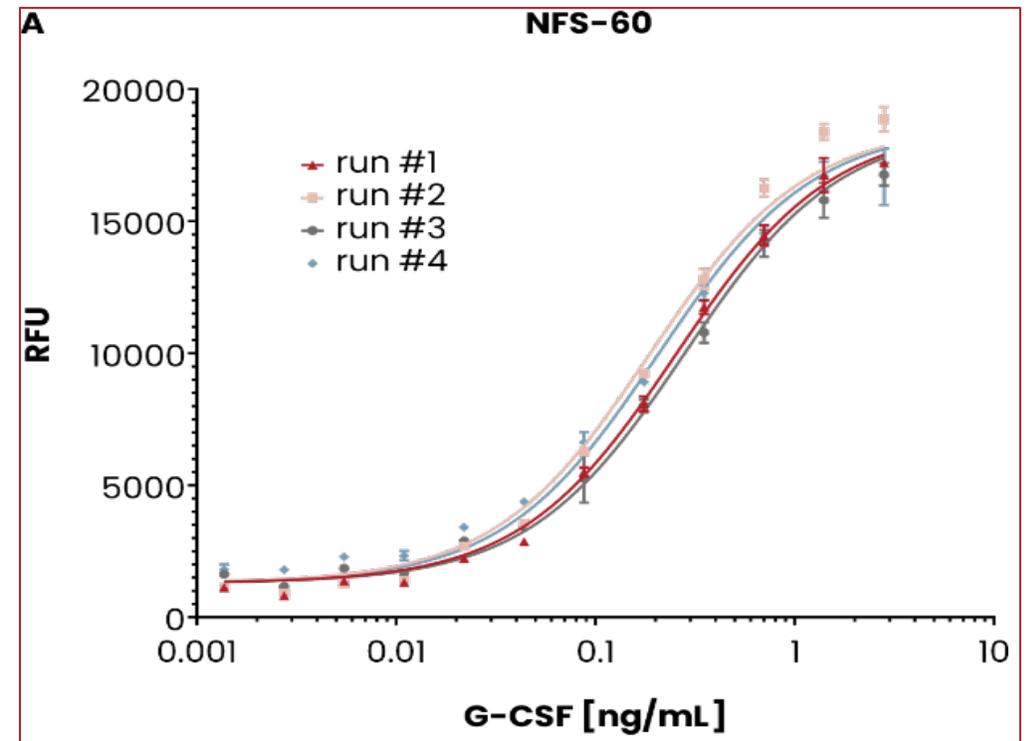
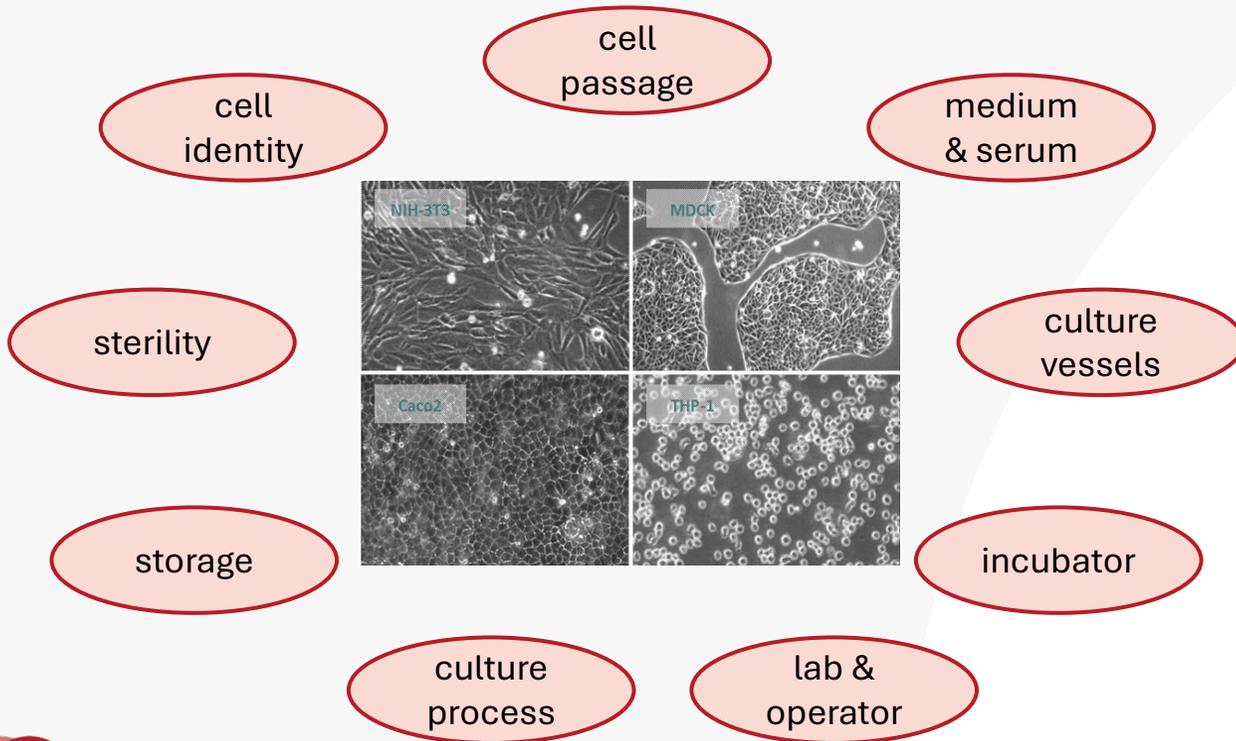


5 good reasons to use assay ready instaCELLs

1. INCREASE ASSAY PRECISION

- elimination of cell culture variabilities. i.e. cell handling, media, passage
- long term availability of identical, qualified cells



2. GAIN FLEXIBILITY

- no dependance on cell culture resources
- instantly available at any time
- avoid weekend and holiday breaks
- convenience by custom kiting



3. SAVE COSTS & RESOURCES

- upscaling saves culture vessels and medium
- straight expansion saves handling time
- 30 - 75 % of savings

	continous culture	assay ready instaCELLs
# of assay	500 plates	500 vials
TC vessels	545 T-flasks	15 CellSTACKs
Medium	29 L	18 L
Hours	135	52
Costs	36,989 USD	14,621 USD



4. SIMPLIFY REGULATORY COMPLIANCE

CONTINUOUS CULTURE

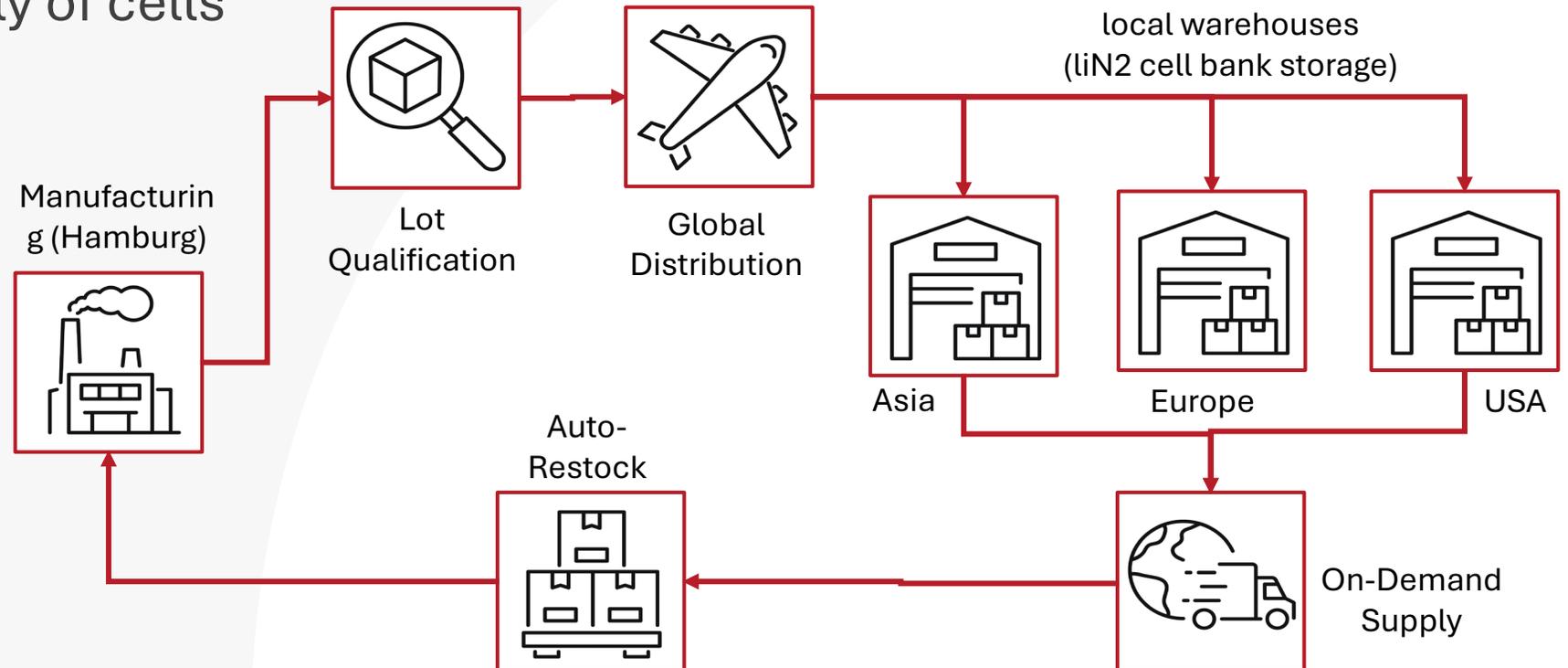
- cell culture is intrinsic part of the GMP bioassay
- requirement to qualify critical reagents like serum & supplements

ASSAY READY INSTACELLS

- cell expansion and banking is separated from the bioassay protocol
- assay ready instaCELLs are a critical reagent which needs to be qualified
- analytical cell banks are not regulated under GMP. ICH Q5D does not apply.

5. ENGAGE PARTNER LABS

- All partners work with the same qualified lot of assay ready instaCELLs
- local manufacturing sites, CROs / CDMOs, regulator labs
- on-demand supply of cells



Coming Soon ...

5 misconceptions about assay ready instaCELLs

- my assay is too sophisticated to work with assay ready cells
- no need - a) I only run the assay occasionally
b) I run the assay constantly and have the cell in culture anyway
- my assay is too sophisticated to work with assay ready cells
- bridging from continuous culture to assay ready takes too long / is too expensive
- assay ready cells must be manufactured and controlled following ICH Q5D