

# The \$1,000 Genome

Staggering reduction in cost will help revolutionize medicine.

Since 2009, the price of human whole genome sequencing has fallen 200x.

Sequencing at the scale needed to better understand cancer and many genetic conditions was cost-prohibitive until very recently. Sequencing offers researchers a way to see links between genetic variations and disease.

**Cost of a Human Genome**

2009 **\$200,000** ▶ 2014 **\$1,000\***

## Average Cost Decrease

January 1, 2009–December 31, 2014

**\$3.79**

per hour

**\$90.87**

per day

**\$637.82**

per week

## The Price is Right

For perspective, here are examples from everyday life applying the same cost reduction.



### Nice Meal Out

Then **\$100** ▶ Now **\$0.50**



### Laptop Computer

Then **\$1,000** ▶ Now **\$5.00**



### New Home

Then **\$270,900** ▶ Now **\$1,355.00**



### Public 4-year College Tuition

Then **\$7,825** ▶ Now **\$39.13**



### Wedding

Then **\$28,082** ▶ Now **\$140.41**



### Flight from LAX to London

Then **\$1,500** ▶ Now **\$7.50**

\*Then = Average 2009 USA prices

\*Now = Prices rounded to the nearest cent

## Empowering a Healthy Future

We now have the ability to sequence human genomes at an unprecedented scale. Collectively, this will give us a much deeper understanding of genetics than ever before. These advances will trigger a fundamental shift in healthcare and beyond. Medicine will continue to become more preventive and precise—all with the goal that we will live healthier and longer.

To learn how Illumina is unlocking the power of the genome, visit [www.illumina.com](http://www.illumina.com) and follow us @Illumina.

\* Cost includes sample prep/extraction, instrument depreciation and labor.

Sources: [illumina.com](http://illumina.com) | [census.gov](http://census.gov) | [abcnews.go.com](http://abcnews.go.com) | [trends.collegeboard.org](http://trends.collegeboard.org)  
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