Meet the Nu gold standard.

**NūPCR™**
Reagents for qPCR.

- Superior specificity
- Extreme sensitivity at low levels
- A fraction of the cost of the leading reagents
90–100% PCR efficiency.
Quantify targets with greater accuracy. Illumina assays consistently deliver 90–100% PCR efficiency.

Extreme sensitivity at low levels.
Turn once-impossible experiments into daily routines. Detect your targets at very low levels with highly sensitive NuZyme technology.

Headache-free assay design.
Simplified multiplexing combines with easy design to help you achieve high-quality results the first time, every time. Use the DesignStudio™ assay design tool to validate your assay compatibility faster than you thought possible.

Do more for less.
Run more. Publish more. Amplify your story with NuPCR reagents at a fraction of the cost of industry-leading reagents.

Ask for the total solution.
Talk to your distributor today about putting NuZyme technology and other high-performance Illumina real-time PCR products—DNA Binding Dye (DBD) and High Resolution Melt (HRM) assays, and the Eco Real-Time PCR System—to work in your lab.

NuPCR reagents, the Nu gold standard for specificity, sensitivity, and efficiency in real-time PCR is here. Now publish more in less time—at a fraction of the cost of the old gold standard. Plus, NuPCR reagents are compatible with all real-time PCR systems, including the Illumina Eco™ Real-Time PCR System.

A more targeted approach to specificity.
NuPCR reagents contain a NuZyme™ enzymatic probe whose three components hybridize to produce a signal only when your target sequence is detected. This eliminates off-target noise, significantly boosts discrimination between similar targets, and enables NuPCR to deliver you the highest possible specificity.

**NuZyme Part Zyme B**
Target Sequence

**Universal Substrate**
Cleavage Products

**Quencher**
**Fluorophore**

**NuZyme Part Zyme A**

**Fluorophore**

**Quencher**

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Get Started. Design your next assay with DesignStudio at www.illumina.com/designstudio

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