Invitrogen™

imMedia™ – Fast food for *E. coli*

If you need fresh, quality *E. coli* media in a hurry, use imMedia™.

- No weighing or mixing of media components
- No autoclaving
- No waiting for media to cool before adding antibiotic

Invitrogen™
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imMedia: Timely LB Medium Preparation

It's after 6:00 p.m. You're tired. You're hungry. You just want to go home. All you have left to do is plate your transformations, but . . .

- Your media room is closed, and you don't have any plates.
- You made your own media, and there's a long wait for the autoclave.
- Your plates are three weeks old and no longer usable.

Sound familiar? At some time these situations come up for everyone. That's why we developed imMedia™. It's fast food for *E. coli* so you'll have growth medium immediately.

Media in a hurry

No more relying on media rooms. No more autoclaving. imMedia™ is the first and only premixed *E. coli* medium that can be prepared within 5 minutes by heating in a microwave oven. imMedia™ contains everything you need to prepare low-salt LB liquid medium or agar plates –even antibiotics, IPTG, and X-gal. When you need medium in a hurry, there's imMedia™.

No more hassles

imMedia™ means media preparation without the hassles. Simply mix imMedia™ with water, heat in a microwave oven, and in no time at all your medium is ready to use (Figure 1). You'll save hours when compared to making media the conventional way because there's:

- No weighing or mixing of media components
- No autoclaving
- No waiting for media to cool before adding antibiotic

Everything you need to prepare *E. coli* growth medium is in a simple pouch of imMedia™.

Figure 1 – Preparation of imMedia™ Agar Plates

Mix the imMedia™ pouch contents with 200 ml water.

Microwave on MEDIUM setting for 2-3 minutes. Then mix the solution and reheat for 30 seconds.

Pour 8-10 agar plates.

Presterilized and ready to go

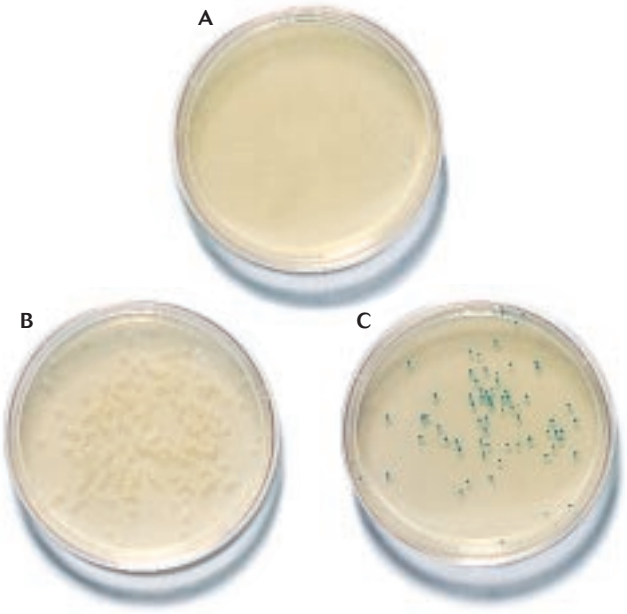
imMedia™ eliminates the time and hassles of autoclaving while allowing you to prepare sterile medium. That's because the components in each imMedia™ pouch are presterilized by irradiation. In addition, you don't have to wait for medium to cool before adding heat-sensitive components such as antibiotics, IPTG, and X-gal. imMedia™ contains special heat stabilizers to make sure these heat-sensitive components stay active during and after microwave heating.*

*Patent pending

Guaranteed results

imMedia™ is guaranteed to support robust growth of *E. coli* in liquid culture and on agar plates. Each type of imMedia™ is extensively tested to ensure *E. coli* growth, antibiotic activity, sterility, and efficient blue/white colony screening (Figure 2). We put time into the testing so you don't have to put any time into media preparation.

Figure 2 – TOP10 *E. coli* Grown on imMedia™ Plates



TOP10 *E. coli* were spread on imMedia™ plates. The plates were incubated at 37°C for 16 hours.

A: Ampicillin-sensitive TOP10 *E. coli* grown on an imMedia™ Amp Agar plate.
B: Amp^R TOP10 *E. coli* grown on an imMedia™ Amp Agar plate.
C: $Amp^R lacZ^+$ TOP10 *E. coli* grown on an imMedia™ Amp Blue plate.

Choices, choices, choices

Eight different types of imMedia™ are available (Table 1) so there's sure to be one to fit your *E. coli* growth needs. A low-salt LB medium formulation is used in each type of imMedia™ to ensure maximum antibiotic activity. To make media preparation simple, imMedia™ is supplied in a 20-pouch box. Each pouch contains everything you need to prepare 200 ml of liquid medium or 8-10 agar plates–perfect for a typical cloning experiment. It's all in there. You don't have to run around gathering media components or race to the media room. Preparing imMedia™ is as simple as heating a microwave dinner.

Table 1 - imMedia™ Components

imMedia™ Type	Components				
	Low-Salt LB Media Components	Agar	Antibiotic	IPTG and X-gal	Heat Stabilizers
imMedia™ Amp Liquid	✓		ampicillin		✓
imMedia™ Kan Liquid	✓		kanamycin		✓
imMedia™ Zeo Liquid	✓		Zeocin™		✓
imMedia™ Amp Agar	✓	✓	ampicillin		✓
imMedia™ Kan Agar	✓	✓	kanamycin		✓
imMedia™ Zeo Agar	✓	✓	Zeocin™		✓
imMedia™ Amp Blue	✓	✓	ampicillin	✓	✓
imMedia™ Kan Blue	✓	✓	kanamycin	✓	✓

*Effective concentrations of selected imMedia™ components are as follows: ampicillin (100 µg/ml), kanamycin (50 µg/ml), Zeocin™ (25 µg/ml), IPTG (100 µg/ml), X-gal (100 µg/ml).

Media at your fingertips

imMedia™ gives you the convenience of having media at your fingertips when you need it. It saves you time because there's no weighing, mixing, autoclaving, or waiting. When you need food for your *E. coli*, and you need it fast, rely on imMedia.™ Call and order imMedia™ today.

Product	Quantity†	Cat. No.	Price
For the preparation of liquid medium			
imMedia™ Amp Liquid	20 pouches	Q600-20	$130
imMedia™ Kan Liquid	20 pouches	Q610-20	$130
imMedia™ Zeo Liquid	20 pouches	Q620-20	$210
For the preparation of agar plates			
imMedia™ Amp Agar	20 pouches	Q601-20	$155
imMedia™ Kan Agar	20 pouches	Q611-20	$155
imMedia™ Zeo Agar	20 pouches	Q621-20	$260
For the preparation of agar plates with IPTG and X-gal			
imMedia™ Amp Blue	20 pouches	Q602-20	$210
imMedia™ Kan Blue	20 pouches	Q612-20	$210

† Each pouch contains sufficient reagents to prepare 200 ml of liquid medium or 8-10 standard 100 mm agar plates.

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