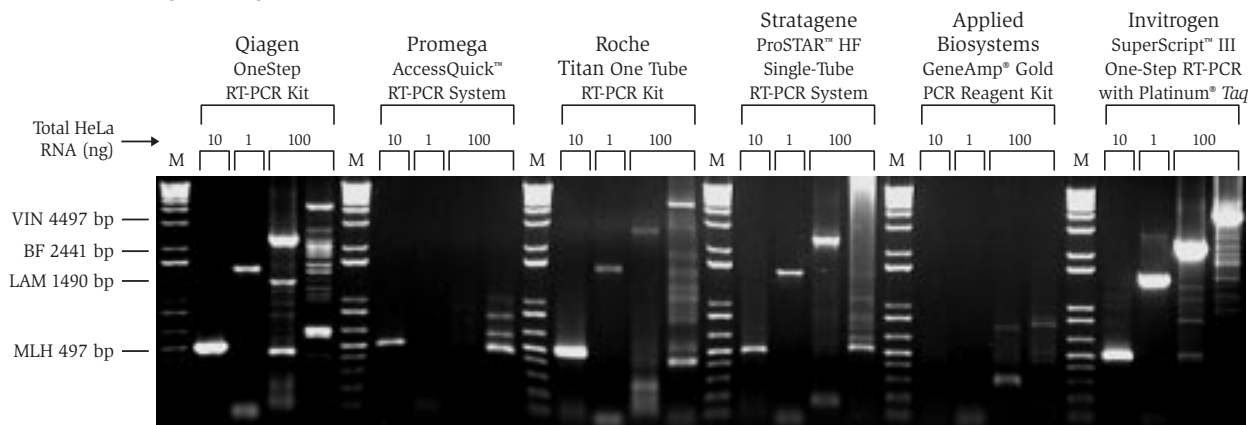


Greater yields from more targets

The SuperScript™ III One-Step RT-PCR System with Platinum® *Taq* provides superior product yields from a broad range of different size genes. You can amplify targets from 200 bp up to 4.5 kb, starting from 0.01 pg

up to 1 µg of total RNA. Figure 4 demonstrates the superior yields achievable with a wide range of target sizes compared to other one-step kits.

Figure 4 - The SuperScript™ III One-Step RT-PCR System with Platinum® *Taq* provides superior product yield across a range of target sizes



One-Step RT-PCR reactions were performed with 1, 10, or 100 ng total HeLa RNA as shown using reagents and conditions specified in each manufacturer's protocol. The PCR annealing temperatures were 60°C (MLH & LAM), 64°C (BF), and 66°C (VIN).

Your path to RT-PCR success

Get the best sensitivity available for your one-step end point RT-PCR experiments. Call today and order the SuperScript™ III One-Step RT-PCR System with Platinum® *Taq*.

Product	Quantity	Cat. no.
SuperScript™ III One-Step RT-PCR System with Platinum® <i>Taq</i>	25 rxns	12574-018
	100 rxns	12574-026

New for qRT-PCR

Get the same great performance for one-step quantitative RT-PCR that you do for end point RT-PCR in a new kit. The SuperScript™ III Platinum® One-Step qRT-PCR Kit is specifically formulated to deliver outstanding sensitivity and specificity for real-time detection methods. Get one today.

Product	Quantity	Cat. no.
SuperScript™ III One-Step qRT-PCR Kit	100 rxns	11732-020
	500 rxns	11732-088



SuperScript™ and Platinum® are trademarks of Invitrogen. These products may be covered by one or more Limited Use Label Licenses (See the Invitrogen catalog or our web site, www.invitrogen.com). By the use of these products you accept the terms and conditions of all applicable Limited Use Label Licenses. AccessQuick™ is a trademark of Promega. ProSTAR™ is a trademark of Stratagene. GeneAmp® is a trademark of Applied Biosystems. TITANIUM™ is a trademark of BD Clontech.

For research use only. Not intended for any animal or human therapeutic or diagnostic use. Printed in the U.S.A.
©2003 Invitrogen Corporation. All rights reserved. Reproduction forbidden without permission.

Corporate headquarters:

1600 Faraday Avenue • Carlsbad, CA 92008 USA • Tel: 760 603 7200 • Fax: 760 602 6500 • Toll Free Tel: 800 955 6288 • E-mail: tech_service@invitrogen.com www.invitrogen.com

European headquarters:

Invitrogen Ltd • Inchinnan Business Park • 3 Fountain Drive • Paisley PA4 9RF, UK • Tel: +44 (0) 141 814 6100 • Fax: +44 (0) 141 814 6260 • E-mail: eurotech@invitrogen.com



Get superior sensitivity in your one-step end point RT-PCR

The SuperScript™ III One-Step RT-PCR System with Platinum® *Taq* DNA Polymerase delivers superior sensitivity for your one-step end point experiments, amplifying targets from as little as 0.01 pg total RNA. In an easy, one-step format, the thermostability of SuperScript™ III RT is combined with the specificity of Platinum® *Taq* DNA Polymerase, providing greater priming specificity, higher product yields, and detection of a larger range of targets.

Great enzymes for great results

The SuperScript™ III One-Step RT-PCR System combines the most powerful reverse transcriptase and *Taq* polymerase—SuperScript™ III RT and Platinum® *Taq*—to give you the most sensitive, specific, one-step system available for end point detection. SuperScript™ III RT is a point mutant of SuperScript™ II RT with reduced RNase H activity. Exhibiting a longer half-life (220 min. at 50°C) and increased thermostability, it gives you higher cDNA yields, greater

success with RNA secondary structure, and increased priming specificity with gene-specific primers. Platinum® *Taq* DNA Polymerase provides antibody-mediated hot-start technology to reduce mispriming and non-specific amplification, facilitating greater specificity and sensitivity in your PCR. When you put the best enzymes together in one tube, you're guaranteed outstanding performance.

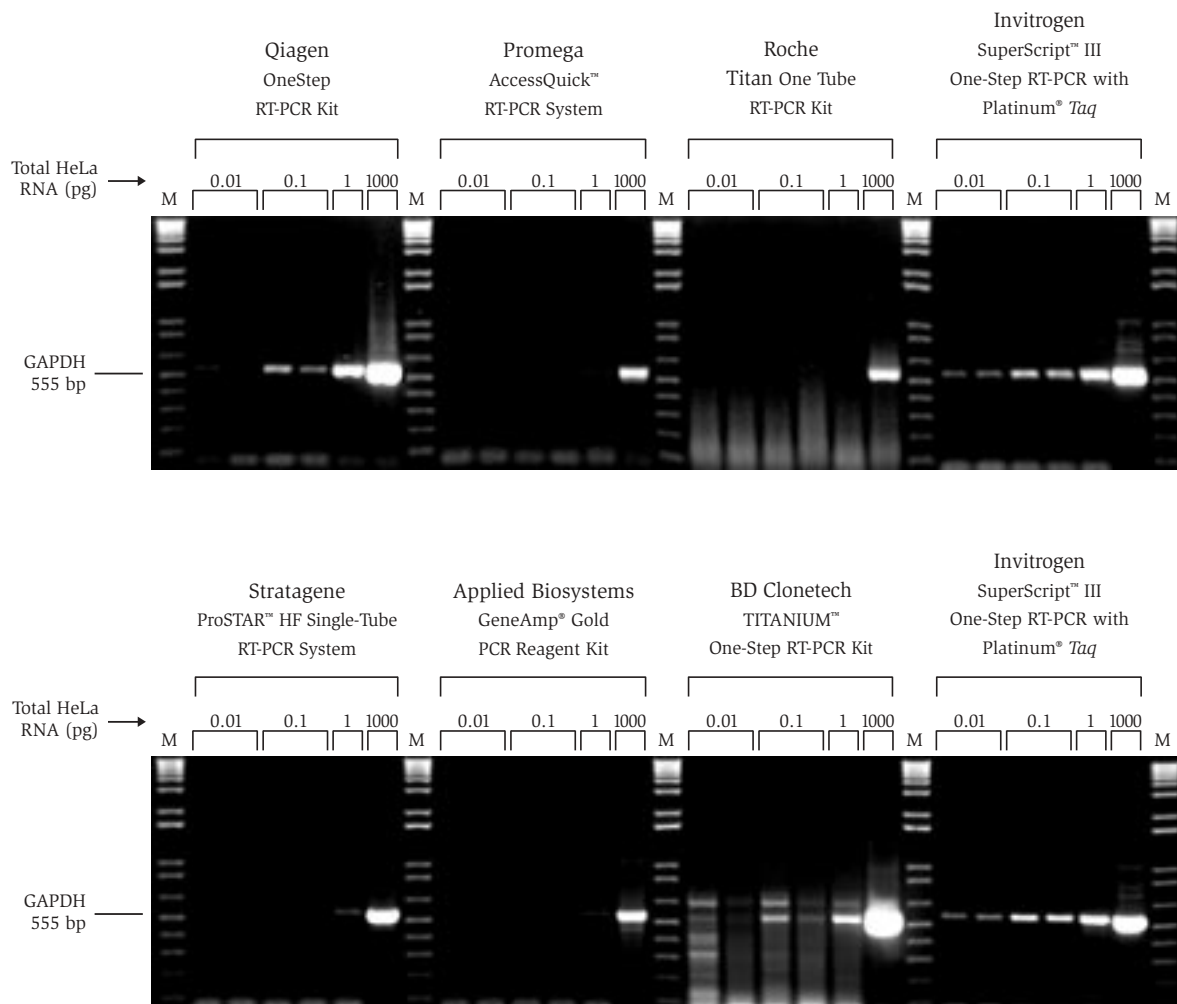


Super sensitivity for the smallest samples

The SuperScript™ III One-Step RT-PCR System with Platinum® *Taq* allows you to easily detect the smallest samples. The high cDNA yield of SuperScript™ III RT combined with an improved reaction buffer gives you great results from as little as 0.01 pg total RNA. That's a 10-fold

improvement over the SuperScript™ II One-Step System, and the most sensitive one-step system available for end point detection. Figure 1 shows the superior sensitivity of the SuperScript™ III One-Step RT-PCR System compared to other one-step systems.

Figure 1 - The SuperScript™ III One-Step RT-PCR System with Platinum® *Taq* provides the highest sensitivity available



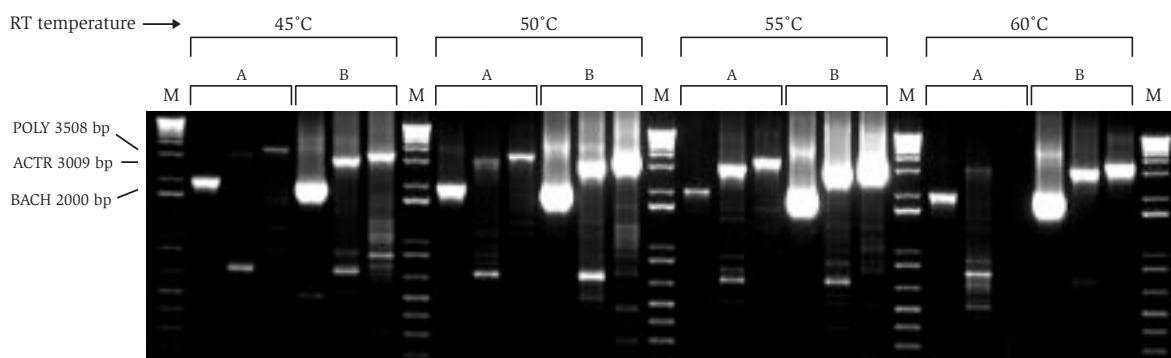
One-Step RT-PCR reactions were performed with 0.01, 0.1, 1.0 pg, and 1.0 ng total HeLa RNA using reagents and conditions specified in each manufacturer's protocol. The PCR annealing temperature was 55°C for all reactions.

Greater thermostability for tough targets

The increased thermostability of SuperScript™ III RT makes the SuperScript™ III One-Step RT-PCR System better for tough RNA targets. You can perform cDNA synthesis at temperatures up to 60°C—5°C higher than

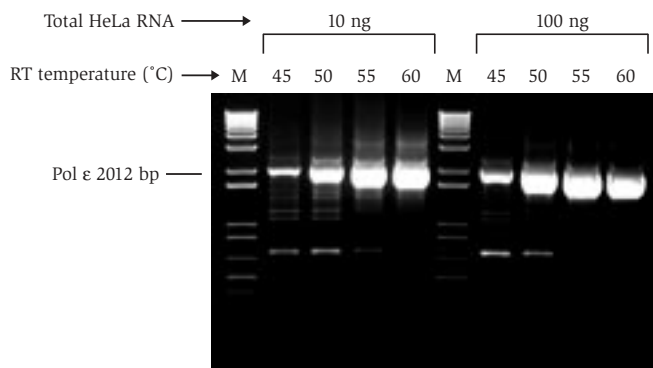
with the SuperScript™ II One-Step System (Figure 2). Higher temperature cDNA synthesis means better success with RNA secondary structure and increased specificity with gene-specific primers (Figure 3).

Figure 2 - The SuperScript™ III One-Step RT-PCR System with Platinum® Taq provides higher temperature cDNA synthesis



One-Step RT-PCR reactions were performed on 100 ng of total HeLa RNA using either the SuperScript™ II ("A" reactions) or SuperScript™ III ("B" reactions) One-Step RT-PCR System with Platinum® Taq. RT incubations were performed at the temperature indicated followed by 40 cycles of PCR, 1 min/kb. PCR annealing temperatures were 60°C (BACH) and 64°C (ACTR & POLY).

Figure 3 - The SuperScript™ III One-Step RT-PCR System with Platinum® Taq gives you increased specificity with gene-specific primers



One-Step RT-PCR reactions were performed with 10 and 100 ng of total HeLa RNA at the temperatures indicated using the SuperScript™ III One-Step RT-PCR System with Platinum® Taq DNA Polymerase. Reactions were amplified with 40 cycles of PCR, 1 min/kb.