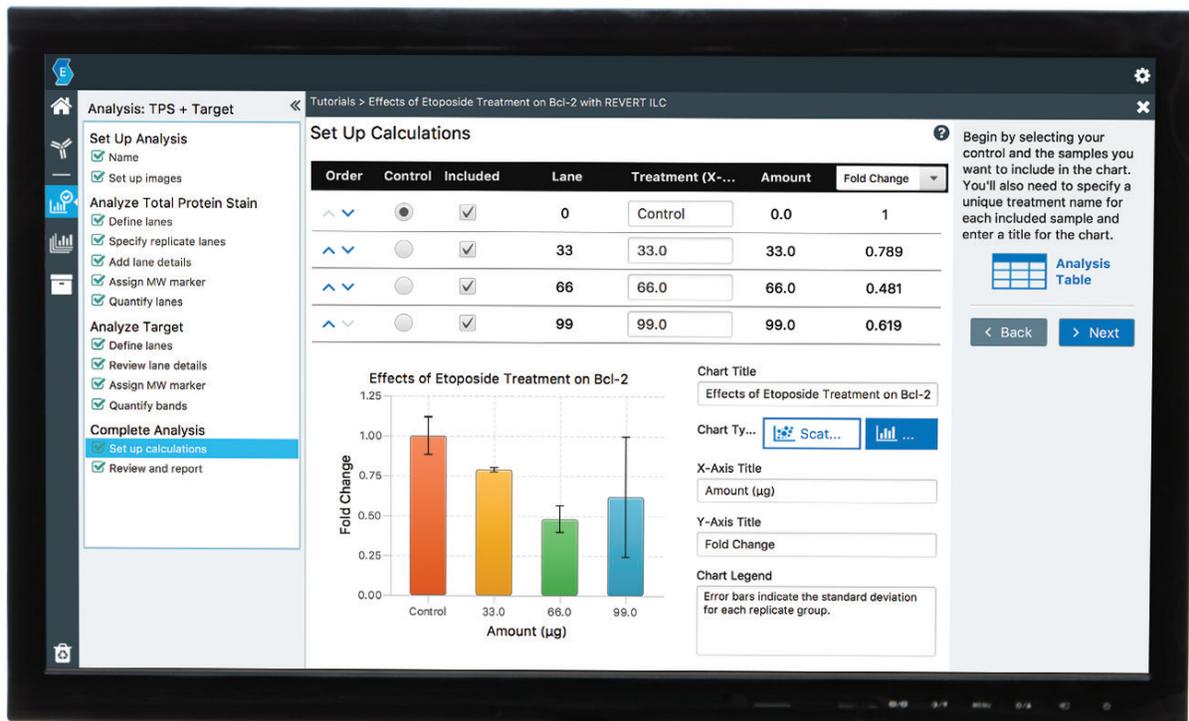




Introducing:

# Empiria Studio™ Software

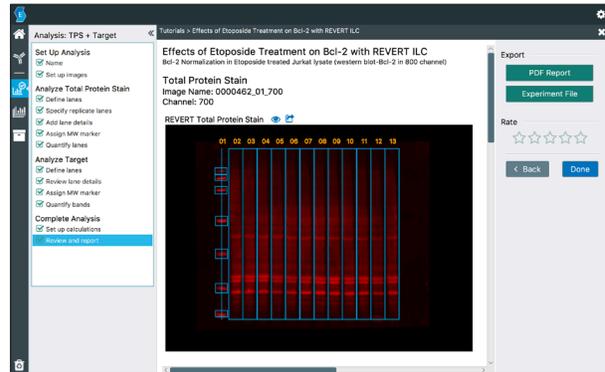
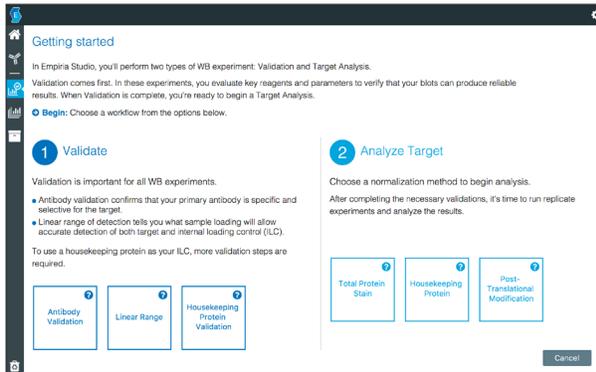
Expert-level Analysis Made Simple



## Designed in Collaboration with Top Journals

Validate and document the critical aspects of your quantitative Western blot procedure and ensure you gather all of the supporting data reviewers require.

Demonstrate robust experiment design and quickly find experimental data and related validation data with intuitive project-based organization. Share all of your images, supporting data, and target analysis in a single file.



## Developed for the Best Possible Data

Straightforward workflows in Empiria Studio software automate the critical steps of your analysis. Minimize user-to-user variability and error within your lab and ensure that analyses are completed correctly the first time, every time.

Remove the guesswork from quantification with automatic calculation of key parameters in validation and analysis and confirm the validity of your results with replicate analysis. Simplify interpretation of your results with elegant graphing and formatting.

Try Empiria Studio 30 Days Free  
[www.licor.com/empiria](http://www.licor.com/empiria)



# The Journey to Exceptional Western Blot Data Starts Here

Powerful validation, analysis, and reporting features provide complete coverage of publisher requirements for quality data from raw images to replicate analysis.

## Validation Features

Evaluate key reagents and parameters to verify that your blots produce reliable, reproducible results.



### Antibody Validation

Confirm that the primary antibody is specific and selective to the target.



### Housekeeping Protein (HKP) Validation

Verify that experimental conditions do not affect HKP expression before using as an internal loading control.



### Combined Linear Range of Detection

Determine sample loading that will fall within a combined linear range of the target and internal loading control.

## Analysis and Publication Features

Confidently determine sample loading and utilize flexible parameters for replicate analysis to achieve consistently high-quality results.



### Normalization

Automatically correct for sample-to-sample and lane-to-lane variation with a variety of internal loading control types.



### Replicate Analysis

Confirm the validity of observed changes using biological or technical replicates on the same blot or across multiple blots.

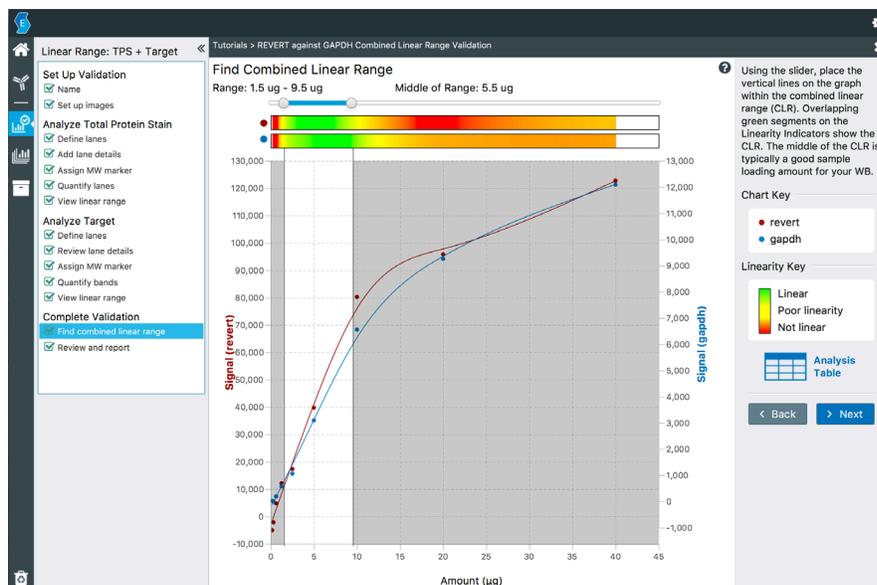
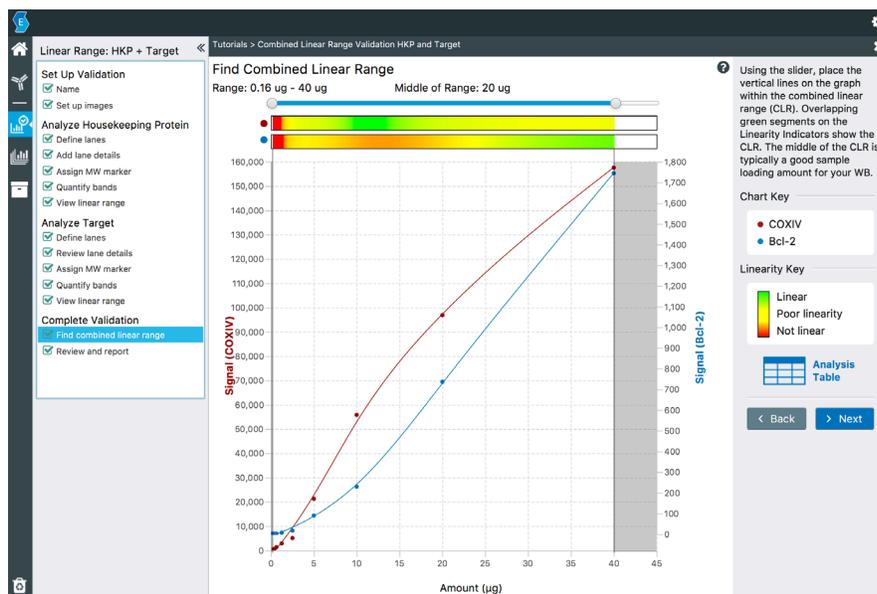


### Publication Packs

Provide complete documentation of experimental data and procedures in an easy-to-share package.

## The Odyssey + Empiria Studio™ Software Difference

Be more confident in your Western blot analysis than ever before. Streamline your analyses with straightforward workflows guiding you from your raw image data captured in Image Studio™ software to publishable results. Minimize user-to-user error with analysis based on scientific best practices. All of your Odyssey workstation users will perform the analysis correctly each and every time.



Quickly determine if a combined linear range of detection exists for your target and internal loading control. From the combined linear range, you can determine the appropriate amount of sample to load on your Western blot.