

[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

Global Search » Result
Search term »Affymetrix«

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

Powerful global search

Set up customised projects

Result lists for each category

Choose options for each project

2008-07-08 Affymetrix-Auragon: DVT reagent kits, 200807- license use w GeneChip® System 3000hx devlopem + manu by Auragon

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-NBI: personalised medicine, 200803- collab extd 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 Cogencia + Laureus will offer service w

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

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

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

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

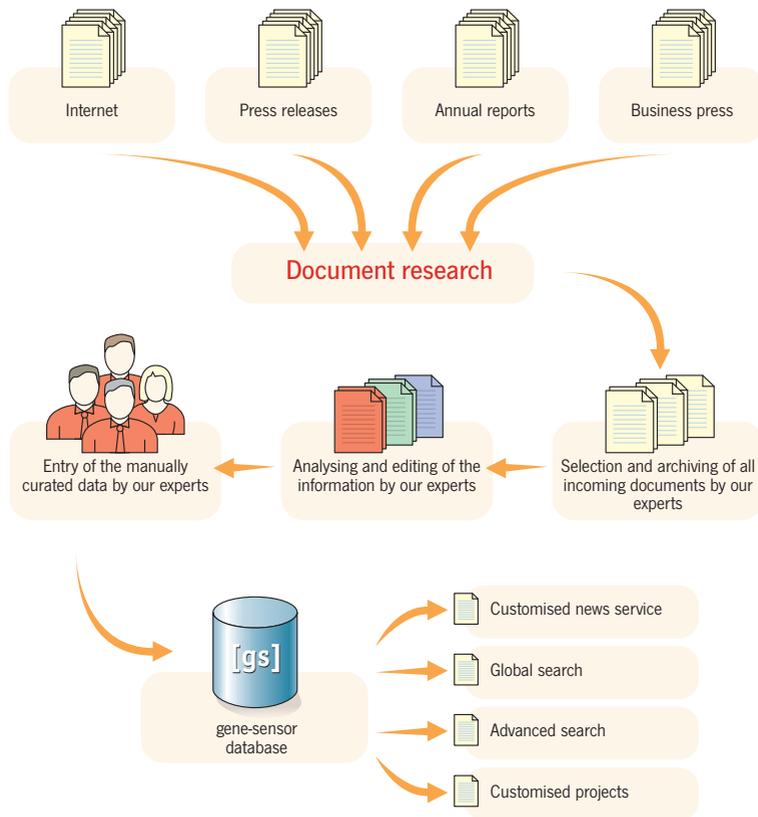
2007-11-13 Clinical Data-RuGen: Ovation® Systems, 200711- supply adoption w Affymetrix' GeneChip® 3' for RNA amplif + target preparation

2007-10-16 Rudon-Affix: Combiflow, biomark expression medicine, 200710- license extd commercial

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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
» Biotech research

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

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

Each details view contains many index terms.

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

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'. A navigation bar at the top right contains links for 'Log Out | Home | Help | Contact | Imprint | About us' and a globe icon. The main content area is divided into several sections:

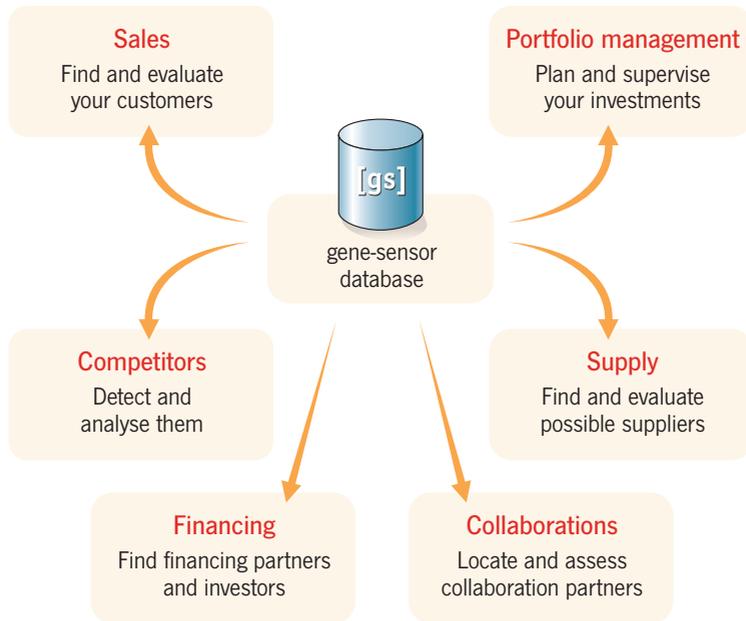
- My [gs]**: A section for the user 'DEMO Incorporated' with a search bar and a 'Find' button.
- Projects DEMO Incorporated**: A list of projects including 'My [gs]', 'Big pharma', and 'Biotech research'. A callout bubble indicates: 'Set up as many projects as you like'.
- Project tracking »Biotech research«**: A list of tracking options: 'Track organisations', 'Show organisations in tracking', 'Track products', and 'Show products in tracking'. A callout bubble indicates: 'Select organisations and products for each customised project'.
- Project »Biotech Research«**: A premium custom project page with 'Premium CUSTOM' status. It features three 'Show' filters: 'all about the new Applied Biosystems (ABI & Invitrogen)', 'diagnostic product launches since 2006', and 'German bioinformatics companies'. A callout bubble indicates: '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.'
- WHAT'S NEW ?**: A section titled 'Press releases added to database within last 10 days' containing a list of 9 news items. A callout bubble indicates: 'Up-to-date news for each custom project'.

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 your 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

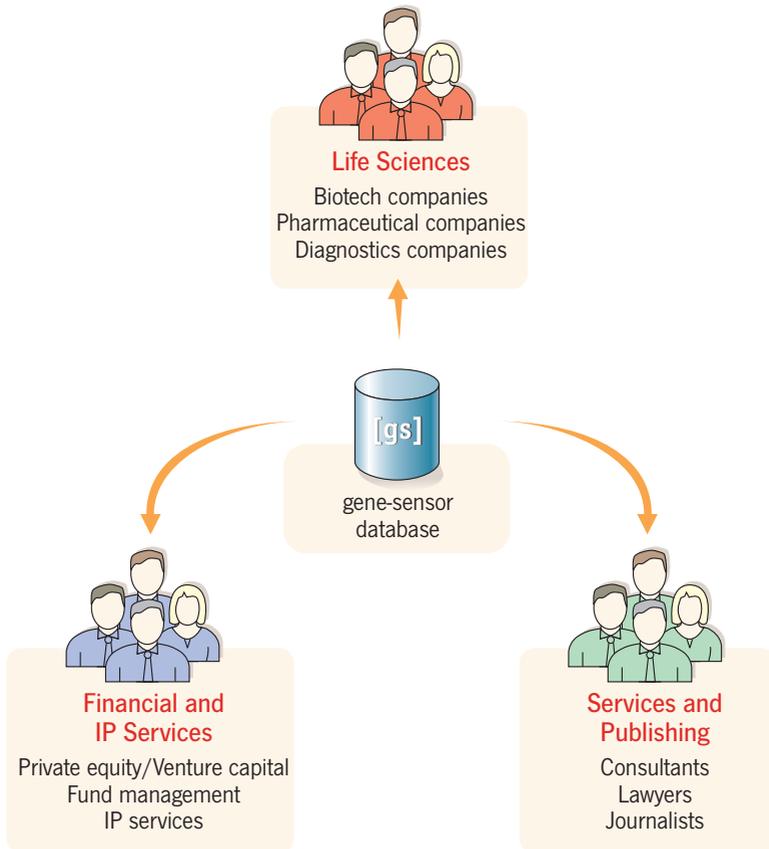


»gene-sensor« offers manually curated and systematically edited information for your business development.

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.

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