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## PRODUCT: pCRE-DD-tdTomato Reporter

<p><b>CATALOG No.</b> 631088 (Not sold separately)</p> <p><b>AMOUNT</b> 10 µg</p> <p><b>LOT NUMBER</b> Specified on product label.</p> <p><b>STORAGE CONDITIONS</b></p> <ul style="list-style-type: none"> <li>• Store all components at -20°C.</li> <li>• Spin briefly to recover contents.</li> <li>• Avoid repeated freeze/thaw cycles.</li> </ul> <p><b>STORAGE BUFFER</b> 10mM Tris-HCl (pH 8.0) 1 mM EDTA (pH 8.0)</p> <p><b>SHELF LIFE</b> 1 year from date of receipt under proper storage conditions.</p> <p><b>SHIPPING CONDITIONS</b> Blue ice (4°C) or dry ice (-70°C)</p>	<p><b>DESCRIPTION</b> This vector is designed to monitor cAMP response element binding protein (CREB) activity in mammalian cells, with minimal background signal. It encodes the red fluorescent protein tdTomato, which is tagged with the N-terminal ProteoTuner™ destabilization domain (DD) and under the control of the CRE promoter. In the absence of Shield1, DD-tdTomato is targeted for rapid proteasomal degradation, minimizing the background signal prior to promoter induction. When a candidate inducer is added to the culture medium simultaneously with Shield1, DD-tdTomato is stabilized and can accumulate in response to CRE activation. As a result, only the reporter molecules expressed during CRE induction contribute to the fluorescence signal. This provides a considerably higher signal-to-noise ratio than can be obtained with non-destabilized or constitutively destabilized reporter systems.</p> <p><b>CONCENTRATION:</b> 500 ng/µl</p> <p><b>PLASMID SIZE:</b> 5.61 kb</p> <p><b>ANTIBIOTIC RESISTANCE</b> Kanamycin (50 µg/ml)</p> <p><b>PACKAGE CONTENTS</b></p> <ul style="list-style-type: none"> <li>• 1 tube of pCRE-DD-tdTomato Reporter</li> </ul> <p><b>OTHER</b></p> <ul style="list-style-type: none"> <li>• Vector Information Packet (PT5120-5)</li> </ul>
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### FOR RESEARCH USE ONLY

### QUALITY CONTROL DATA

- Digestion of pCRE-DD-tdTomato with the indicated restriction enzyme(s) produced fragments of the indicated sizes on a 0.8% agarose/EtBr gel:

Enzyme(s)	Fragment(s)
BamHI	5.61 kb
NotI & NheI	2.07 & 3.54 kb
- $A_{260}/A_{280}$  : 1.8-2.0



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