

A vertical banner on the left side of the page features a blue background with a microscopic view of cells. The text 'SEE TRUE GENETIC DIFFERENCES' is written vertically in large, white, sans-serif capital letters. The word 'SEE' is smaller and positioned to the left of 'TRUE'. 'TRUE GENETIC DIFFERENCES' is larger and spans most of the banner's height.

SEE TRUE GENETIC DIFFERENCES



**BAGELS & BREW-  
AN APPLICATION SEMINAR**

**Defy the Law of Averages -  
Single-Cell Genomic  
Research using Microfluidics**

Andrew O'Guin, Application Specialist, Fluidigm

**Wednesday, Sept 4, 10:00 am – 11:00 am  
COMRB 3175**

FOOD/DRINKS TO BE PROVIDED – PLEASE RSVP

Individual cells can differ by size, protein levels, and expressed mRNA transcripts, even within nominally homogeneous cell populations. Therefore, taking averages of pooled cells can mask the dramatic variations in gene expression among cells. Recognizing cellular variations in what appear to be homogenous populations has become crucial to advancing stem cell research, understanding cancer cells, identifying immune responses, studying the effectiveness of biological therapies, and discovering the mechanisms of neurodegenerative diseases.

Fluidigm has developed an entirely new approach to single-cell genomics, based on microfluidic chip technology that enables you to rapidly and reliably isolate, capture, process, and profile individual cells for targeted gene expression, mRNAseq, miRNAs, and more.

This is the perfect opportunity to join the genomics revolution and learn about the emerging field of single-cell genomics.

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