

# PACIFIC BIOSCIENCES

AGBT 2011 EVENT CAMPAIGN



option **one**



## REVEALING NEW BIOLOGICAL INSIGHTS

SINGLE MOLECULE REAL TIME  
LONG READLENGTH  
BUILT-IN FLEXIBILITY  
SPEED  
EASE OF USE



PacBio RS

Thursday, February 3, 2011

### DOCUMENTARY VIEWING

Featuring: *The New Biology*

5:00-7:00pm

Location Goes Here

Panelists:

**Gebisa Ejeta, Ph.D.**

*World Food Prize Winner, Professor at Purdue*

**Robert T. Fraley, Ph.D.**

*Executive VP and CTO, Monsanto*

**Eddy Rubin, M.D., Ph.D.**

*Director, U.S. Department of Energy*

Friday, February 4, 2011

### BEACH PARTY & FIREWORKS

9:00-10:00pm

Quinns Beach at the Marco Island Marriott

Saturday, February 5, 2011

### COMMERCIAL WORKSHOP

Title Goes Here

12:00-1:00pm (lunch included)

Location Goes Here





For more information or  
to register for the event

[Click Here](#)

## REVEALING NEW BIOLOGICAL INSIGHTS

2011 ADVANCES IN GENOME BIOLOGY &  
TECHNOLOGY (AGBT) CONFERENCE

Marco Island, Florida

PACIFIC BIOSCIENCES INVITES YOU TO DINNER  
AND A VIEWING OF THE BREAKTHROUGH  
DOCUMENTARY *THE NEW BIOLOGY* AT THE  
ADVANCES IN GENOME BIOLOGY &  
TECHNOLOGY CONFERENCE.

### WHEN

Thursday, February 3, 5:00 – 7:00 pm

### WHERE

The Palms Ballroom at the Marco Island  
Marriott Beach Resort

### RSVP

Required. Space is limited.

### PANELISTS

#### **Gebisa Ejeta, Ph.D.**

*World Food Prize Winner, Distinguished Professor  
of Agronomy at Purdue University*

#### **Robert T. Fraley, Ph.D.**

*Executive VP & CTO, Monsanto*

#### **Eddy Rubin, M.D., Ph.D.**

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PacBio RS

### Other Events at AGBT

#### **BEACH PARTY AND FIREWORKS**

Don't miss the PacBio-sponsored fireworks  
at the Friday night beach party!

Friday, February 4, 9:00 – 10:00 pm  
Quinns Beach at the Marco Island Marriott  
Beach Resort

#### **COMMERCIAL WORKSHOP**

Saturday, February 5, 3:00 pm

Featured Speaker:

#### **Stephen Turner, Ph.D.**

*Founder and Chief Scientific Officer, Pacific  
Biosciences*

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LONG READLENGTH  
BUILT-IN FLEXIBILITY  
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Marco Island, Florida

PACIFIC BIOSCIENCES INVITES YOU TO DINNER AND A VIEWING OF THE BREAKTHROUGH DOCUMENTARY *THE NEW BIOLOGY* AT THE ADVANCES IN GENOME BIOLOGY & TECHNOLOGY CONFERENCE.

[RSVP Now](#)



## SCHEDULED EVENTS

## RSVP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean a augue tortor, sit amet commodo turpis. Sed ut volutpat erat. Duis rutrum mauris ac neque sodales quis ullamcorper eros vestibulum. Mauris vel augue at nunc ullamco.

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*Founder and Chief Scientific Officer, Pacific Biosciences*



optiontwo



THE KNOWN PARADIGM  
OF HUMAN BIOLOGY.



Introducing the PacBio RS

TRANSFORMED.

**The new biology.**  
Driving the transformation of bioscience  
with single molecule real time detection.

2011 ADVANCES IN GENOME BIOLOGY & TECHNOLOGY (AGBT) CONFERENCE

VIEW EVENT DETAILS AND REGISTER ONLINE:

MORE INFO >

Pacific Biosciences invites you to the 2011 Advances in Genome Biology & Technology (AGBT) Conference. Join us for a documentary viewing on the new biology.

#### DOCUMENTARY VIEWING

##### The New Biology

Third generation sequencing with the PacBio RS. A new window into characterizing molecular variation in living systems.

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EMAIL INVITE



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Introducing the PacBio RS

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Location

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Friday, February 26, 2011, 9-10 pm

Quinns Beach at the Marco Island Marriott Beach Resort



THE THIRD GENERATION  
OF SMRT™ TECHNOLOGY.

DE  
FINED.

Streamline your workflow with easy  
instrument loading and a simple,  
intuitive user interface.

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BIOLOGICAL INSIGHTS  
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# REVEALED.

Enable accurate detection of a single  
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Resort




THE INTRICACIES  
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Uncover the complexities of biological systems with longer readlengths to map out complete genomes.

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Accelerate new discoveries and advances in  
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#### Genomic Technology Workshop

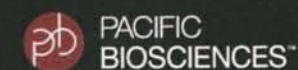
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THE FUTURE OF  
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Quinns Beach at the Marco Island Marriott  
Beach Resort



option**three**





PACIFIC  
BIOSCIENCES™



AGBT  
2011  
FEB 3-5

SCHEDULED EVENTS

RSVP

Pacific Biosciences invites you to dinner and a viewing of the breakthrough film **The New Biology** at the Advances in Genome Biology & Technology (AGBT) Conference 2011.

AGBT will be held at The Palms Ballroom at the Marco Island Marriott Beach Resort, Florida.

THE  
WORLD OF  
NEW BIOLOGY

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BIOSCIENCES™

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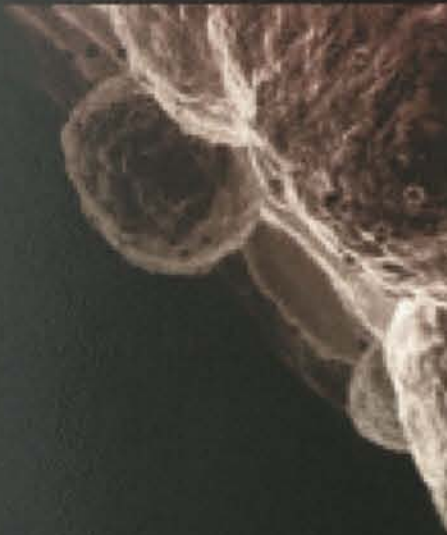

*Executive Vice President and CTO, Monsanto*


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PACIFIC  
BIOSCIENCES™

02.03.11

DOCUMENTARY SHOWING

# The New Biology

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**Robert T. Fraley, Ph.D.**  
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Director, JGI Genomics Institute

02.04.11

**BEACH PARTY & FIREWORKS**


9:00–10:00pm  
 Quinns Beach at the Marco Island Marriott

02.05.11

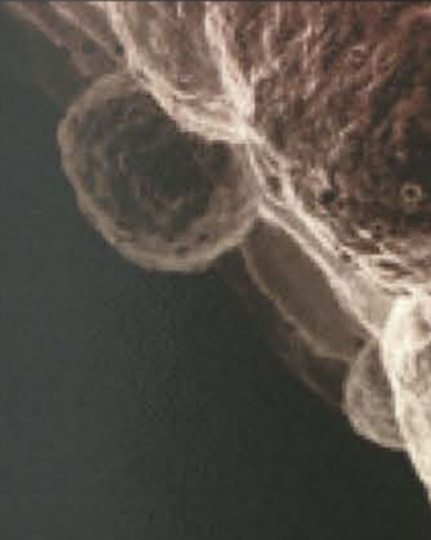
**COMMERCIAL WORKSHOP**


Title Goes Here  
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 Location Goes Here

50X+ MILES PER HOUR  
 100X+ READ LENGTH  
 BUILT-IN FLEXIBILITY  
 EASY TO USE  
 FAST



PacBio RS



02.03.11

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SINGLE MOLECULE REAL TIME  
[ONLY READ LENGTH]  
BUILT IN EXACTLY  
EAST OF LOS  
ANGELES

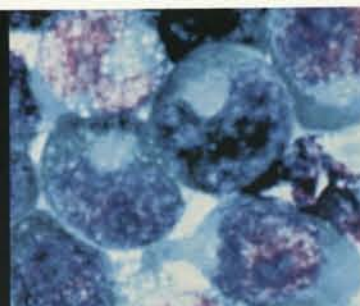


PacBio® RS





PACIFIC  
BIOSCIENCES™



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Founder and Chief Scientific Officer, Pacific Biosciences

#### SCIENTIFIC SESSIONS

Friday, February 26, 9:35 am

"Single Molecule Sequencing to Detect and Characterize Somatic Mutations in Cancer Genomes"

Elaine Mardis, Ph.D.

Co-Director, The Genome Center, Washington University School of Medicine

Friday, February 26, 4:30 pm

"Direct, Single-Molecule, Real-Time (SMRT™) RNA Sequencing"

Jonas Korfach, Ph.D.

Principal Scientist, Pacific Biosciences

Saturday, February 27, 11:00 am

"The Molecular Choreography of Translation"

Jody Puglisi, Ph.D.

Professor & Chair, Department of Structural Biology, Stanford University School of Medicine

Saturday, February 27, 3:00 pm

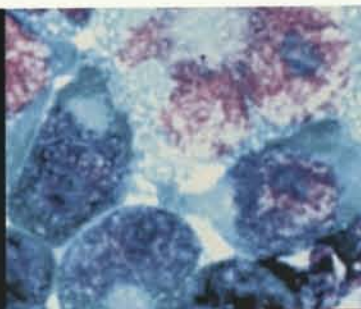
"Integrating DNA and RNA Variation Data to Elucidate Molecular Networks Underlying Biological Hydrogen Production by Bacteria"

Eric Schadt, Ph.D.

Chief Scientific Officer, Pacific Biosciences



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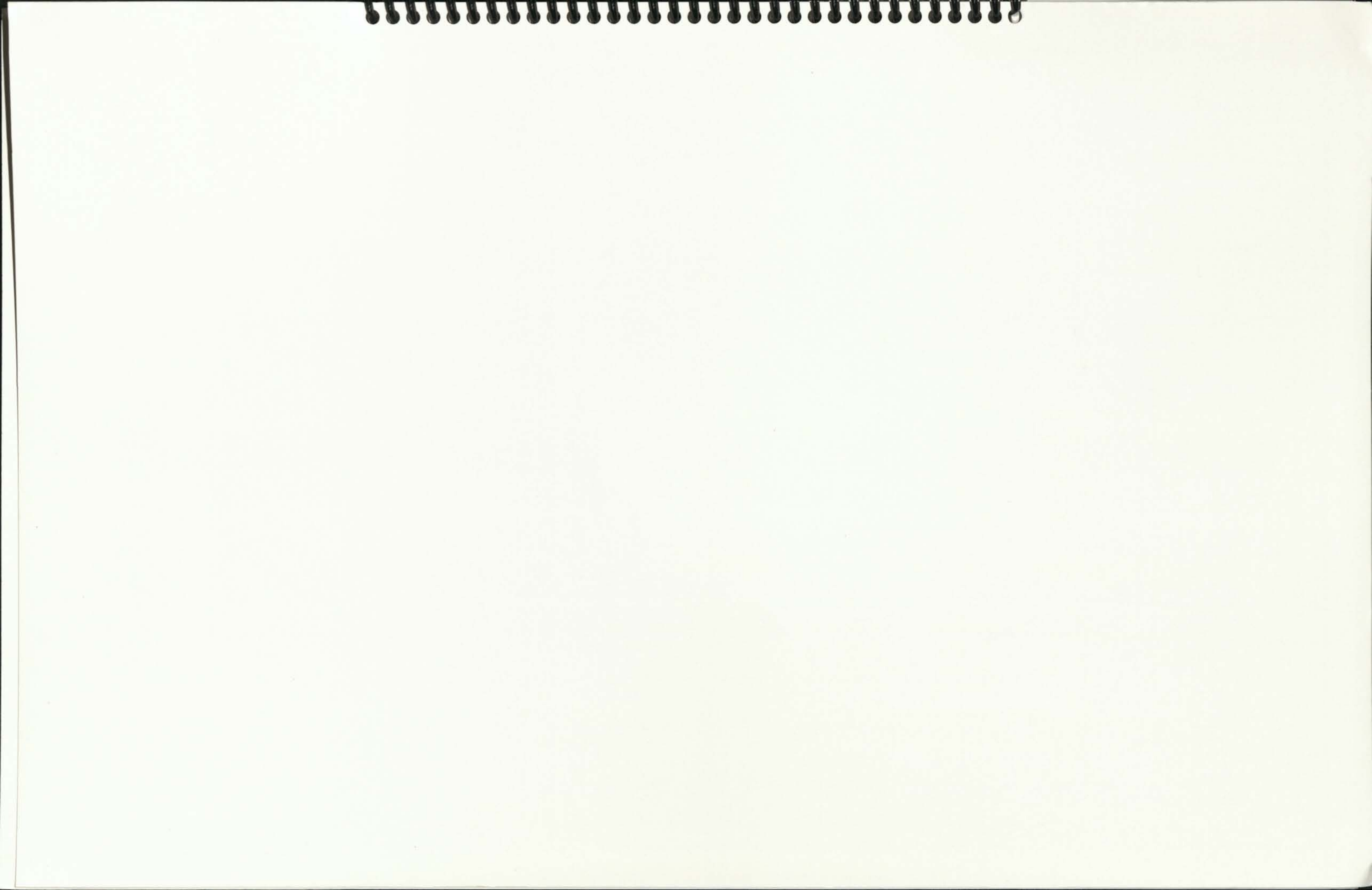
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eleven**eighty**five**design**