



## **TATAA Biocenter and SimplicityBio Announce Complete Solution for Biomarker Discovery, Signature Optimization and Validation**

**Göteborg, Sweden and Monthey, Switzerland – October 25, 2016:**

TATAA Biocenter, Europe's leading provider of genomic services and the world's foremost organizer of hands-on training in molecular diagnostics has partnered with SimplicityBio, a leading provider of *in silico* solutions for multivariate and multimodal analyses to offer complete solutions for biomarker discovery, signature optimization and validation. The partnership offers a complete solution comprising biomarker discovery, assay and protocol optimization, analytical validation, standardization, and clinical validation leading to robust and reliable biomarker signatures for diagnostics, prognostics and theranostics. Platforms include microarrays, qPCR, dPCR and NGS and virtually any kind of biomarkers with emphasis on mRNA, microRNA, lncRNA, DNA (SNP, CNV, methylation, cfDNA), protein and circulating tumor cells.

"Leveraging on our experience of quality control and standardization of molecular analyses we design experimental protocols and generate data of highest quality for our clients. Combining our data with first class biomarker analyses provided by SimplicityBio, we provide our clients with complete solutions" says Mikael Kubista, President of TATAA Biocenter.

"We're always looking to partner with innovative companies that are true leaders in the genomic services industry, and TATAA Biocenter is exactly that. TATAA Biocenter supports clients with design and validation of assays and generates genomic data of highest quality based on their accredited pipelines. Those data are perfect inputs for our biomarker discovery and modelling pipelines" said Dr. Matthew Hall CSO of SimplicityBio. Together we offer our clients the most powerful platform for biomarker discover, validation and confirmation currently available.

### **About TATAA Biocenter**

TATAA Biocenter is the world's largest organizer of hands-on training in molecular analyses, Europe's leading provider of nucleic acid analysis services, and Sweden's most comprehensive distributor of products for nucleic acids analysis. TATAA Biocenter offers hands-on training in all aspects of molecular analyses, biomarker research, and validation from experimental design, sample preparation, quality control, analysis and modelling. Through its laboratories in Göteborg, Sweden, and Prague, Czech Republic, and sales office in Saarbrücken, Germany, TATAA Biocenter supports its clients with products for the full range of nucleic acid and protein analyses and services in compliance with ISO17025 standard. In 2013 TATAA Biocenter was presented the Frost & Sullivan Award for Customer Value Leadership as Best-in-Class Services for Analysing Genetic Material. For more information, see <http://www.tataa.com> or contact us on [services@tataa.com](mailto:services@tataa.com).

## **About SimplicityBio**

SimplicityBio is the inventor of BOSS (Biomarker Optimization Software System) a unique analysis platform. BOSS enables the discovery of robust signatures composed of biomarkers and interpretable rules. The unique (patent pending) feature selection discovers best in class signatures, that have proven their robustness in clinical settings. BOSS allows integration of any omics and clinical data, biomarker ranking and automatic threshold selection.

SimplicityBio supports its partners with its experience and unique technology to keep them at the forefront of modern analytics, with patentable and publishable results. For more information, visit: <http://www.simplicitybio.com/> or contact us on [info@simplicitybio.com](mailto:info@simplicitybio.com).

## **More Information and Media Contact**

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