



**Transfluor®
Technology**

Universal
GPCR Assay for Known &
Orphan Receptors & All
Ligand Types

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Very Sensitive

Simple & Low Cost

High IQ™
Image Quantification
Assay

High Throughput

High Content

Norak Transfluor® Publications

1. Robert Oakley, Christine Hudson, Rachael Cruickshank, Diane Meyers, Richard Payne, Jr., Shay Rhem, and Carson Loomis. (2002). The Cellular Distribution of Fluorescently Labeled Arrestins Provides a Robust, Sensitive, and Universal Assay for Screening G Protein-Coupled Receptors. *ASSAY and Drug Development Technologies* 1(1): 21-30.
2. Christine Hudson, Robert Oakley, Rachael Cruickshank, Shay Rhem, and Carson Loomis. (2002). Automation and Validation of the Transfluor® Technology: a Universal Screening Assay for G Protein-coupled Receptors. *Proceedings of SPIE*. Volume 4626: 548-55.

GPCR Desensitization Mechanism Publications from Scientific Founders

1. Ahn S, Nelson CD, et al. (2003) Desensitization, internalization, and signaling functions of beta-arrestins demonstrated by RNA interference. *Proc Natl Acad Sci U S A* 100(4):1740-4
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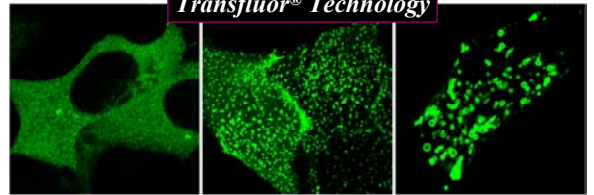
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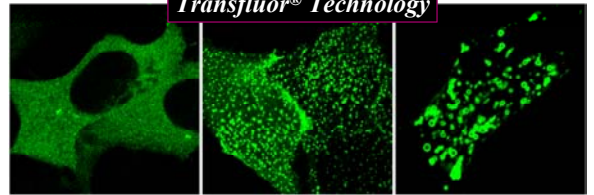
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