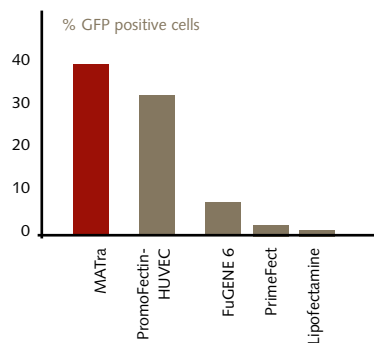


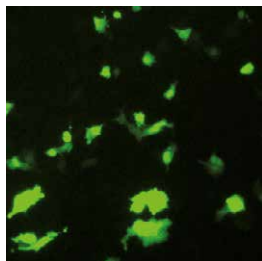
Product Description

- Convenient and very fast procedure (15 minute transfection) with high efficiencies
- Suited for multiple cell types, also hard-to-transfect primary cells such as neurons, hepatocytes or stem cells (almost 200 cell types tested positively so far)
- For stable and transient transfection of adherent or suspension cells
- Gentle transfection of sensitive cell types compared to lipofection or electroporation
- Suited for plasmid DNA, oligonucleotide, or siRNA transfection
- Works in serum-free and serum-containing media
- Combination with lipofection or viral transfection (adenovirus/retrovirus) possible
- Excellent pricing compared to electroporation and many lipofection reagents

Transfection of Primary Endothelial Cells

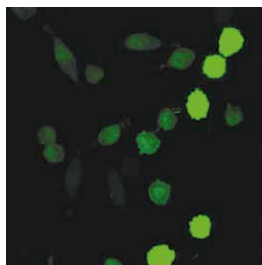


Transfection of primary HDMEC cells with MATra and other transfection reagents.

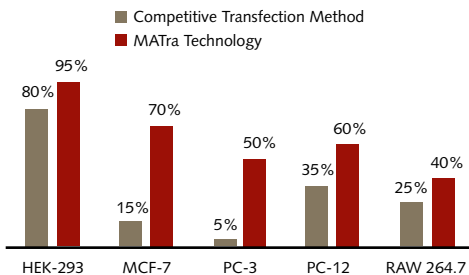


Human hepatocellular carcinoma cells transfected with GFP plasmid using MATra.

Transfection of Common Cell Lines



Magnet-Assisted Transfection of L929 fibrosarcoma cells with GFP reporter gene.

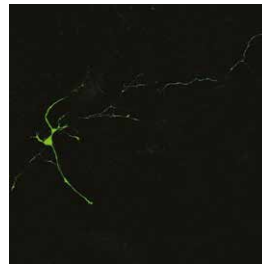
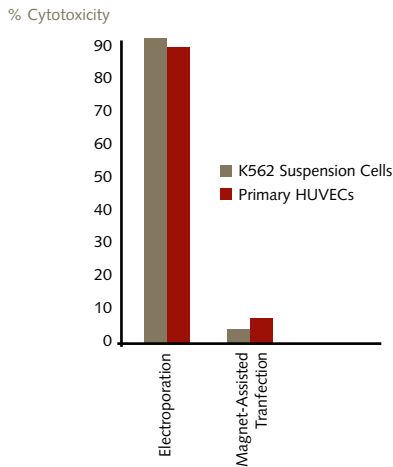


Greatly improved transfection rates with commonly used cell lines.

Comparison with Electroporation

| Electroporation | Magnet-Assisted Transfection |
|---|---|
| Harsh method resulting in a lot of cell death | Very gentle, little cell death |
| Requires optimized protocols/special kits for each cell type to overcome the harsh conditions | One-for-all solution, little optimization required, easy-to-handle |
| Transfer of cell culture into cuvette for transfection | Transfection in the original cell culture plate without transfer - suitable for all plate formats |
| Very expensive | No expensive instrumentation required, just magnet plate and inexpensive reagents |

Comparison of Cytotoxicity



MATra was used for very efficient transfection of highly sensitive primary neurons without any toxicity.

MATra causes far less cell damage and is more gentle than electroporation, particular with sensitive cell types.

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