



Journal of

# PROTEOMICS

WEBINAR

In association with



## Targeted Proteomics:

*Revolutionizing protein analysis in cellular pathways and biomarker research*

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Date:	Tuesday 17th November, 11am EST
Free registration:	Reserve your place now!
Visit:	<a href="http://tinyurl.com/ycllx5k">http://tinyurl.com/ycllx5k</a>
Speakers: :	Dr. Steven A. Carr, <i>The Broad Institute of MIT and Harvard</i> Prof. Ruedi Aebersold, <i>Institute of Molecular Systems Biology, ETH Zurich</i> Dr. Christie Hunter, <i>Applied Biosystems/MDS Analytical Technologies</i>

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### Description:

The need to identify and accurately quantify a protein or a panel of proteins is becoming increasingly important in the life sciences, pharmaceutical, clinical and food and beverage industries. Typically these analyses are done using antibodies (e.g. ELISA or Western Blot), but the development of antibodies with suitable specificity is laborious and expensive, and the assays are difficult to multiplex. The current alternative is to use mass spectrometry-based 'shotgun' proteomics that can detect large numbers of proteins, but this has been criticized for lacking reproducibility, and not having the ability to quantitatively analyze large numbers of samples to account for biological variation.

This webinar brings together three thought-leaders in Targeted Proteomics to discuss the current capabilities and future directions of this technology.

### Speaker information:

- Dr. Steven A. Carr, Director of Proteomics at the Broad Institute, will describe his laboratories leading efforts to establish a biomarker pipeline that uses MRM-MS in combination with peptide immunoaffinity enrichment (SISCAPA) to develop multiplexed assays with near clinical-grade performance for verification of candidate biomarkers in plasma.
- Prof. Ruedi Aebersold from the Institute of Molecular Systems Biology at ETH Zurich will present the groundbreaking effort that is underway to systematically develop MRM's to thousands of human and yeast proteins for the development of the MRMAtlas project.
- Dr. Christie Hunter, Director of Applications Research at Applied Biosystems/MDS Analytical Technologies, will explain the unique capabilities of the QTRAP® system technology and how it can be employed to accelerate MRM assay development and provide the multiplexing and throughput required by researchers today.

### Registration details:

Educational webinars are becoming increasingly popular. We work with leading experts from the industry, using the webinar format to generate and promote educational forums to help you in your research needs.



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