

## Tissue-specific optimized AAV plasmids, 11/14

November 2014—Sirion Biotech, in cooperation with University of Munich and University of Cologne, developed a line of viral vectors with specific promoters that are only active in a targeted set of cells to initiate the desired gene expression. Using this method, the gene of interest is being expressed only in the targeted tissue relevant to the desired therapy. The method is designed to improve the effectiveness of therapy and reduce the likelihood of side effects.

The company also announced a line of cell-specific adeno-associated virus construction plasmids, controlling expression in brain and retinal sensory cells and liver, cardiac, and skeletal muscle. The plasmids are based on the AAV2 single strand serotype and contain a classical multiple-cloning site for customized manipulation by the experimenter.

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