



[gs]

gene-sensor.com

life sciences business intelligence

Up-to-date and strategic information for managers,
investors, analysts, researchers, lawyers and consultants

Customised life sciences business intelligence 100% made in Germany since 2002

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life sciences business intelligence

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My [gs]
DEMO Incorporated

Find

Projects DEMO Incorporated

- » My [gs]
- » Big pharma
- » **Biotech research**

Project tracking »Biotech research«

- » Track organisations
- » Show organisations in tracking
- » Track products
- » Show products in tracking

Choose options for each project

Global Search » Result

Search term »Affymetrix«

Powerful global search

- 734 documents
- 25 organisations
- 146 products
- 56 persons
- 28 employments/memberships
- 216 collaborations
- 47 financings
- 275 patents
- 19 legal proceedings
- 179 abstracts

Result lists for each category

2008-07-08 Affymetrix-Auragen: IVT reagent kits, 200807- license use w GeneChip® System 30000x developm + manu by Auragen

2008-05-12 LineaGen-Affymetrix: GeneChip® technology, 200805- supply use of GeneChip SNP Array 6.0 by LineaGen in biomarker discovery projects

2008-03-18 Perlegen-NI: personalized medicine, 200803- collab excl access to 4m electronic medical records for genetic biomarker discovery

2008-03-13 Roche-Affymetrix: GeneChip® technology, 200803- license extended diagnostic rights for array-based DNA analysis + re-sequencing Ena

2008-01-28 LabCorp-Affymetrix: GeneChip® technology, 200801- supply use of GeneChip techn for new molecular cytogenetic services for congenital diseases

2008-01-24 Clinical Data-Affymetrix: DMET Early Access Solution, 200801- collab service Cogentix + Idacurus will offer service ww

Affymetrix: DMET Early Access solution, 200801- service Eli Lilly & Co one of first Early Access solution

and Clinis-Affymetrix: DMET Early Access solution, 200801- service one of first Early Access solution

2007-11-29 Biolytis-Affymetrix: Gene Expression Analysis + Genotyping Services, 200711- service agreem for RnD using GeneChip® Technol

2007-11-13 OHSU-GeneGo: bioinformatics, 200711- license to Affymetrix microarray core facility for MetaCore + MetaDrug + MapEditor

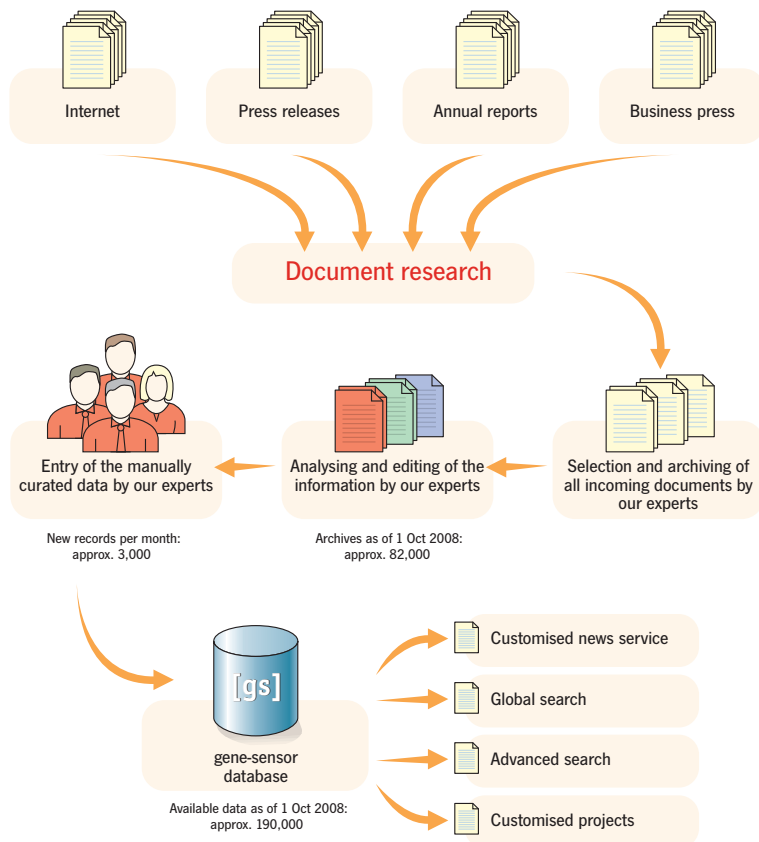
2007-11-13 Clinical Data-TuGen: Ovation® Systems, 200711- supply adoption w Affymetrix® GeneChip® 3' for RNA amplif + target preparation

2002-10-16 Bundesgesundheitsministerium, Institut für Diagnostik und Referenzlaboratorien

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With every global search on »gene-sensor« you get a result list of categories like documents, organisations, products, persons, and deals. One more click displays the result list for a specific category (in the example above »Collaborations«). The respective result list can be directly downloaded as Excel file.

From the plain source to real value-added information: find content not just documents!



Complex search and analysing possibilities

All work at »gene-sensor« is done in Germany by a team of academic experts – no web crawlers, no intelligent software, no lowly paid data input assistants. Customisation is available on many levels: you can select areas of interest we screen for you, you can select specific kinds of information we index for you, and finally you will get your own »My [gs]« user portal with individual search options!

Inside [gs]: details view and index terms

[gs] gene-sensor.com
life sciences business intelligence

My [gs]
DEMO Incorporated

Search [gs] for **Bayer–Stratagene (all) (LT)**
» Global search

Search [gs] for
» Siemens (Group)
» Agilent (Group)
» Mx3005P® QPCR System
» molecular diagnostics
» real-time PCR technology
» customisation (product / service)

Projects
DEMO Incorporated
» My [gs]
» Big pharma
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Collaboration » Details

Bayer–Stratagene: RT-PCR technology, 200603– supply Bayer HealthCare Diagnostics Div will purchase customised Mx3005P™ instrument systems

Each details view contains many index terms.

Period	2006-03-07
Partner, 1st	Bayer HealthCare, Diagnostics Division
Ultimate organisation	Siemens (Group)
Partner, 2nd	Stratagene Corporation (Nasdaq: STGN)
Ultimate organisation	Agilent (Group)
Product	Mx3005P® QPCR System
Product 2	molecular diagnostics
Index term	real-time PCR technology
Index term 2	customisation (product / service)
Source	Stratagene Corporation. (3/14/06). "Press Release: Stratagene and Bayer HealthCare Enter Development and Supply Agreement for QPCR Instruments". La Jolla, CA.
Record created:	2006-03-09
Record changed:	2008-04-13

Complex topics, like deals or financings, are given a »name«

Additional useful information, e.g. the actual business group for a company, is displayed

Just click to see details for each index term

Powerful links getting you inside of »gene-sensor.com«

Quotable document reference

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A [gs] »Details View« is a control center that provides you with instant powerful access to related content.

In the content area on the right, you can find the title of the data set as well as many index terms. Useful additional information for an index term – e.g. the business group to which a company belongs – is directly displayed. Simply click on any index term to access the respective »Details View« and further related content!

In the toolboxes on the left powerful links allow you to directly start a global search for each of the index terms. In the example shown above, the search for the organisations is automatically transferred to the business group level and a click will start a global search for all members of the Siemens or Agilent business groups – a very mighty search tool!

My [gs]: customised projects

The screenshot shows the gene-sensor.com website interface. The header includes the [gs] logo, the company name 'gene-sensor.com', and the tagline 'life sciences business intelligence'. Navigation links for 'Log Out | Home | Help | Contact | Imprint | About us' are visible. The main content area is titled 'My [gs]' and shows a user profile for 'DEMO Incorporated'. A search bar with a 'Find' button is present. The 'Projects' section lists 'DEMO Incorporated' with sub-items 'My [gs]', 'Big pharma', and 'Biotech research'. A callout bubble explains: 'Set up as many projects as you like'. The 'Project tracking »Biotech research«' section lists options: 'Track organisations', 'Show organisations in tracking', 'Track products', and 'Show products in tracking'. A callout bubble explains: 'Select organisations and products for each customised project'. The main project view is titled 'Project »Biotech Research«' with a 'Premium CUSTOM' status. It features a 'Show' filter with three options: 'all about the new Applied Biosystems [ABI & Invitrogen]', 'diagnostic product launches since 2006', and 'German bioinformatics companies'. A callout bubble explains: 'Define questions you want to ask [gs] week after week, with always up-to-date data. Change your settings whenever you like! We call this a »rolling« or »walking« report.' Below this is a 'WHAT'S NEW?' section with a 'Press releases added to database within last 10 days' filter. A callout bubble explains: 'Up-to-date news for each custom project'. A list of nine press releases follows, each with a date and a brief description.

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Select organisations and products for each customised project

Project »Biotech Research«
Premium CUSTOM

Show » all about the new Applied Biosystems [ABI & Invitrogen]
Show » diagnostic product launches since 2006
Show » German bioinformatics companies

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WHAT'S NEW ?
Press releases added to database within last 10 days

Up-to-date news for each custom project

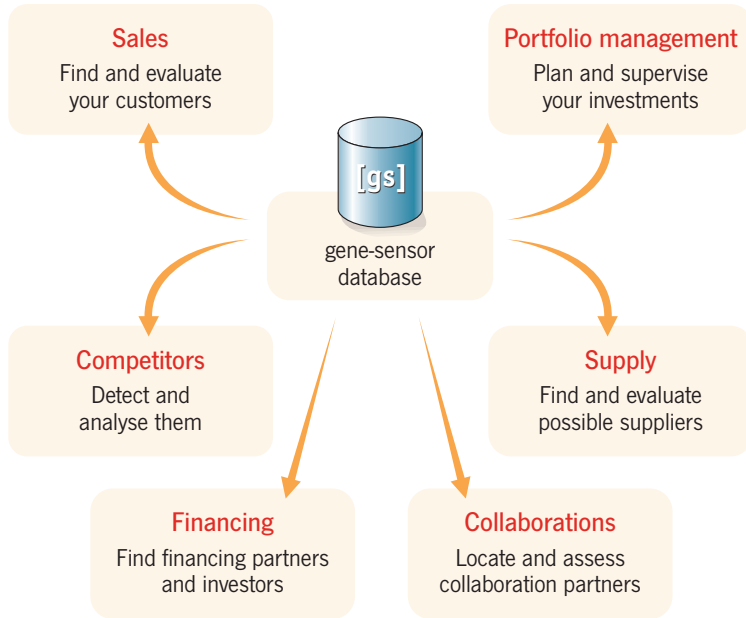
- [1] Biozym Scientific GmbH. (9/5/08). "Press Release: AlphaImager red™"....
- [2] eGenomics Inc.. (9/4/08). "Press Release: eGenomics Awarded First U.S. Patent Covering Rapid DNA Sequencing Technology Platform to Control Hospital-acquired Infections". New York....
- [3] GE Healthcare. (9/4/08). "Press Release: GE Healthcare IT Unveils Centricity Enterprise Monitored Care Application for Clinical Device Integration"....
- [4] Roche Diagnostics. (9/4/08). "Press Release: Roche NimbleGen's Revolutionary Sequence Capture Technology now Available for Use in Research Laboratories". Madison, WI....
- [5] Roche. (9/4/08). "Press Release: FDA Approves First Hepatitis B Viral Load Test". Pleasanton, CA....
- [6] Invitrogen Corporation. (9/4/08). "Press Release: Invitrogen Launches Patent Licensing Program for Enabling Amplification Technology". Carlsbad, CA....
- [7] Geneart AG. (9/4/08). "Press Release: Geneart Extends Strategic Partnership with Qiagen to Commercialize Synthetic Human Genes". Regensburg....
- [8] Millipore Corporation. (9/3/08). "Press Release: Millipore Forms Collaboration with Agilent Technologies to Expand Capabilities in Epigenetics Research Market". Billerica, MA & Santa Clara, CA....
- [9] PerkinElmer Inc.. (9/3/08). "Press Release: PerkinElmer and M. D. Anderson Cancer Center Collaborate". Waltham, MA....

With »gene-sensor« you can set up as many customised projects as you like. You can track organisations, products, people, and regions of utmost importance to your business.

For example, you may set up one project to watch your competitors, another project to track you corporate partners, and a third one to cover your customers.

Once a project is set up, you can search [gs] with just one click for all activities of all organisations (or other categories) included in the project. Projects can be changed at any time, to move in line with your evolving business interests!

Why »gene-sensor« is useful for you

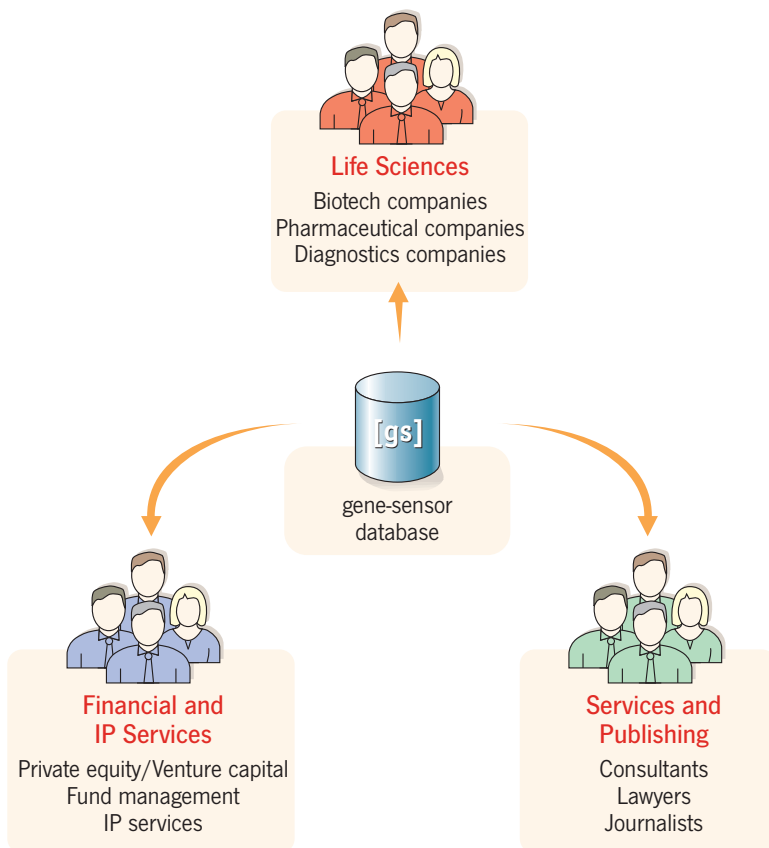


»gene-sensor« offers manually curated and systematically edited information for your business development.

Find, evaluate and follow customers, suppliers, financing partners and competitors in a quick, intelligent, and cost-efficient way.

All content is organised hierarchically and multiple powerful search options are available. Every month hundreds of up-to-date documents are added to the [gs] database and are indexed with keywords by our experts, including complex keywords for deals and other transactions.

Users of »gene-sensor«



»gene-sensor« provides a complete covering of all players relevant to your business decisions – including academic and non-profit organisations. The database is designed for the use by life science companies, financial and legal firms as well as consultants, lawyers and journalists.

[gs]

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