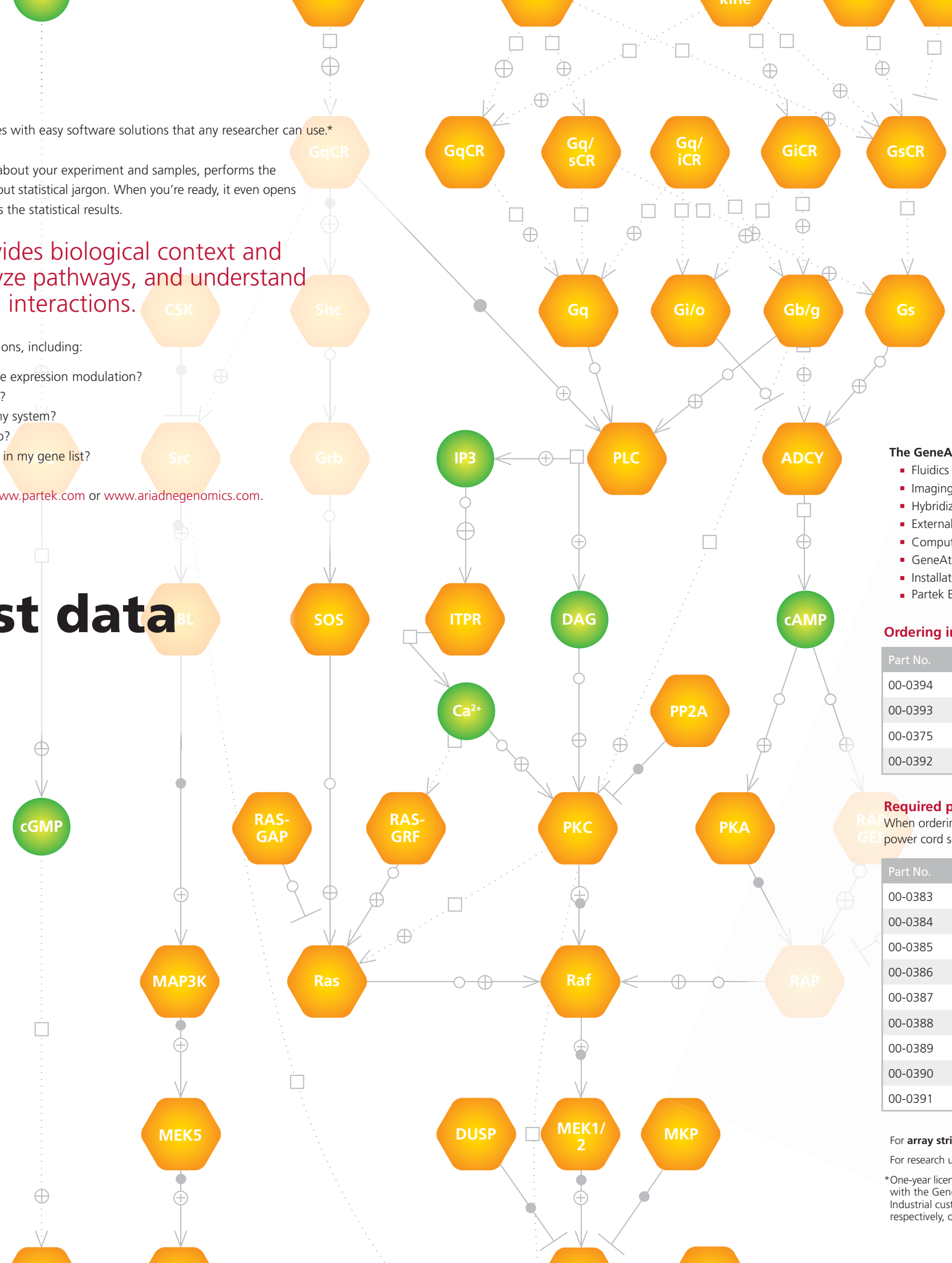
Partek® Express™ Software asks you a few questions about your experiment and samples, performs the appropriate analysis for you, and provides results without statistical jargon. When you're ready, it even opens Ariadne's Pathway Studio® Explore program and loads the statistical results.

Pathway Studio Explore provides biological context and allows you to build and analyze pathways, and understand gene/gene and gene/protein interactions.

This application helps answer key experimental questions, including:

- What are the key regulators that explain my gene expression modulation?
- Is the regulation acting in a coordinated manner?
- What key biological processes are regulated in my system?
- What proteins should I look at? What do they do?
- What kinases and phosphatases modify proteins in my gene list?

To learn more about these software packages, visit [www.partek.com](http://www.partek.com) or [www.ariadnegenomics.com](http://www.ariadnegenomics.com).



- The GeneAtlas™ System includes:**
- Fluidics station
  - Imaging station
  - Hybridization station
  - External barcode reader
  - Computer workstation and monitor
  - GeneAtlas Instrument Control Software
  - Installation kit
  - Partek Express and Ariadne Pathway Studio Explore software\*

**Ordering information**

Part No.	Description
00-0394	GeneAtlas™ System for Academic Customers – 115V
00-0393	GeneAtlas™ System for Academic Customers – 230V
00-0375	GeneAtlas™ System for Industrial Customers – 115V
00-0392	GeneAtlas™ System for Industrial Customers – 230V

**Required products**

When ordering the GeneAtlas System, please select the appropriate power cord set for your location in addition to the system part number.

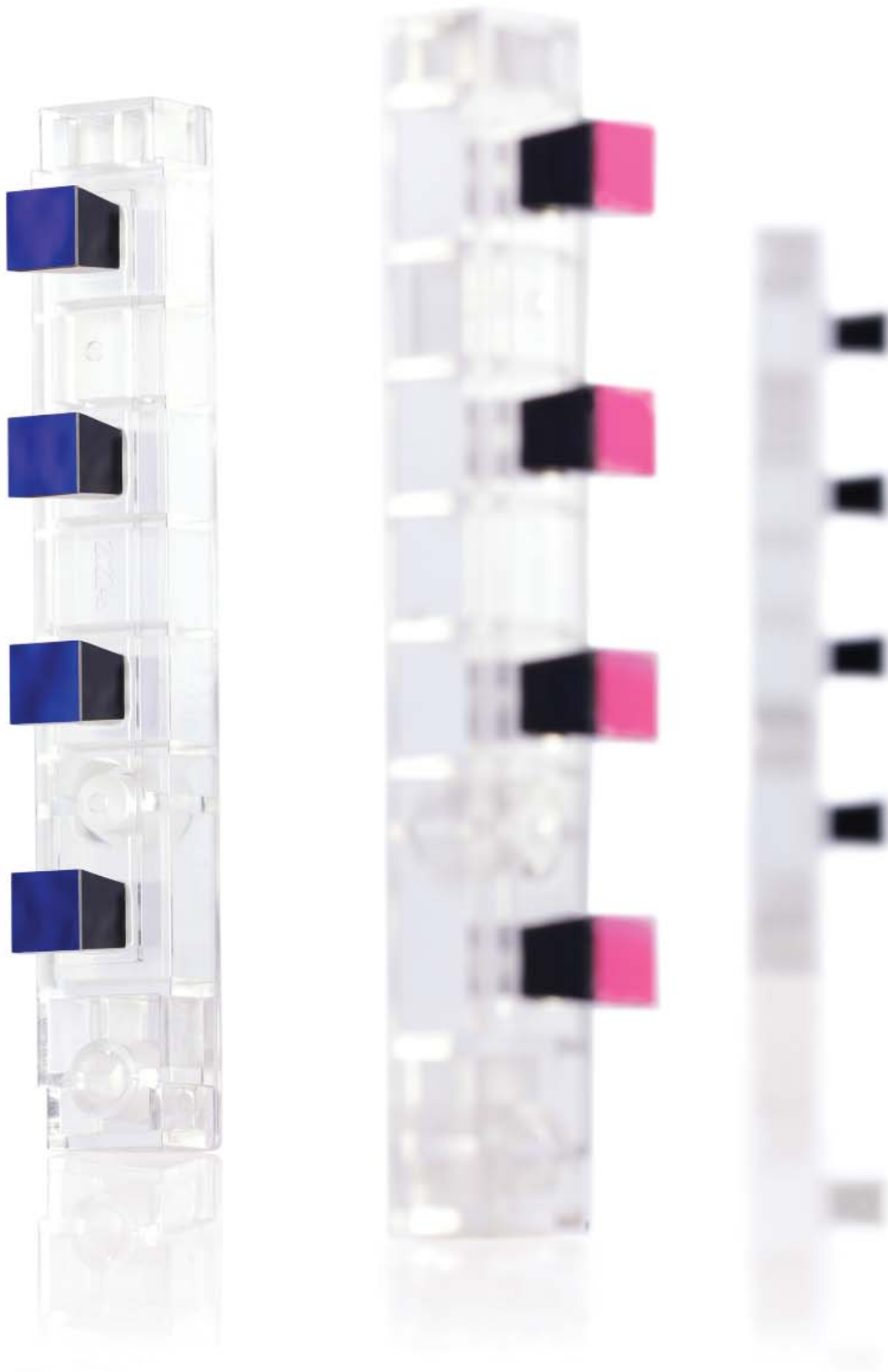
Part No.	Description
00-0383	North America Power Cord Set
00-0384	Italy Power Cord Set
00-0385	Australia Power Cord Set
00-0386	UK Power Cord Set
00-0387	Europe (Shuko) Power Cord Set
00-0388	Japan Power Cord Set
00-0389	Switzerland Power Cord Set
00-0390	Denmark Power Cord Set
00-0391	India Power Cord Set

For **array strip ordering information**, visit [www.affymetrix.com/GeneAtlas](http://www.affymetrix.com/GeneAtlas).  
 For research use only. Not for use in diagnostic procedures.  
 \*One-year licenses for Partek Express and Ariadne Pathway Studio Explore are included with the GeneAtlas System for academic accounts. Annual renewal is required. Industrial customers can purchase these applications directly from Partek and Ariadne, respectively, or choose from dozens of other GeneChip-compatible™ applications.

# Get answers, not just data

The **GeneAtlas™ System**  
*This is different.*





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