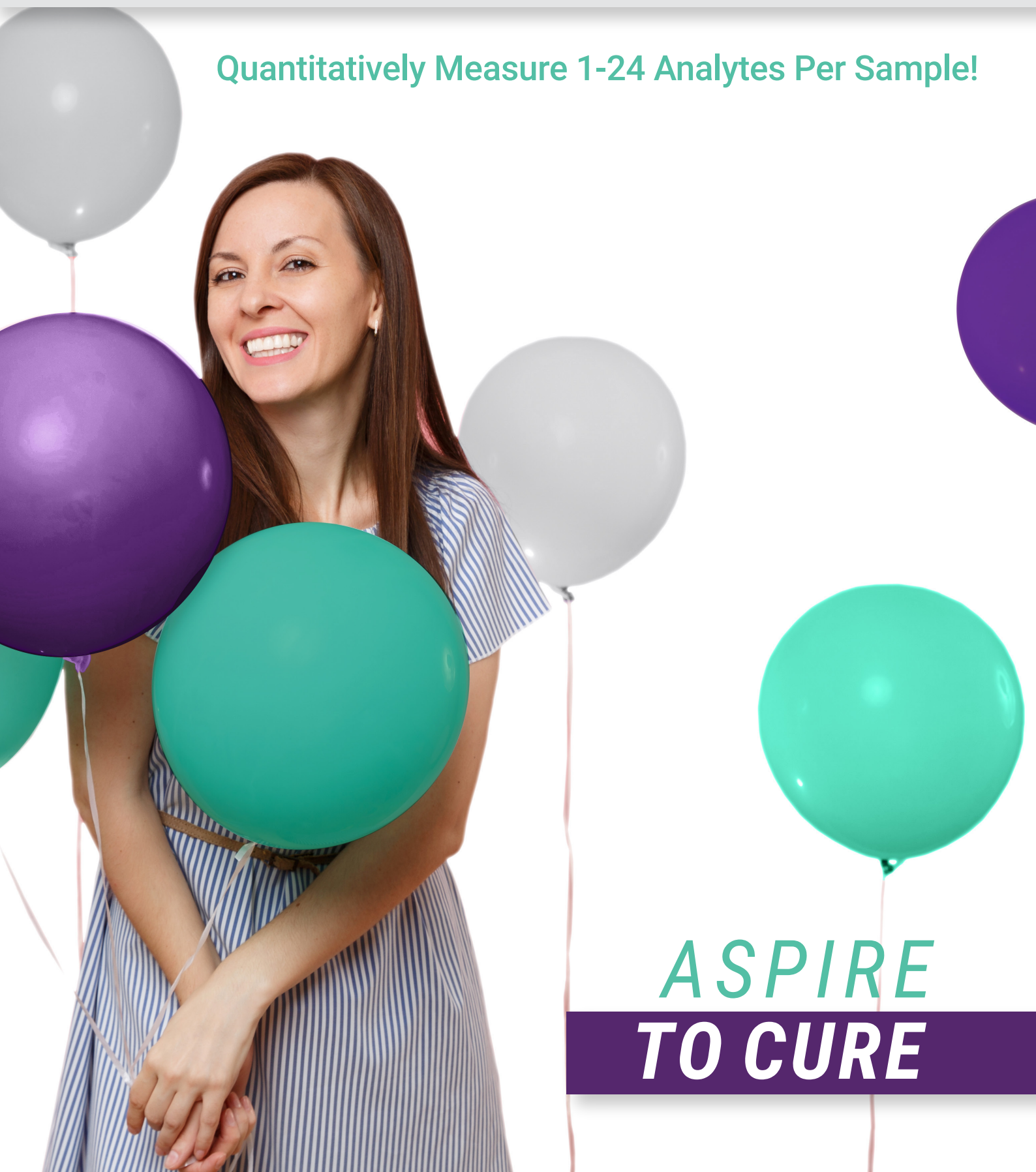


# *GeniePlex*

## *Quantitative Multiplex Immunoassays*

Quantitatively Measure 1-24 Analytes Per Sample!



*ASPIRE*  
**TO CURE**

# Assay Genie: Maximum Support

## About Assay Genie

Assay Genie is a proprietary range of ELISA kits & multiplex assays developed by Assay Genie, a global life science reagents company based in London and Dublin.

Founded by Colm Ryan PhD and Seán Mac Fhearraigh PhD, our goal is to provide you with premium quality ELISA kits along with excellent technical and logistics support, so you can maximise your success.



**COLM RYAN PhD**  
CEO & co-founder of  
Reagent Genie

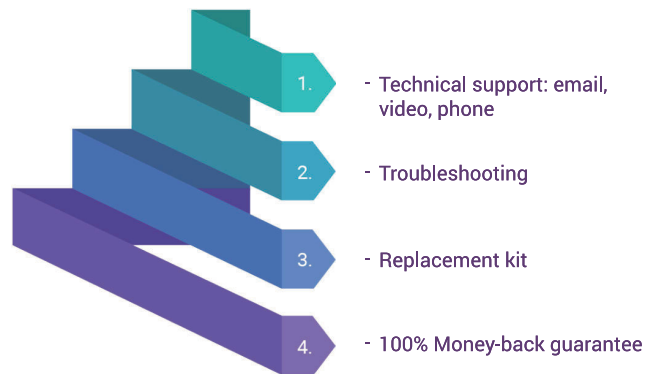


**SEÁN MAC FHEARRAIGH PhD**  
CTO & co-founder of Reagent Genie

## Maximum Support & Guarantee

Assay Genie provides excellence in support to all our customers!

We provide all our customers with application-based technical support before, during and after your experiments. On those rare occasions when problems arise, we have a defined series of customer-centric steps to ensure that you are happy with our product.



## Rapid Global Delivery

Whether you are served by one of our trusted local distributors or are part of our direct sales network, we endeavour to ship your products to you on-time, every time!

Contact us 24/7 on [hello@assaygenie.com](mailto:hello@assaygenie.com) to find our shipping times to your laboratory.



# GeniePlex: Quantitatively Measure 1-24 Analytes Simultaneously!

GeniePlex is a bead-based multiplex immunoassay technology. It enables the simultaneous & quantitative detection of up to 24 analytes in as little as 15  $\mu$ l sample on almost any flow cytometer. It's like doing 24 different ELISA in every well!



## Phenomenal Performance

**Very Sensitive:** Measure as low as <10 pg/ml of each analyte

**Excellent Dynamic Range:** Lower limit < 20 pg/mL | Upper limit > 5,000 pg/mL

**High Precision & Accuracy:** Intra-assay CV: < 10% | Inter-assay CV: < 20% | Recovery: 70-130%

**Low Sample Volumes:** Use as little as 15  $\mu$ l of sample

**Validated:** All assays fully tested for cross-reactivity in our lab



## Unbeatable Flexibility

**Comprehensive Choice of Targets:** Up to 400 assays & custom formats available for human, mouse, rat, porcine, canine and primates

**Wide Range of Sample Types:** Cell culture supernatants, saliva, plasma, cell/tissue lysates, serum, BALF, pleural and peritoneal fluids & more

**Multiple Formats:** 32-well and 96-well sizes available



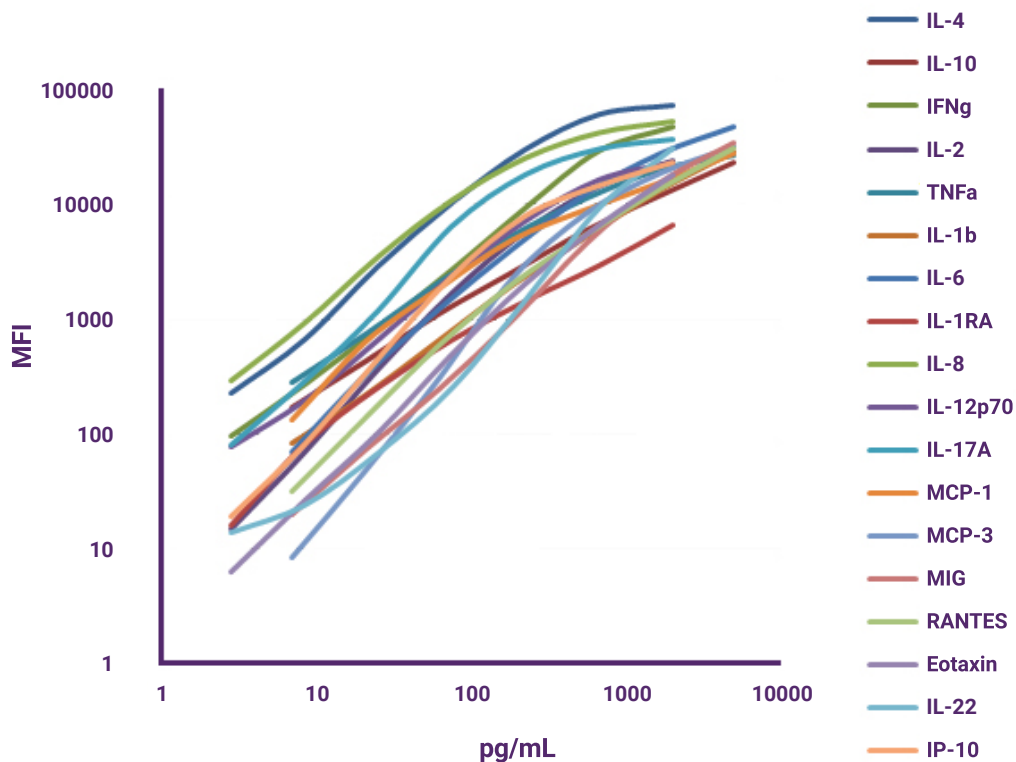
## Convenience Redefined

**Use Your Own Lab:** Assays can be run on most validated flow cytometers (PE & either PE-Cy5 or APC detectors)

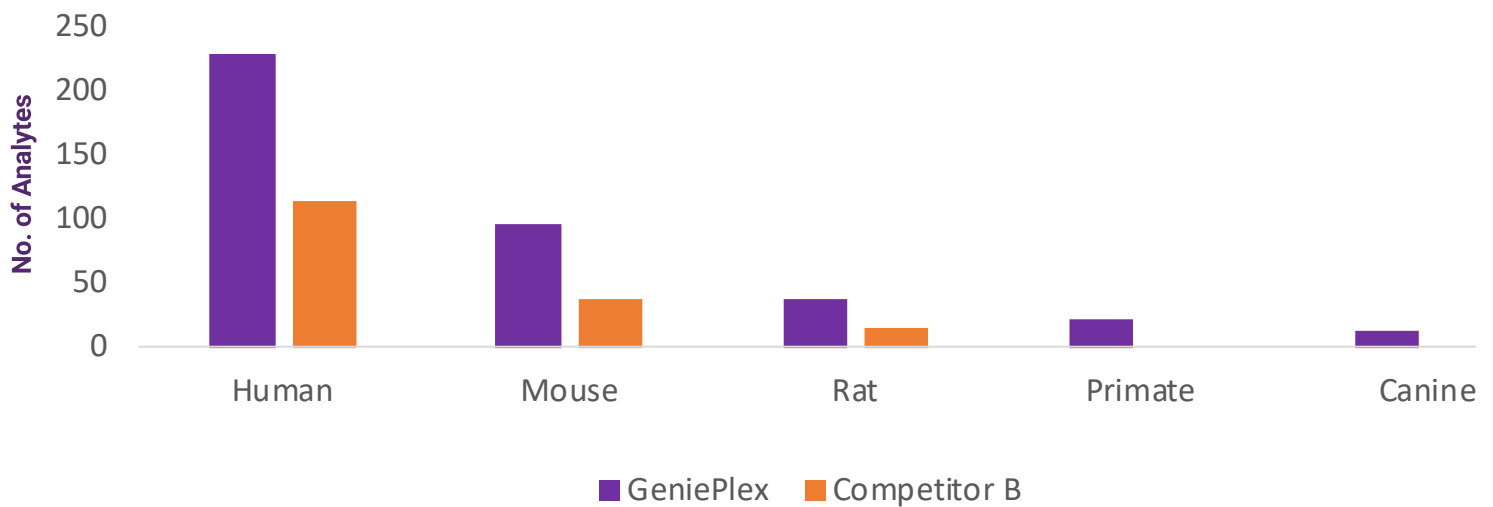
**Free Software:** Analyse with commonly available software such as FCAP Software v3.0. Or, send us your data!

**Customisation:** Can't find your analyte in our extensive list? Then just ask our team of experienced scientists to help build your assay

Standard Curves - Human 18-Plex



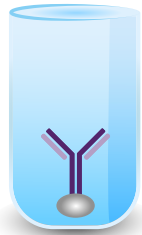
# GeniePlex: Choose from 400+ Analytes!



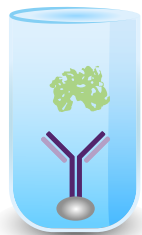
GeniePlex gives you the flexibility to create your own multiplex immunoassays. Whether you work with human, mouse, rat, non-human primate or even canine samples, simply choose your analytes from the species list and we will create your assay of choice. GeniePlex also offers more choice than leading competitors.

# GeniePlex: Multiplexing Simplified

1. Add GeniePlex antibody-bead conjugates to the wells

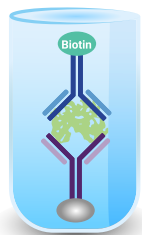


2. Add Standards or Samples



Wash 3X

3. Add Biotinylated Antibodies



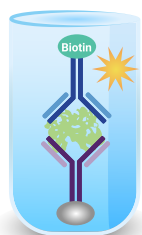
Wash 3X

4. Add Streptavidin-PE

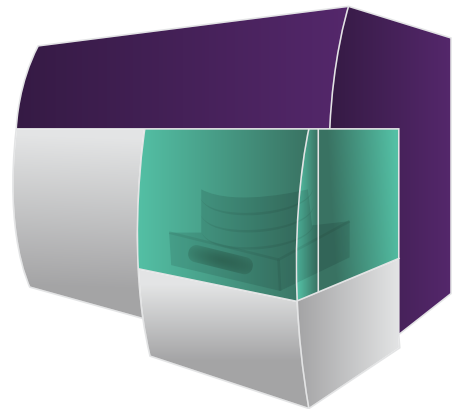


Wash 3X

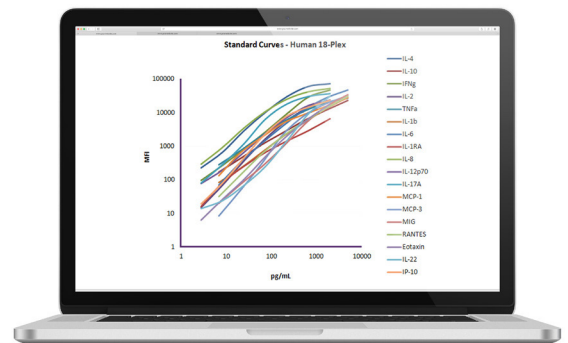
5. Add Reading buffer



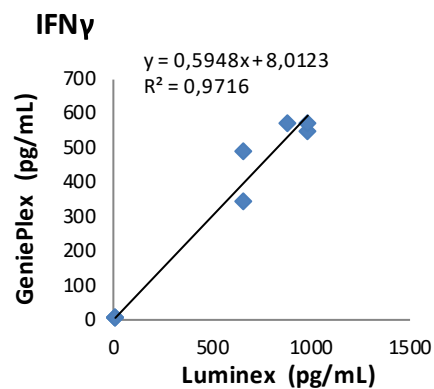
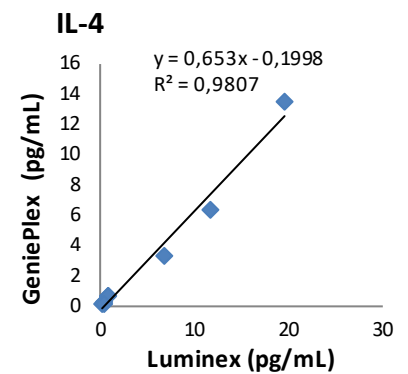
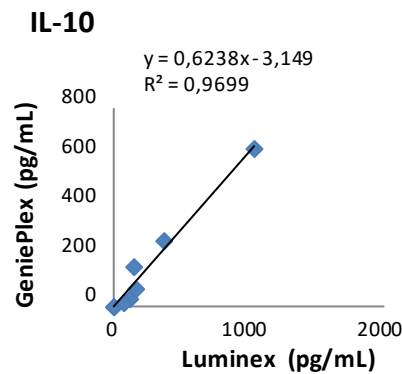
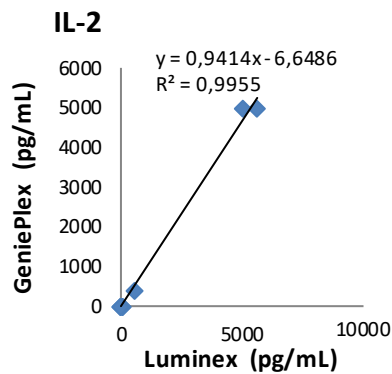
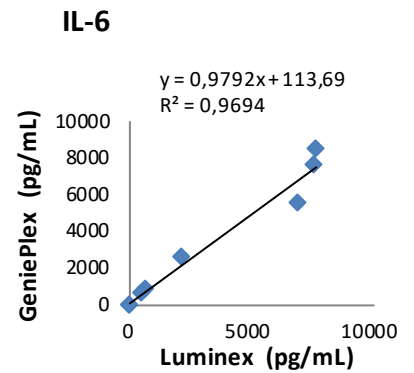
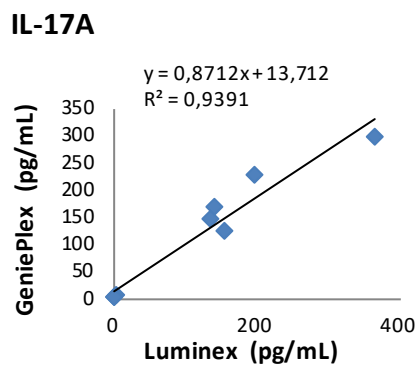
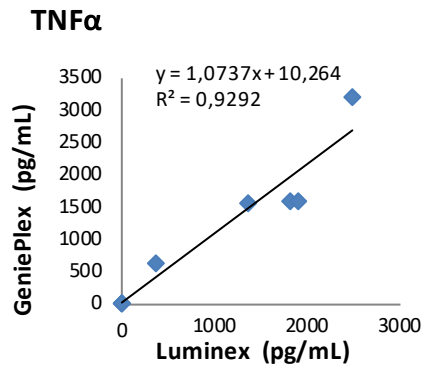
6. Read on a flow cytometer



7. Analyse 1-24 analytes



# GeniePlex: Excellent Benchmarking Data



GeniePlex gives excellent performance versus Luminex technology. GeniePlex Human Th1/Th2/Th17 7-Plex assay and a Luminex multiplex assay kit were used to assay cell culture supernatant samples from human PBMCs treated with various reagents.

# GeniePlex: Human Analytes

## Human

CCL11/SCYA11/Eotaxin	VEGF-D	CCL16/SCYA16/HCC-4	PDGF-AA
CCL2/SYCA2/MCP-1	ANGPT-1/Angiopoietin-1	CCL17/SCYA17/TARC	PDGF-BB
CCL5/SCYA5/RANTES	BDNF	CCL18/SCYA18/PARC/MIP-4	PIGF/PIG-F
CCL7/SYCA7/MCP-3/MARC	beta-NGF/NGFB	CCL23/SCYA23/MPIF-1	TNFRSF13B/sCD267/TACI
CXCL10/IP-10	EGF	CCL25/SCYA25/TECK	TNFSF10/sCD253/TRAIL
IFN-gamma	FGF basic/FGF-2/HBGH-2	CCL26/SCYA26/Eotaxin-3	Adiponectin
IL-1beta	GASP-1/WFIKKRNP	CCL8/SCYA8/MCP-2	AFP/Alpha-fetoprotein
IL-1RA	IFN-beta	CD279/sPD-1/sCD279	TNFSF13/sCD256/APRIL
IL-2	Insulin	CXCL12/SDF-1	Artemin/ARTN/Neublastin
IL-10/CSIF	Leptin/LEP	CXCL4/PF4	BIGH3/TGFBI/βIG-H3
IL-12p70	MIF/MMIF/GIF	CXCL6/GCP-2	CA 50
IL-17A/CTLA-8	OPG/Osteoprotegerin/TNFRSF11B	CXCL7/NAP-2	CA-125/MUC16
IL-4	OPN/Osteopontin/BNSP	BMP-2	CA15-3
IL-6	PDGF-AB	BMP-4	CA19-9
IL-8/CXCL8	Resistin/ADSF/XCP1	Cystatin C	CD163/M130/sCD163
IL-22/IL-TIF	Survivin/BIRC5	FGF-1/FGF-acidic/HBGF-1	CD269/BCMA/TNFRSF17/sCD269
TNF-alpha	TGF-alpha/TGF-type I/ETGF	FGF-19	CEA/CD66e/CEACAM5
G-CSF/CSF-3	THPO/Thrombopoietin/TPO	Flt-3 Ligand/Flt-3L/Flk-2L	CRP/C-Reactive Protein
GM-CSF/CSF-2	VEGF-C	GDF-15/MIC-1/PTGFB	CXCL2/GROβ/MIP-2α/GRO2
IFN-alpha 2	BlyS/BAFF/sCD257/TNFSF13B	Granzyme B/GZYMB/CTL1	CXCL9/SCYB9/MIG
IL-1alpha/IL-1F1	CD14/sCD14	IGFBP-3	EGFR/ErbB1
IL-3	E-Cadherin/CDH1/sCD324	IGFBP-5	EG-VEGF/PROK1/PK1
IL-5	Endoglin/sCD105	IGFBP-6	Endostatin
IL-7	E-selectin/ELAM-1/sCD62E	Lipocalin-2/LCN2/NGAL	Ferritin
IL-11	ICAM-1/sCD54	PAPP-A	FGF-9/HBGF-9/GAF
IL-12/IL-23p40	IL-2RA/sCD25	RAGE/AGER/sRAGE	HGF/Hepatopoietin A
IL-13	PECAM-1/sCD31	SLP1/ALP/BLPI	Galectin-1/Galaptin
IL-17F	TNFRSF10c/sCD263/TRAIL-R3	ST2/IL-1R4/IL-1RL1	GDNF/ATF-1
IL-20/IL-10D	TNFRSF1A/sCD120a/sTNFRI	TIMP-1	Granzyme A/GZYMA/CTL3A
IL-21	TNFRSF9/sCD137/4-1BB	TIMP-2	IgA
IL-28A/IFNlambda 2	TNFSF11/sCD254/RANKL	ALCAM/sCD166	IgE
IL-29/IFNlambda 1	TNFSF14/sCD258/sLIGHT	CEACAM-1/sCD66a	IGFBP-2
IL-33	TNFSF6/sCD178/sCD95L/sFasL	EpCAM/MK-1/TROP1/sCD326	IL-18
M-CSF/CSF1	TNFSF8/sCD153/sCD30L	EPO-R/Erythropoietin Receptor	IL-25/IL-17E
MPO	TNFSF8/sCD154/sCD40L	ICAM-3/sCD50	Keratin 19/KRT19/CK-19
TSLP	VCAM-1/sCD106	IL-1RI/sCD121a	Klotho/KLA/KL
VEGF-A	VEGFR2/Flk-1/sCD309/KDR	L-selectin/LECAM1/sCD62L	LAP (TGF-beta1)/Latent
CCL3/SCYA3/MIP-1alpha	CCL13/SCYA13/MCP-4	NCAM-1/sCD56	TGF-beta1
CCL4/MIP-1beta	CCL15/SCYA15/MIP-1δ/MIP-5	PDCD1LG2/PD-L2/sCD273	MMP-1/CLGN (Total)
CX3CL1/Fractalkine	CCL19/SCYA19/MIP-3β	PD-L1/sCD274/sB7-H1	MMP-13/Collagenase 3 (Total)
CXCL11/I-TAC	CCL20/SCYA20/MIP-3α	P-selectin/LECAM-3/sCD62P	MMP-3/Stomelysin-1 (Total)
IL-9	CCL21/SCYA21/6Ckine	SLAMF4/2B4/NAIL/sCD244	MMP-7/PUMP-1 (Total)
IL-15	CCL22/SCYA22/MDC	SLAMF8/BLAME/SBBI42/sCD353	MMP-8/Collagenase 2 (Total)
IL-16/LCF	CCL24/SCYA24/Eotaxin-2/MPIF-2	TNFRSF14/sCD270/sHVEM	MMP-9/GELB (Total)
IL-17C	CCL27/SCYA27/CTACK	TNFRSF5/sCD40	TWEAK/TNFSF12/Apo3 Ligand
IL-23	CCL28/SCYA28/MEC	TNFRSF6/sCD95/sFasR	Activin A
IL-24	CXCL13/BCA-1	VEGFR1/Flt-1	IgG1
IL-27	CXCL14/BRAK	Betacellulin/BTC	IgG2
IL-31	CXCL16/SCYB16	CNTF	IgG3
IL-32	CXCL5/ENA-78	FGF-4	IgG4
IL-34	Gp130/sCD130	Follistatin/FST	Procalcitonin/PCT
LIF	IGFBP-1	IL-19	Amphiregulin
OSM/Oncostatin M	IGFBP-7	KGf/FGF-7	Pro-BDNF
SCF/MGF/KIT-Ligand	IL-1R2/sCD121b	Lymphotoxin/XCL1	Reg3A/PAP2/PAPPAP-H/PBCGF
TIM-1/HAVCR/KIM-1	IL-6Rα/IL-6R alpha/sCD126	MIA/CD-RAP	Elafin/PI3/Trappin2
TNF-beta/TNFSF1/LTA	TNFRSF1B/sCD120b/sTNFR2/sTNFRII	Midkine/MK1/NEGF-2	VAP-1/Vascular Adhesion
	RIL	NOV/CCN3/IGFBP-9	Protein-1
	CCL1/SCYA1/I-309	NRG1-beta1/HRG1-beta1	
	CCL14/SCYA14/HCC-1		

# GeniePlex: Mouse, Rat, Primate, Canine & Custom Analytes

## Mouse

CCL11/SCYA11/Eotaxin  
CCL5/SCYA5/RANTES  
CCL7/SCYA7/MCP-3/MARC  
CXCL1/KC/CINC1/KC/Gro alpha  
CXCL9/MIG  
IFN-gamma  
IL-1alpha/IL-1F1  
IL-2  
IL-4  
IL-6  
IL-10/CSIF  
IL-12p70  
IL-17A/CTLA-8  
IP-10/CXCL10  
MCP-1/JE/CCL2  
TNF-alpha  
G-CSF/CSF-3  
GM-CSF/CSF-2  
IL-3  
IL-5  
IL-7  
IL-12/IL-23p40  
IL-13  
IL-15  
IL-17F  
IL-1beta/IL-1F2  
IL-21  
IL-22  
IL-28A/B/IFNlambda 2/3  
M-CSF/CSF-1  
MIP-1 alpha/CCL3  
MIP-1beta/CCL4  
OSM/Oncostatin M  
TSLP  
BTC/Betacellulin  
CCL12/SCYA12/MCP-5  
CCL20/SCYA20/MIP-3a  
CCL27/SCYA27/CTACK  
CXCL16/SCYB16  
CXCL5/LIX/GCP2  
IL-1RA  
IL-9  
IL-23p19  
IL-25/IL-17E  
IL-2Ra/Ly43/sCD25  
IL-7R/IL-7Ra/sCD127  
Leptin/LEP  
LIF  
MIP-2/GRO beta/CINC3  
TNFSF11/CD254/RANKL  
TNFSF13B/BlyS/BAFF/sCD257  
VEGF  
Activin A  
BDNF  
BLC/CXCL13  
BRAK/CXCL14/MIP-2γ/BMAC

CCL21/SCYA21/Exodus-2 /6Ckine  
FGF-1/FGF-acidic/HBGF-1  
FGF-2/FGF basic/HBGH-2  
FGF-9/HBGF-9/GAF  
HGF/HPTA/SF  
IL-11  
IL-20/IL-10D  
IL-33/NFHEV/DVS27  
MDC/CCL22/ABCD-1/STCP-1  
MIP-1γ/CCL9/CCL10/MRP-2/CCF18  
MIP-3β/CCL19/ELC  
OPG/Osteoprotegerin/TNFRSF11B  
TARC/CCL17  
TIMP-1  
CD10/Neprilysin/sNEP/CALLA/sCD10  
CD105/Endoglin/sCD105  
CD106/sVCAM-1  
CD119/sIFNγR1/IFNγRa  
CD120a/sTNFR1/TNFRSF1A  
CD120b/sTNFR2/TNFRSF1B  
CD121a/sIL-1R1  
CD14/sCD14  
CD153/sCD30L/TNFSF8  
CD154/sCD40L/TRAP/TNFSF5  
CD266/sTWEAK-R/Fn14/TNFRSF12a  
CD27/sTNFRSF7/sCD27  
CD309/sVEGFR2/KDR/Fik-1  
CD54/sICAM-1  
CD62E/sE-selectin/ELAM1  
CD62L/sL-selectin/LECAM1  
CD62P/sP-selectin/ LECAM-3  
RAGE/sRAGE/AGER  
VEGFR1/Flt-1/sVEGFR1  
ANGPT-1/Angiopoietin-1  
beta-NGF/NGFB  
CD30/TNFRSF8/sCD30  
Eotaxin-2/CCL24/MPIF-2  
CRP  
CCL8/MCP-2  
CCL28/MEC/CCK-1  
EGF

## Rat

Eotaxin/CCL11  
G-CSF/CSF-3  
GM-CSF/CSF-2  
GRO alpha/KC/CINC1  
IFNgamma  
IL-10  
IL-12p70  
IL-13  
IL-17A/CTLA-8  
IL-1alpha/IL-1F1  
IL-1beta/IL-1F2  
IL-2  
IL-4  
IL-5  
IL-6  
IP-10/CXCL10  
MIP-1alpha/CCL3  
MIP-2/GRO beta/CINC3  
TNFalpha  
beta-NGF/NGFB  
CD254/RANKL/TNFSF11  
IL-12p40  
IL-15  
Leptin  
LIX/GCP2/CXCL5  
MCP-1/JE/CCL2  
MCP-3/MARC/CCL7  
RANTES/CCL5  
SDF-1/CXCL12  
sICAM-1/sCD54  
sVCAM-1/sCD106  
VEGF  
PDGF-AB  
TIMP-1  
FGF-2/FGF basic/HBGH-2  
PDGF-BB  
BDNF

## Primate

IL-12p70  
Eotaxin/CCL11  
IFNgamma  
IL-10/CSIF  
IL-17A/CTLA-8  
IL-1beta  
IL-1RA  
IL-2  
IL-4  
IL-6  
IL-8/CXCL8  
IP-10/CXCL10  
MCP-1/JE/CCL2  
MCP-3/MARC/CCL7  
RANTES/CCL5  
TNFalpha  
beta-NGF/NGFB  
FGF basic/FGF-2/HBGH-2  
IL-5  
MIG/CXCL9  
SDF-1  
TGFalpha/TGF-type I/ETGF  
VEGF-A

## Canine

IFNγ  
IL-2  
IL-6  
IL-8/CXCL8  
IL-10/CSIF  
IL-12p40  
IL-17A  
MCP-1/JE/CCL2  
SCF/MGF/KITLG  
TNFα  
VEGF  
Insulin

## Custom Panels

Can't find your species or analyte? Just let us know and we can work with you to develop new immunoassays and multiplex panels using the best-in-class validated antibodies