

## **The Alpha Technology: From Large Proteins to Small Protein Modification**

Protein:Protein Interaction, Biomarkers and Histone-based Epigenetic Mark Detection with the AlphaLISA Kits and Toolbox Reagents - Phosphoprotein Detection Technologies using AlphaScreen Surefire Kits

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“Today’s researchers study a wide variety of targets, from large endogenous protein complexes to very small molecules, and everything in between. Samples can range from serum and plasma to crude cell lysates and purified reagents. So when you need an efficient, highly adaptable assay to study a variety of targets, there’s only one solution: Alpha Technology. Alpha (amplified luminescent proximity homogeneous assay) is a versatile, bead-based platform that gives you the power to assay even the most complex samples – all in one well, with no wash steps.”