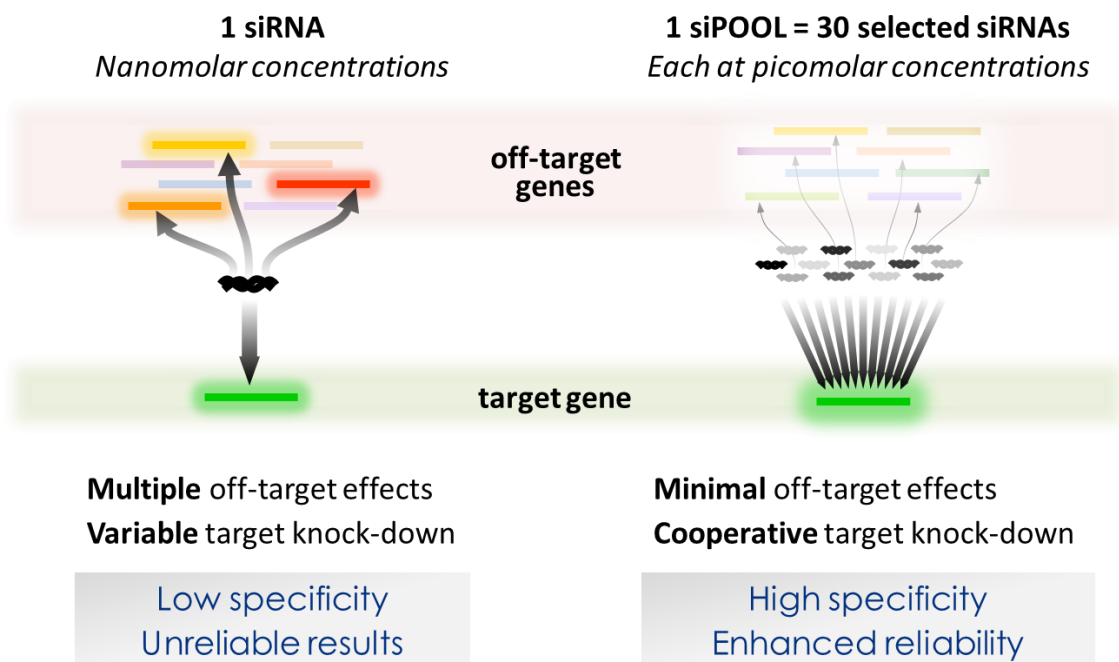
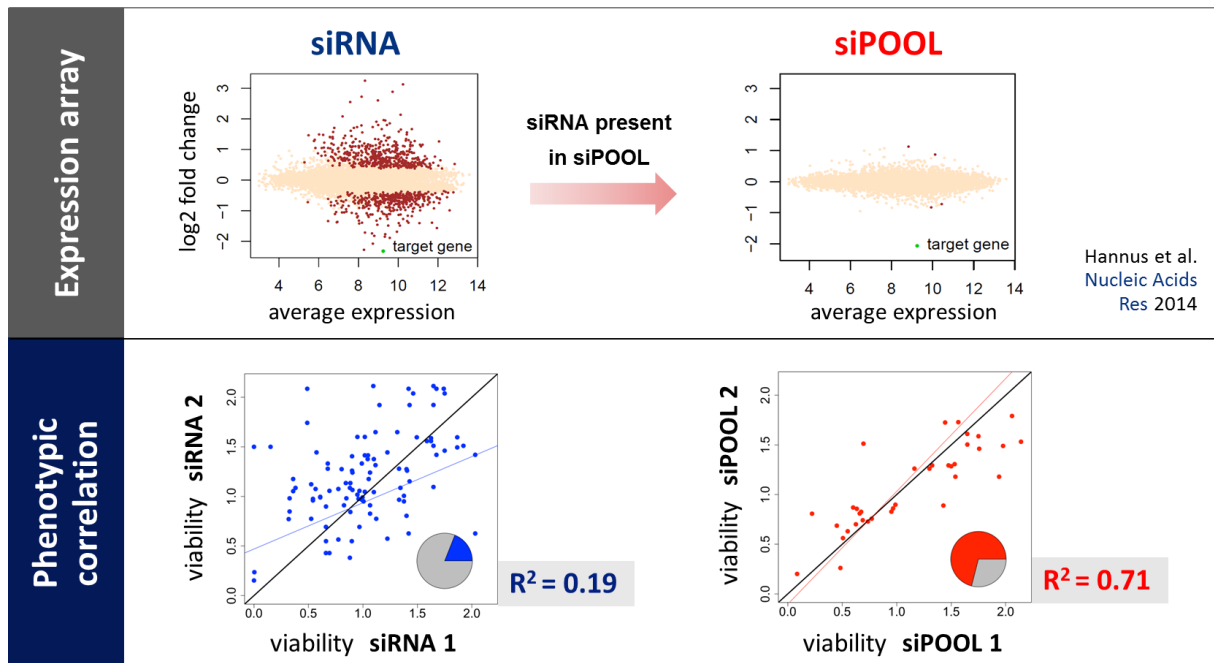


Studying gene function? Looking for a potent, specific and easy method of gene silencing?

## Introducing siPOOLS – Next generation RNAi



## siPOOLS give reliable phenotypes



**Expression array:** A siPOOL combines 30 siRNAs, designed with proprietary algorithms for maximal gene knock-down. As the working concentration of each siRNA in a siPOOL is in the picomolar range, off-target effects are greatly reduced while on-target silencing is cooperatively maintained.

**Phenotypic correlation:** If reliable and specific, two reagents that target the same gene should produce similar phenotypes. The highly-specific siPOOLS clearly outperformed individual siRNAs, giving rise to reproducible and reliable phenotypes.

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