

SP1(2) Luciferase Reporter Vector

Product Insert

Cat. No. LR0117

Shelf Life	One year from date of receipt under proper storage conditions.
Storage	See product label for appropriate storage conditions
Component 1	SP1(2) Luciferase Reporter Vector (20ul of 500 ng/ul)
Component 2	Empty Control Vector (20ul of 500 ng/ul)
Sequence (5'→3')	ATTCGATCGGGGCGGGGCGAGATTTCGATCGGGGCGGGGCGAGATTC- GATCGGGGCGGGGCGAG
Description	pSp1-Luc is designed to measure transcriptional activity of Sp1. Sp1 is a sequence-specific transcription factor that recognizes 5'-GGGGCGGGGC-3' and closely related sequences, which are often referred to as GC boxes. Sp1 was initially identified as a HeLa cell derived factor that selectively activates in vitro transcription from the SV40 promoter and binds to the multiple GC boxes in the 21-bp repeated elements in SV40. Sp1 has been described as a ubiquitous transcription factor that is required for the constitutive and inducible expression of a variety of genes, such as in cell cycle or mammalian development.

**Contacting
Panomics**

For ordering information or technical support, contact the appropriate resource provided below according to your geographical location.

Location	U.S. Corporate Headquarters
Address	Panomics, Inc. 6519 Dumbarton Circle Fremont CA 94555 USA
Telephone	1.510.818.2600
FAX	1.510.818.2610
Email	info@panomics.com
Technical Support	techsupport@panomics.com or 1.877.726.6642 option 3
Ordering Information	orders@panomics.com

Location	European Headquarters
Address	Panomics Srl Via Sardegna 1 20060 Vignate Milano Italy
Telephone	+39.02.95.360.250
FAX	+39.02.95.360.992
Email	info_europe@panomics.com
Technical Support	techsupport_europe@panomics.com
Ordering Information	order_europe@panomics.com

Location	Asia Pacific Headquarters
Address	Panomics, Inc. 16F Gemdale Plaza Tower A, No. 91 Jianguo Road Beijing 100022 P.R. China
Telephone	+86.10.59208157
FAX	+86.10.59208111
Email	info_asia@panomics.com
Technical Support	techsupport_asia@panomics.com
Ordering Information	order_asia@panomics.com

For an updated list of FAQs and product support literature, visit our website at www.panomics.com.
