

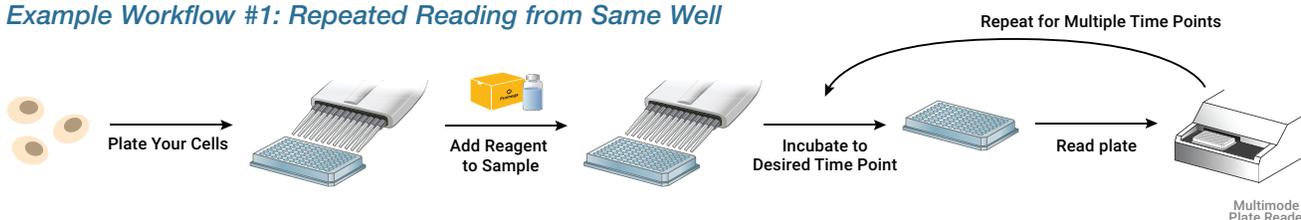
# Live-Cell Kinetic Assays

## Transform Your Time-Course into a One-Plate Experiment

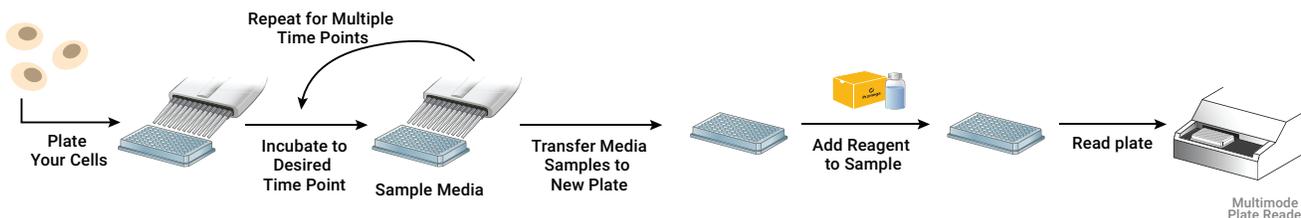
Live-cell kinetic assays are detection reagents that allow the same sample well to be repeatedly measured over multiple time points. This saves you time and effort, enabling you to collect more informative data in real time.

We provide a broad portfolio of individual live-cell kinetic assay kits. All of these assays allow you to read the same sample plate over multiple time points. The workflow varies based on the different reagent chemistries.

### Example Workflow #1: Repeated Reading from Same Well



### Example Workflow #2: Repeated Sampling from Same Well



### More Data Per Well

Just one sample well can generate data for as many time points as you need.

### Easily Analyze Data

The assay readout is unambiguous, straightforward signal values. Easy to analyze and graph.

### Less Variability

Well-to-well variability won't be an issue since you're measuring the same well repeatedly over time.

### Save Precious Cells

No more wasting primary cells on duplicate plate setups.

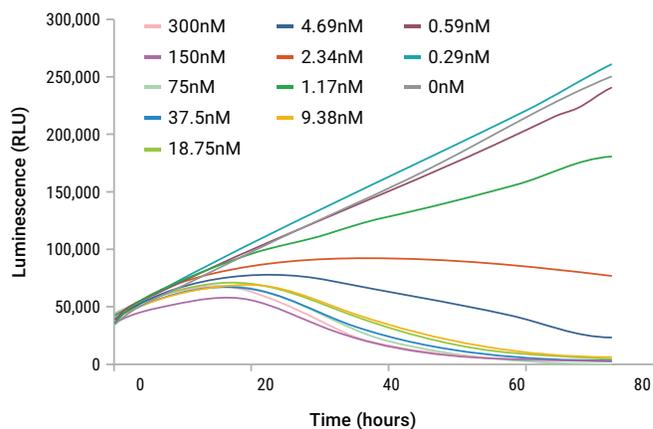
### Save on Long-Term Budget

Less duplication means reduced costs on reagents, plasticware, cells, treatment drugs and labor.

### No Expensive Instrument Required

Our kinetic assays work with any multimode plate reader.

### Example Data: Monitoring Cell Viability in Real Time



Data was obtained using the RealTime-Glo™ MT Cell Viability Assay. Five hundred A549 cells/well were plated in a 384-well plate in 40µl of cell culture medium containing 2X RealTime-Glo™ reagent. An equal volume of 2X bortezomib was added to achieve the indicated concentrations. Luminescence was monitored every hour for 72 hours.

Find a live-cell kinetic assay kit for your needs:

What You Can Measure	Molecular Readout	Kinetic Assay Kit
Apoptosis and Necrosis	Annexin V binding to phosphatidylserine	<b>RealTime-Glo™ Annexin V Apoptosis and Necrosis Assay</b>
Cell Viability	Reducing potential of cells	<b>RealTime-Glo™ MT Cell Viability Assay</b>
Cytotoxicity	Membrane impermeable DNA dye	<b>CellTox™ Green Cytotoxicity Assay</b>
	LDH Release	<b>LDH-Glo™ Cytotoxicity Assay</b>
Metabolic Phenotype (e.g., glycolysis and glutaminolysis)	Glucose	<b>Glucose-Glo™ Assay</b>
	Glutamine/Glutamate	<b>Glutamine/Glutamate-Glo™ Assay</b>
	Glutamate	<b>Glutamate-Glo™ Assay</b>
	Lactate	<b>Lactate-Glo™ Assay</b>
Protein:Protein Interaction	Various	<b>NanoBiT® PPI Starter Systems</b>
Reporter Expression	Various	<b>Nano-Glo™ Live Cell Assay System</b>
Target Engagement	Various (e.g., epigenetic and kinase targets)	<b>NanoBRET™ Target Engagement Assays</b>

For more information about live-cell kinetic assays, visit: [www.promega.com/LiveCellKineticAssays](http://www.promega.com/LiveCellKineticAssays)

