

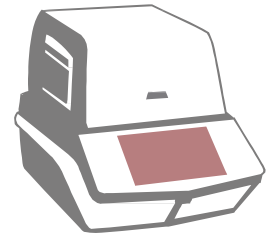
# Why Choose GeneNav™?

*The advantages and benefits of GeneNav™*



## Accessibility

Our two kits are based on open qPCR technology and will be compatible with almost any machine. Because of the universal nature of our solution, most labs will be able to use their existing instrumentation to operate our kit. For labs without a qPCR system, we have an initiative that offers a free qPCR machine for labs maintaining a set annual order volumes.



Open qPCR System



## Increased Specificity

## Genotyping

The larger company's solutions (Roche, Qiagen, Hologic, etc.) are useful for screening patients of high-risk HPV infections. However, patients testing HPV positive for high-risk infections are recommended to be monitored for up to two years – to know if the specific HPV subtype persists. Our GeneNav HPV Genotyping kit is able to meet this clinical need by identifying the exact subtype of infection.

## Rapid Analysis

Within just 2 hours, you will have easy-to-interpret results – this includes the 20 minutes of hands-on time. That is 60 minutes less than the Roche cobas® HPV test and 6 hours less than the Qiagen Digene®.



Quick and Easy



## Flexible Pricing

## Price

By manufacturing all components in-house, we can offer competitive pricing. We are happy to work with you and your team to establish a mutually beneficial price point.