

# SWITCHGEAR PROMOTER CONTROL PLATE

Optimize your vector delivery and detection system using a set of well-characterized control constructs

- ▶ The SwitchGear Promoter Control Plate consists of 4 replicates of 8 control constructs in the identical reporter vector as other SwitchGear promoter products:

*4 constructs contain random 1kb fragments from the human genome (R1, R2, R3, R4)*

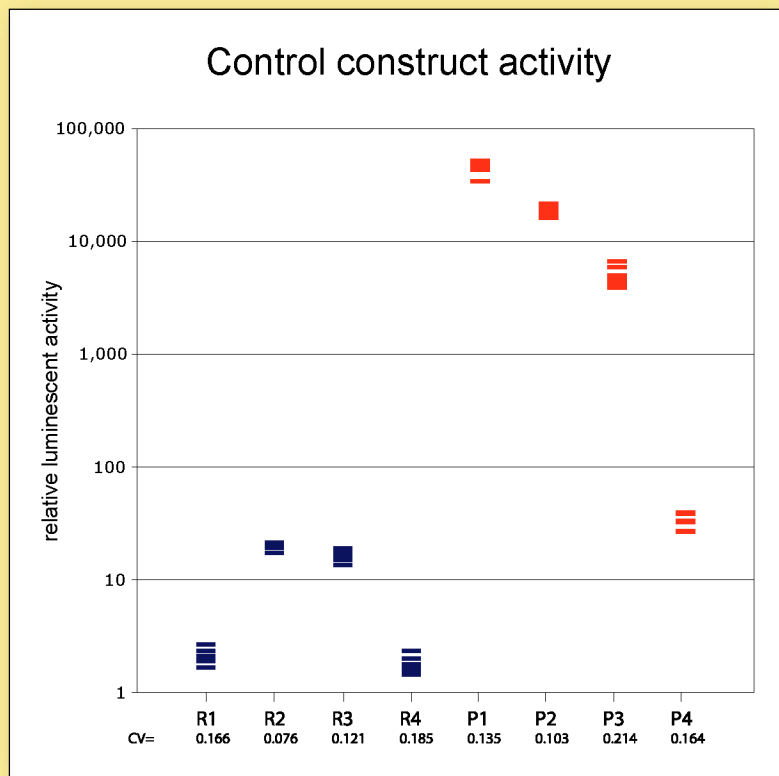
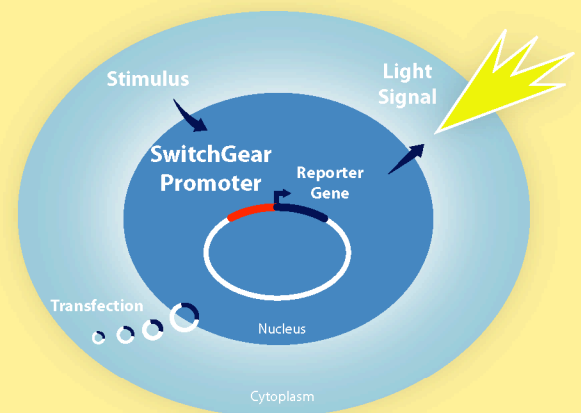
*4 constructs contain 1kb human promoters of varying strength (P1, P2, P3, P4)*

- ▶ **Experimentally, the Control Plate is ideal for:**

1. Determining conditions for maximum transfection efficiency
2. Determining conditions for maximum reproducibility

- ▶ **Technically, the Control Plate is ideal for:**

1. Optimizing the luminescent detection system
2. Demonstrating the expected dynamic range of reporter signals in your experimental system



✓ **Format** - Promoter Control Plates are delivered in 96-well or 384-well format.

✓ **Assay Ready** - Each well of a Promoter Control Plate contains 50 ng of a control vector that has been sequence validated and has passed other quality control criteria.

✓ **Functionally tested** - Constructs in the Promoter Control Plate have been experimentally characterized in many different cell lines and under different conditions.