

HYPOXIA-INDUCIBLE FACTOR (HIF) ACTIVITY REPORTER CELL LINE

TECHNOLOGY DESCRIPTION

The technology is an assay to detect Hypoxia-induced factor (HIF) that forms the main component in activation of transcription in a wide range of genes in cells.

TECHNOLOGY FEATURES

The HIF detection assay is able to detect signal strength of more than 500 fold in various culture conditions. It can be readily used in any lab without complicated requirements of biosafety. This is a new invention as compared to current assays in market which are only able to detect a HIF signal intensity of maximum 13 fold in limited culture conditions. Its broad range assays are time savvy and brings down the cost per assay. The assays are with repeatable and provide consistent results thus eliminating any concerns or needs for efficiencies and vigorous parameter testing. The assay is designed to be readily used with a lesser amount of reagents for each assay. The technology designed is superior in terms of signal intensity and detection from microbes, plants and animals at a lesser cost.

ADVANTAGES

- time savvy
- cost effective
- repeatable
- provides consistent results

INDUSTRY OVERVIEW

Prospect: Bio pharmaceutical companies, diagnostic companies, stem cell researchers

Distribution and marketing services in the areas of therapeutic and diagnostic pharmaceutical products in South East Asia, Taiwan and Hong Kong, covers a population size of more than 500 million. In Malaysia, contract manufacturing organizations in Healthcare Biotechnology covers manufacturing of Medical Devices, Biopharmaceutical products, In Vitro Diagnostic and formulation services. In the biotechnology industry, when there is a new drug discovery, small quantity of the cell lines will need to be

produced for pre clinical research, phase I, II and III clinical trials before approval is being obtained from the US Food and Drug Authorities (FDA) for the commercialization of the new drug. It is predicted that biomanufacturing industry will reach a market size of USD 25 billion by 2011 and Malaysia is now ready to face the challenge of establishing its footprint in the industry. BioNexus Network, and INFOVALLEY Group of Companies are among the main biotechnology companies and organizations in Malaysia.



Assoc. Prof. Dr. Norazizah Shafee
 Faculty of Biotechnology and Biomolecular Sciences
 nshafee@upm.edu.my