

# Carna's NextGen Kinase Profiling Services Launch Campaign!

Carna's Next-Gen Mobility Shift Assay (MSA) System supporting kinase drug discovery is now operational with scientific and budget friendly benefits!

Our unique, Next-Gen MSA Detection system, established using our in-house kinase focused expertise and the Sciex BioPhase™ 8800 Capillary Electrophoresis System has been integrated with an automated arm to increase throughput.

To celebrate our remarkable achievement, we're excited to present you with two exclusive offers!

**Valid now through November 27.**  
*Don't miss these one-time opportunities!*

**Offer 1** **30% discount** **for reciprocal biochemical or cellular studies!**

- >> Step 1: Evaluate compounds using either our biochemical or cell-based assay services.
- >> Step 2: Receive **30% discount** on service order using same compounds in the reciprocal service (biochemical/cellular).

## Assay services included in this offer

### [ Biochemical ]

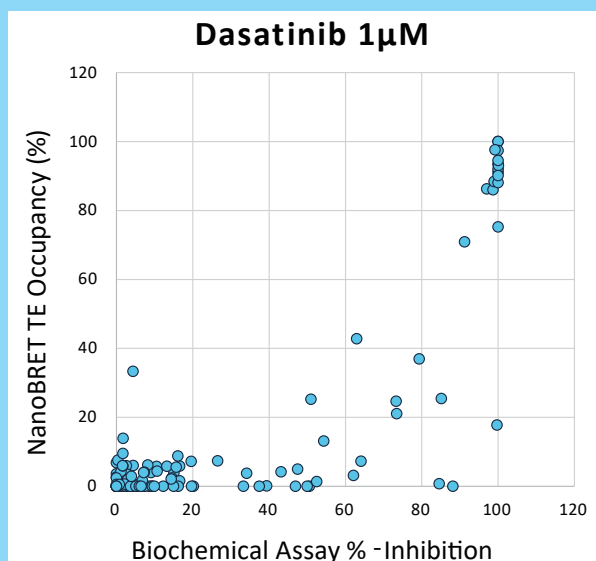
- Mobility Shift Assay(MSA)/IMAP™ Services
- ADP-Glo™ Assay Services

### [ Cellular ]

- NanoBRET™ TE Intracellular Kinase Assay Services

Fig. 1: Comparison of biochemical assay (MSA, ELISA)\* and cell-based assay (NanoBRET™ TE) data.

\*PLoS One. 2014; 9(3): e92146. Uitdehaag JC



By using our 30% discount offer, you can rapidly understand how an inhibitor's biochemical data shifts in a cellular environment, which could depend on such variables as cellular ATP concentration, the biochemical state of the kinase, or even cellular permeability.

For details, please contact us at [info@carnabio.com](mailto:info@carnabio.com) or get in touch with our local representatives.

Offer 2 is on the reverse side 



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**Offer 2**

**Zero cost**

**follow-up IC<sub>50</sub> determinations!**

- Step 1: Evaluate compounds in our biochemical % inhibition service.
- Step 2: Receive **Zero Cost IC<sub>50</sub> follow up studies** using same compounds.

## Offer Conditions

1. With a % inhibition order against 50 or more kinase targets, receive complimentary follow-up IC<sub>50</sub> determinations against up to 4 kinase targets\* (for each screened compound).
2. With a % inhibition order against 100 or more kinase targets, receive complimentary follow-up IC<sub>50</sub> determinations against up to 8 kinase targets\* (for each screened compound).

\*The kinase targets selected for free follow-up IC<sub>50</sub> determination studies must be those where the compound has a >50 inhibitory effect.

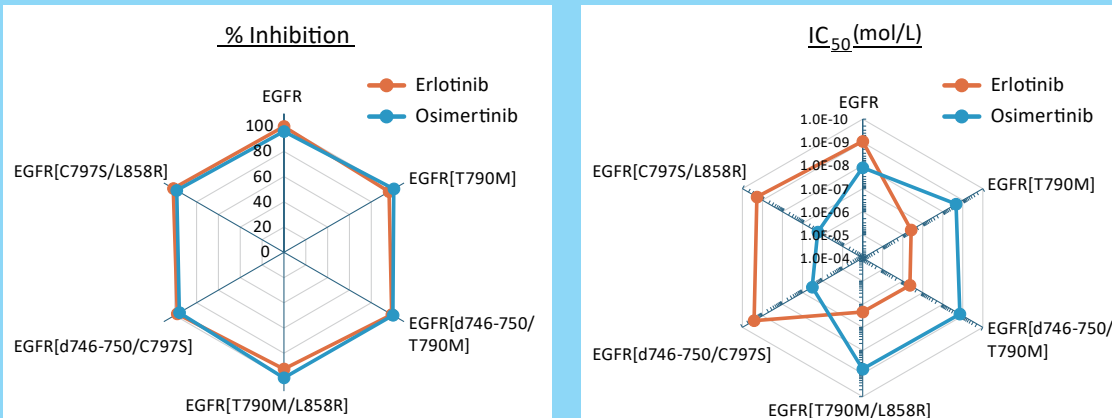
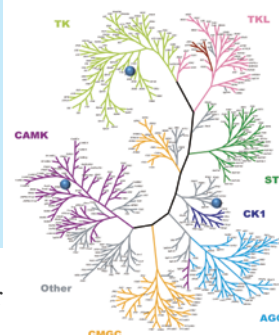


Fig. 2:  
Characterization of compounds by % inhibition at a single concentration vs. IC<sub>50</sub> values.

MSA, ATP = Km,  
%inhibition at  
10μM or 0.1μM of the  
compounds.

Follow up IC<sub>50</sub> analysis of screening data allows a deeper understanding of on- and off-target activities, as exemplified here by EGFR inhibitors against EGFR mutants. Whereas screening data provides a rapid snapshot at a specific concentration across a large number of kinases and compounds, a full IC<sub>50</sub> analysis provides a precise and actionable value of an inhibitor's activity against specific targets: exemplified here with the differences between the screen and IC<sub>50</sub> data of Erlotinib and Osimertinib, and the wt and EGFR mutants.



Study report comes with Carna's original Kinome Map(sample image on the right), on which your data is graphically displayed for easy assessment of specificity and activity.

For details, please contact us at [info@carnabio.com](mailto:info@carnabio.com) or get in touch with our local representatives.

Offer 1 is on the reverse side 

