

Product Components List

CRE DD Red Reporter System

Catalog No.	Amount
631087	Each

Description

The CRE DD Red Reporter System is designed to monitor cAMP response element binding protein (CREB) activity in mammalian cells, with minimal background signal. It includes the pCRE-DD-tdTomato Reporter vector and Shield1.

pCRE-DD-tdTomato encodes a red fluorescent protein reporter tagged at its N-terminus with the ProteoTuner™ destabilization domain (DD), and under the control of the CRE promoter. The DD causes the DD-tdTomato reporter to be rapidly targeted to and degraded by proteasomes. This minimizes background fluorescence from leaky promoters prior to promoter activation.

To monitor CREB activity, a candidate inducer is added to the medium simultaneously with the DD's stabilizing ligand, Shield1. This allows DD-tdTomato to accumulate in response to CREB activation. As a result, *only* the reporter molecules expressed *during* CRE induction contribute to the fluorescence signal. This system provides a considerably higher signal-to-noise ratio than can be obtained with non-destabilized or constitutively destabilized reporter systems.

Package Contents

- pCRE-DD-tdTomato Reporter (Cat. No. 631088) (Not sold separately) >>[View Components](#)
- Shield1 (500 µl) (Cat. No. 632189) >>[View Components](#)

For storage conditions, please see the Certificate of Analysis supplied with each component.

Product Documents

Documents for our products are available for download at www.clontech.com/manuals

The following documents apply to this product:

- DD-Fluorescent Protein Reporter Systems Protocol-At-A-Glance
- pCRE-DD-tdTomato Reporter Vector Information Packet
- ProteoTuner Plasmid-Based Shield Systems User Manual

Notice to Purchaser

Our products are to be used for research purposes only. They may not be used for any other purpose, including, but not limited to, use in drugs, *in vitro* diagnostic purposes, therapeutics, or in humans. Our products may not be transferred to third parties, resold, modified for resale, or used to manufacture commercial products or to provide a service to third parties without prior written approval of Takara Bio USA, Inc.

Your use of this product is also subject to compliance with any applicable licensing requirements described on the product's web page at takarabio.com. It is your responsibility to review, understand and adhere to any restrictions imposed by such statements.

©2016 Takara Bio Inc. All Rights Reserved.

All trademarks are the property of Takara Bio Inc. or its affiliate(s) in the U.S. and/or other countries or their respective owners. Certain trademarks may not be registered in all jurisdictions. Additional product, intellectual property, and restricted use information is available at takarabio.com.

This document has been reviewed and approved by the Quality Department.

Takara Bio USA, Inc.

1290 Terra Bella Avenue, Mountain View, CA 94043, USA

U.S. Technical Support: techUS@takarabio.com

United States/Canada	Asia Pacific	Europe	Japan
800.662.2566 (110316)	+1.650.919.7300	+33.(0)1.3904.6880	+81.(0)77.565.6999