



THE BUILDING BLOCKS OF LIFE. BUILT FOR YOU.

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Gene Designer Software  
Free and ready to use

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Louise Rafty, Ph.D.  
Technical Sales  
Representative

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Gene Synthesis Rush  
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#### **DNA-2-Day Promotion**

Receive a \$25 gift  
certificate from  
[amazon.com](#) on your  
next DNA-2-Day order.  
The DNA2.0 team  
recommends reading:

[The Global Genome](#)

[Lizards, Frogs and  
Polliwogs](#)



**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

## Gene Synthesis & Protein Engineering News

by DNA2.0 Inc. SEPTEMBER 2005

### **Dear Fellow Scientist,**

We are very proud to  
announce the launch of  
our new [Gene Designer](#)  
software. You can  
[download](#) it from our  
website, free of charge.



Gene Designer is fundamentally different from other  
sequence manipulation programs; it is not just another  
sequence analysis tool. We built it from ground up to  
simplify the whole design process, starting with an  
intuitive drag-and-drop interface supported by powerful  
optimization algorithms. Assembling genetic building  
blocks using Gene Designer is intuitive and fun. Our beta  
testers absolutely loved it, and so do we; it is the same  
software we use in-house.

Our excitement is compounded by the recent addition of  
[Louise Rafty, Ph.D.](#) to our team. As our new Technical  
Sales Representative, Louise provides excellent service  
and support from the moment you start designing a gene  
until you hold it in your hand. Louise's solid scientific  
background lets her talk to you, scientist-to-scientist,  
ensuring that our services meet your needs.

Overwhelming customer feedback tells us that [DNA2.0](#) is  
the fastest provider of custom gene synthesis service on  
the market today. Never to be content, we are continuing  
to drive down the turnaround time even further. We now  
offer DNA-2-Day gene synthesis service. This service is  
twice as fast as our standard gene synthesis speed of 8-  
10 days. Talk to us about [DNA-2-Day](#) when your  
deadlines are really tight and you just cannot afford to  
wait.

[info@dna20.com](mailto:info@dna20.com)

**Produced by:**

Magda Bartilson, Ph.D.  
Science Editor  
[BioWriterWiz](#)

Ann Klefbohm  
Graphical Designer  
[base media](#)

That is all for now. I will keep you posted on upcoming news from the DNA2.0 team.

Best Regards,



**Jeremy Minshull, Ph.D.**  
President, DNA2.0  
1-877-DNA-TOGO  
[info@DNA20.com](mailto:info@DNA20.com)



[www.dna20.com](http://www.dna20.com)

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## Gene Designer

Gene Designer is a stand-alone application that works directly from your computer. And it is available free of charge.

[Click here to download.](#)

### Gene Design at Your Fingertips: Fast, Easy and Intuitive

- **An intelligent, fast and easy-to-use algorithm** to perform codon optimization for heterologous protein expression.
- **A graphically rich molecular viewer** for displaying and editing your constructs.
- **An intuitive database** for quickly storing, managing and tracking DNA fragments and genetic elements.
- **Integrated, stand-alone, secure software.** No need to cut-and-paste between different software, no web sites or servers to transfer information to. The entire design process captured in one efficient application.



**Gene Designer** is a software that helps you create your DNA constructs on your desktop with unprecedented ease and speed. DNA and protein sequence elements are selected from a library and positioned by drag-and-drop. With **Gene Designer** you can quickly codon-optimize your sequence while avoiding or adding restriction sites, check translation frames and fusion points, store and re-use sequence elements and much more.

**Gene Designer** is built to design novel sequences, not to analyze existing sequences. This is a software tool for all Synthetic Biology needs.

**Gene Designer** is fundamentally different from all other sequence manipulation tools. The **Gene Designer** was built on the notion that scientists need a tool to help them design sequences de novo without being limited by what nature can provide. Assembling the building blocks of Life using **Gene Designer** is efficient, simple and fun.

- **Quick and easy to learn.** Drag-and-drop independent genetic building blocks and instantly shift between icon-view, sequence-view and notes-view. The help function is simple to navigate and describes all features to the point.
- **Remove or add restriction sites** or other sequence motifs, check fusion points for frameshifts and instantly design oligonucleotides for sequencing or other applications.
- **Codon optimize for heterologous protein expression** in any organism using our popular Monte Carlo based codon optimization algorithm.
- Once sequences are designed, the synthetic **DNA fragments can be ordered directly through the Gene Designer software.**

[Click here to download the most current version.](#)

### **Help us to make Gene Designer even better!**

If there are features that you would like included in the next version, or bugs that you find in this version, [please please let us know.](#)

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## **Meet Louise**

### **Louise Rafty, Ph.D.**

Technical Sales Representative, DNA2.0

### **Efficient and friendly service**

Louise will greet you with her friendly aussie accent and provide you with excellent service and support for design of your synthetic genes. She is responsible for new and existing accounts, eagerly demonstrates Gene Designer software and discusses new and current DNA2.0 services.

### **Starts working at 5AM**

Louise is truly dedicated to the customers' needs. She frequently starts working already at 5AM to be able to support DNA2.0's European customers before they leave for the day. So next time you need synthetic genes, pick up the phone and call Louise. Your genes will be well taken care of.

To reach Louise and the rest of the sales and support team:

Email us at [support@dna20.com](mailto:support@dna20.com) for tech support, [sales@dna20.com](mailto:sales@dna20.com) for sales and [info@dna20.com](mailto:info@dna20.com) for general information.

**Phone:** 1-650-853-8347

**Toll free:** 1-877-DNA-TOGO

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### **DNA-2-Day**

Gene Synthesis RUSH Order

Genes up to 1kb in size shipped **in 5 days!**

[Click here to place your order.](#)

### **Fastest Gene Synthesis Service Available**

Thanks to technological breakthroughs and process optimization, DNA 2.0 is proud to present our [DNA-2-Day](#) gene synthesis service. This service is twice as fast as our already industry-leading standard gene synthesis speed of 8-10 days. This new DNA-2-Day service is available for genes up to 1kb in size. Please inquire about longer genes.

Speed is becoming an extremely important feature of biotechnology and time is increasingly becoming a scarce resource. Only by first filing the patent, by first bringing the product to market, or by first publishing the data can success be sustained and funding secured. With an increasingly competitive biotech marketplace, every day saved in the molecular biology process gives you a step up on the competition.

### **Delivery Specifications You will receive:**

- 2µg lyophilized plasmid containing your gene insert.
- An *E.coli* culture stab with a plasmid containing your gene.
- Sequence chromatograms covering your gene (electronic).
- The full sequence of insert + plasmid (electronic).
- Quality Assurance documentation.



**For the month of September:**

Receive a \$25 dollar amazon.com gift card when ordering synthetic genes using our [DNA-2-Day](#) expedited service.

[Click here to place your order.](#)

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