



THE BUILDING BLOCKS OF LIFE. BUILT FOR YOU.

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Don't miss **DNA2.0 on NOVA tonight** at 8 pm, discussing artificial life.

[Watch preview](#)  
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#### **DNA2.0's cutting edge**

Gene Synthesis Process

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#### **My DNA2.0 Account**

#### **New product launch**

Coming in November

#### **Gene Synthesis Kit**

Custom design

Some assembly required

[Read more](#)



**We would be delighted to hear your thoughts...**

...ideas and questions about our products, what your needs are and how we can serve you better. 1-877-DNA-TOGO or [info@dna20.com](mailto:info@dna20.com)

**Produced by:**

[BioWriterWiz](#) and [base media](#)

## Gene Synthesis & Protein Engineering News by DNA2.0, Inc. OCTOBER 2005

**Dear Fellow Scientist,**  
DNA2.0 is on PBS NOVA tonight! Start with a handful of dust—the building blocks of Life—and end up with a living organism expressing genes that are not found in nature.



From there, is it possible to build synthetic life from scratch in the laboratory? Watch tonight's segment, *Artificial Life*, on NOVA, Tuesday October 18, at 8 pm at your [local PBS channel](#). For a sneak preview, watch the [trailer](#) (yes, that is my hand). For our many international customers, you can also download the DNA2.0 segment from the [NOVA science Now](#) web site starting tomorrow.

### **This is what the NOVA team says about the segment:**

*"Any day now, scientists could announce that they have created life from scratch. It's a thought-provoking, controversial effort going on in labs across the country—and it has created a worldwide race to the finish. This segment will take you inside the quest for man-made life-forms with scientists who are on the endeavor's cutting edge."*

Although we are not trying to create life from scratch, DNA2.0 scientists are indeed on the cutting edge when it comes to creating an intelligent, robust and scalable process for building synthetic genes. [The DNA2.0 Gene Synthesis Process](#) takes advantage of both published and internally developed inventions from molecular biology to computer science and modern engineering.

The NOVA show will give a glimpse of some of our automation equipment and data management systems, as well as our very talented molecular biologists working to transform molecular biology to industrial scale manufacturing.

Good luck with your experiments. And don't forget to turn on the telly tonight!

Cheers,



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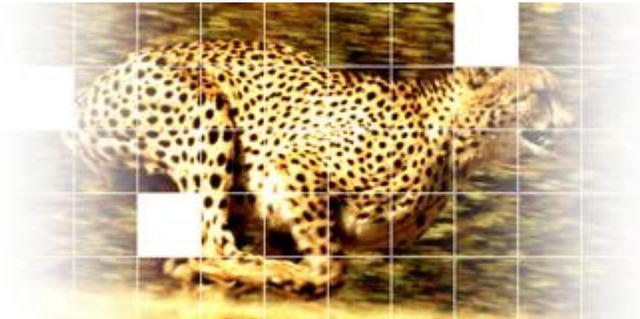
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## Custom gene synthesis-the DNA2.0 process

During last year, we increased our gene synthesis capacity 10-fold and we intend to increase our capacity by another 10-fold within a year. This is possible through automation, an integrated custom database management system and by recruiting top talent from the oligonucleotide synthesis industry.

### "Genes from hell" improve our process

Once in a while we encounter a "gene from hell", a gene that may be difficult at first to synthesize. Solving the problem is an important aspect of how we build internal competence and improve the process.



While we follow strict standard operating procedures in our gene synthesis process we do incorporate new findings so that we don't have to solve the same problem again.

Having made several thousands of genes and quite a few "genes from hell" has

helped us make the process very efficient.

### **Quality and speed are always our top priorities**

We never let a gene less than 100% accurate out the door. In fact, when we sequence a synthesized gene from four clones, usually two of them are correct. Sometimes we even get the honor of synthesizing genes where our competitors have failed.

We recognize that speed of delivery is key, and we are proud that many of you have told us that **DNA2.0** is by far the fastest provider of custom gene synthesis service on the market. **DNA-2-Day** gene synthesis is our rush service and can ship your gene in five days only.

### **Industrious and ingenious work force**

The people behind the DNA2.0 Gene Synthesis Process have industrial experience in the fields of nucleotide chemistry, molecular biology, bioinformatics, technology development, research leadership and product sales from biotechnology companies including Affymax, Amersham, Eragen, Genentech, Kosan, Maxygen, Operon and Qiagen.

[Read more about DNA2.0 Custom Gene Synthesis](#)

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