

News October 2009



**BRET & BRET² sets for free
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 foundation 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 supported 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 latest promotion:

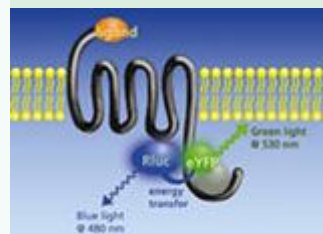
Get the new BRET and BRET² High Efficiency packages for free with the purchase of a Mithras multimode plate reader

Especially in the field of GPCR research BRET - based on the energy transfer between Renilla luciferase and a fluorescent protein - has opened new opportunities to the researcher as it has some very important advantages over other technologies, like homogeneous format, ratiometric read-out, ultra-low background and kinetic capabilities.

Earlier this year BERTHOLD introduced the High Efficiency BRET and BRET² packages increasing the signal levels by 100% and thus enabling the detection of low receptor expression.

[Check out the Anniversary Promotions](#)

Upcoming Shows:



Enrich your research with the best BRET and BRET² performance you can get at no additional cost.

Simply ask your local representative for a respective quotation.

Mithras LB 940 multimode plate reader

Is a dedicated fluorometer which has been designed without compromise resulting in optimized performance for fluorescent microplate assays.

- **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[®] is a registered trademark of PerkinElmer.

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about
Mithras](#)



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