

Affymetrix GeneChip® Exon and Gene Array Systems

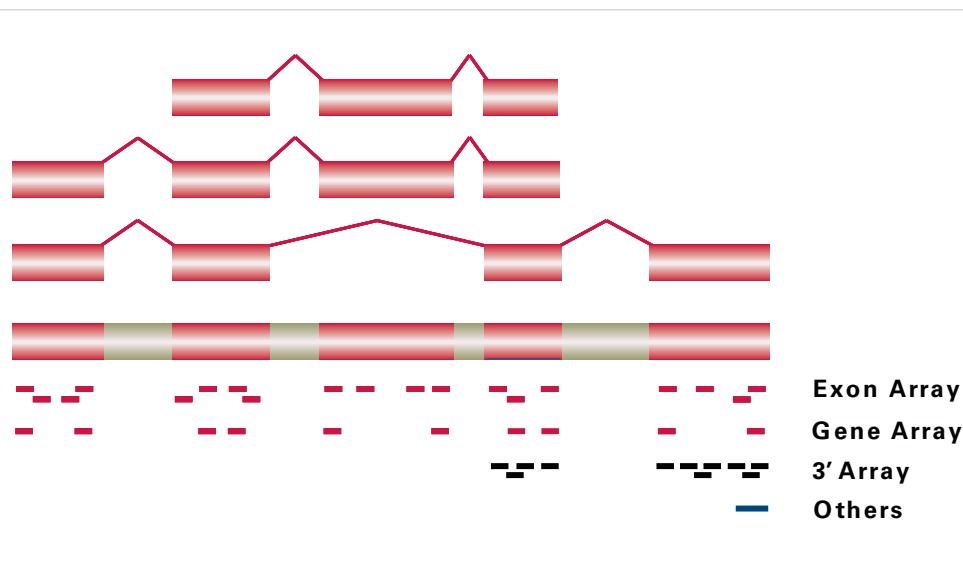
Get more complete, more accurate results by looking beyond the 3' end of the gene

GeneChip® Exon and Gene Arrays are the most powerful whole-genome expression tools available. With these arrays you'll be able to measure changes and transcriptional events that simply cannot be detected with other microarray platforms. By utilizing an unbiased, whole-transcript assay and array designs featuring probes across the entire length of the transcript, the GeneChip Exon and Gene Array systems provide the most accurate and robust expression profiling of any array platform.

See the *real* biology—*real* biology happens at the transcript level, not the gene level

GeneChip Exon Arrays utilize ~40 probes per gene, enabling you to measure expression of individual exons and entire genes, as well as detect isoform variants and alternative splicing.

GeneChip Gene Arrays utilize ~26 probes across the length of the gene, providing a superior measure of expression compared to 3' microarrays.



See the *real* biology with the GeneChip Exon 1.0 ST Array

Real biology happens at the transcript level, not the gene level. With the GeneChip Exon Array, you can look beyond the gene and see the underlying biology that makes things happen.

- Measure expression of individual exons, entire genes and detect alternative splicing information all from a single experiment
- Get the most comprehensive coverage of the **annotated genome**, as well as **predicted content** for novel discovery by interrogating more than one million exons

See the *whole* gene with GeneChip Gene 1.0 ST Array

- Measure expression using the entire gene instead of just the 3' end
- Get whole-transcript coverage of the **annotated genome** for superior measurement of gene expression compared to 3' arrays

To learn more about how GeneChip® Exon and Gene Arrays can enhance your research, visit www.affymetrix.com