



## **Life Technologies Maintains Leadership in Research Market for Amplification Reagents and Instruments**

*Researchers are looking to lower priced reagent options as budget purse strings tighten*

Carlsbad, Calif. – October 10, 2011 – Today [Percepta Associates](#) announces the launch of the [2011 Nucleic Acid Amplification Series 3 Life Science Dashboard™](#) market research report, providing rapid access to actionable key market indicators for the nucleic acid amplification market. The 2011 Dashboard draws comparisons to market data reported in Percepta's 2007 and 2009 Nucleic Acid Amplification Dashboards, including market size, competitive shares, growth rates, customer satisfaction/propensity to switch, and end-user practices, in an 'at a glance' easy to understand format, allowing suppliers of amplification products to monitor the effectiveness of marketing strategies and tactics over time. Market segments have been updated to better reflect evolving research practices and include:

### Amplification Research Reagent Segments

- Difficult PCR (e.g. GC rich, complex, long targets)
- Digital PCR
- Emulsion PCR
- Fast PCR
- High Fidelity PCR
- High Resolution Melt (using real time PCR instrument)
- Standard endpoint PCR
- Standard endpoint RT-PCR
- qPCR (real time PCR with genomic DNA template)
- qRT-PCR (real time PCR with RNA or cDNA template)

### Amplification Instruments Segments

- Endpoint PCR
- Real-Time PCR

[The Nucleic Acid Amplification Series 3 Life Science Dashboard™](#) shows that Life Technologies (NASDAQ: LIFE), through its Invitrogen and Applied Biosystems brands, is the market leader in each of the reagent market segments surveyed, as well as in the real-time PCR instrument

segment. Bio-Rad (NASDAQ: BIO) supplanted Life Technologies as the number one supplier of standard PCR instruments, and has grown its share of the real-time instrument segment substantially over the past 4 years. Promega, Roche Applied Science (SIX: RO, ROG; OTCQX: RHHBY), New England Biolabs and Thermo Fisher Scientific (NYSE:TMO) are significant players in various amplification market segments and geographies.

Data from end-users of amplification products reveal that a significant portion of scientists are not satisfied with available product offerings, as more than 45% of respondents in seven of the ten reagent segments analyzed are interested in switching suppliers, primarily for reasons of performance or price. ***"Customers are looking for robust enzymes compatible a wide variety of templates and are looking to lower priced reagent options as budget purse strings tighten,"*** said Sarab Khandpur, Market Analyst at Percepta.

Nucleic acid amplification is one of the most commonly performed molecular biology techniques and is a necessary precursor to a range of methods from gene cloning and site-directed mutagenesis to the quantitative analysis of gene expression. The Nucleic Acid Amplification Series 3 Life Science Dashboard™ also reveals current primary and secondary applications for each nucleic acid amplification segment, uncovering key downstream application changes over the past four years. The Nucleic Acid Amplification Series 3 Life Science Dashboard™ was developed from responses to a 21-question survey completed by a diverse group of 492 scientists predominantly located in North America and Europe.

To view nucleic acid amplification dashboard sample data and the survey questionnaire visit: [http://www.perceptaassociates.com/publications/11\\_nucleic\\_acid\\_a\\_overview.shtml](http://www.perceptaassociates.com/publications/11_nucleic_acid_a_overview.shtml)

[Life Science Dashboards™](#) are readily accessible sources of current, segment-specific, market research. Designed and implemented by industry veterans, each dashboard provides key life science market indicators compiled from the survey responses of qualified decision-makers and researchers actively using life science research products. Unlike other market research reports, Percepta's Dashboards feature an "at-a-glance" format that provides rapid access to actionable key market indicators in an easy to understand framework, including:

- Market size
- Market share
- Market growth and sample/reaction throughput rates
- Customer satisfaction
- Propensity to switch
- Competitive intensity
- Perceived pricing

- Top suppliers
- Technique usage frequency
- Fastest growing techniques
- Primary downstream applications

### **About Percepta**

Founded in 2005 in Carlsbad, California Percepta Associates is a specialized consultancy providing expert market research, strategic business planning, portfolio management, product and corporate branding and marketing communications services to life science research suppliers globally. For more information visit: [www.perceptaassociates.com](http://www.perceptaassociates.com)

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