

News September 2009



Free AlphaScreen® mode with
the purchase of a Mithras

60th Anniversary Promotion

60th Anniversary of Berthold

BERTHOLD TECHNOLOGIES is looking back over 60 years of company history. In the year 1949 Prof. Rudolf Berthold had laid the cornerstone for the company in the building of a former hotel. In the course of the past 60 years an enterprise with more than 300 employees and 3 business units has evolved. The innovative and high-quality measurement instruments are still developed and manufactured in Bad Wildbad, Germany, and sold via a worldwide network of affiliates and distributors.

Anniversary Promotions

Berthold Technologies invites our valued customers to participate in the celebrations. Until the end of 2009 a series of promotions will be issued each of them containing an attractive offer based around a specific instrument or a group of instruments. Details of all issued promotions can be found on our webpage www.Berthold.com/bio/promotions.

Stay tuned for the next newsletters and let your fellow researchers know about it!

And this is the present promotion:

Get the AlphaScreen® reading module for free with the purchase of a Mithras multimode plate reader

A unique offer to extend the versatility of your multimode reader and make it truly multimode.

AlphaScreen® has proven to be a reliable and sensitive method in detection assays for secondary messengers like cyclic AMP or IP3 activity. In addition it is a homogenous method well suited for miniaturisation and the use in drug discovery screening.

Laser excitation at 680 nm of a photosensitiser present on the Donor bead results in the production of singlet oxygen. The singlet oxygen migrates to react with chemiluminescers on the Acceptor bead.

[Check out the Anniversary Promotions](#)

Upcoming Shows:



BIO
TECHNICA
6. - 8. Oktober 2009
Hannover

We'll see you at:
Hall 9 Stand E02



9th
IPNB
CONGRESS
October 25-30
2009
St. Louis, Missouri, USA



MEDICA®
Weltforum der Medizin
Düsseldorf
18. - 21. Nov. 2009

AlphaLISA® assays are compatible with the AlphaScreen® reading module, too.

Mithras LB 940 multimode plate reader

- Luminescence
- Fluorescence
- Fluorescence Polarisation (FP)
- UV/VIS Absorbance
- BRET & BRET²
- FRET
- AlphaScreen®
- Time-Resolved Fluorescence
- HTRF®

These are the basic technologies available in Mithras, the extremely versatile multimode reader for microplates.

In contrast to the usual kind of multi-technology instruments the Mithras multimode microplate reader has been designed with a proprietary optical system consisting of optimised paths for each reading technology (DOPS). Mithras offers performances known from dedicated instruments.

Up to 4 reagent injectors can be set up to dispense multiple activators or detection reagents at any time and with user-adjustable volumes during the measurement. Excess fluids from priming and washing procedures are safely discarded via an automatic waste pump.

Terms and Conditions

This promotional offer is valid on Mithras LB 940 instruments.

The offer has no cash value.

The offer is valid with new instruments and new orders only.

The resulting overall discount must not exceed 25%.

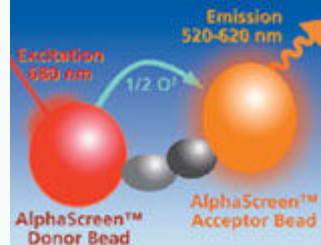
No substitutions are allowed.

The offer is valid only for orders received by Berthold Technologies and its affiliated companies no later than December 4th 2009.

Berthold Technologies reserves the right to change the terms of or discontinue this promotion without further notice.

The offer is void where prohibited or restricted by law.

AlphaScreen® and AlphaLISA® are registered trademarks of PerkinElmer.



[Learn more about Mithras](#)



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