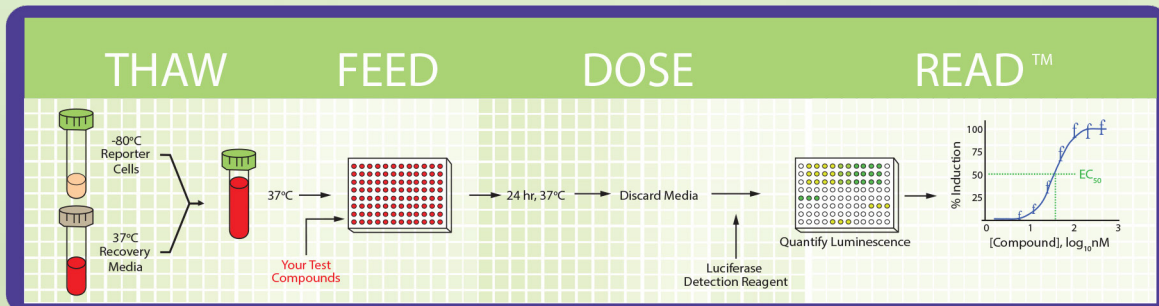


# All-Inclusive Reporter Assay Kits

## Cell-Based Reporter Assays

INDIGO's receptor-specific reporter assays are cell-based transactivation assays, allowing researchers to quantify any functional activity, either agonist or antagonist, that their test samples may exert against the receptor. INDIGO reporter kits utilize firefly luciferase reporter gene technology, which provide increased sensitivity and precision due to a low signal-to-noise ratio. The luciferase light response is measured, which correlates to the activation status of the specific receptor (either activation or inhibition). Quantifying changes in luciferase expression provides a sensitive surrogate measure of the changes in receptor activity. Quantified by a luminometer and reported in terms of Relative Light Units (RLUs), the significance or strength of the interaction is expressed by the level of light emitted.

*Fast, reproducible, easy-to-analyze results  
are only four steps away*



Our assays can be utilized for high throughput screening against one target, to understand your compounds' potency and develop EC<sub>50</sub>/IC<sub>50</sub> values, and to profile compounds against a panel of receptors to evaluate for selectivity.

## Ready to Use When You're Ready to Test

INDIGO's assay kits are all-inclusive, with receptor-specific reporter cells, an assay plate, and all required reagents for the assay to be performed as soon as it arrives. Reporter Cells are also prepared using INDIGO's proprietary CryoMite™ process. This process allows for immediate use with cells typically presenting greater than 95% cell viability post thaw. This eliminates the need for spin-and-rinse steps, viability determinations, or cell titer adjustments.

