Calling all VeraCode® GPR Bead Innovators

Illumina is rewarding innovative assay developers who leverage the flexibility of VeraCode Beads for the development of custom multiplex assays.

VeraCode Assay Design Challenge

When Illumina began offering VeraCode Universal Capture and Carboxyl Beads as General Purpose Reagents (GPR) in December 2009, we were impressed by the amount of innovation it sparked among assay developers. In providing a flexible, high-quality, cost-effective multiplexing platform, these GPR beads enable the development of custom multiplex assays for genotyping, copy number variation, gene expression, methylation, and protein analysis studies, and are provided without the burden of revenue royalties.

To reward innovative thinking that could benefit the diagnosis of complex diseases, Illumina is announcing the VeraCode Assay Design Challenge. Two awards will be given: one for a nucleic acid-based project and one for a protein-based project. Winning researchers will earn:

- **Six-month access to a BeadXpress® Reader* in their laboratory, with ownership transferred to the winner upon successful completion of the project as determined by the illumina*Dx*™ Review Committee**
- **VeraCode Beads enabling up to 23,000 measurements**

Winners must agree to share their award-winning entries at an Illumina sponsored webinar, tradeshow, or seminar, write a white paper about their GPR-based development program and findings, and have their name posted on the Illumina Partners web page.

Entry Details

Proposals will be accepted in five categories (**genotyping, copy number variation, gene expression, methylation, and protein analysis)** and will be scored based on the evaluation criteria below.

The deadline for entries is July 2, 2010. Four finalists (two SNP-based and two protein-based approaches) will be selected to present their proposals to the illumina*Dx* Review Committee for final selection. The two winning projects will be announced on July 30, 2010.

Project Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Potential for translation to mainstream diagnostics**
- **Extent to which proposal meets an unmet clinical need for a complex disease**
- **Level of innovation in design and application**
- **Alignment of study plan to the six-month time period allowed**

Register today at www.illumina.com/events/seminars/veracode_challenge and remember, your entry is due **July 2, 2010.**

Let the innovation begin!

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***FDA CLEARED FOR USE ONLY WITH THE VERACODE GENOTYPING ASSAY FOR FACTOR V AND FACTOR II.**

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