10x Genomics Enables High-Volume Studies by Providing More Affordable Solutions for Whole Genome and Exome Analysis

October 18, 2017

– Customer data and updated pricing will be presented at the 67th Annual Meeting of the American Society of Human Genetics (ASHG) held in Orlando, FL –

PLEASANTON, CA.—October 18, 2017— 10x Genomics, a company focused on enabling the mastery of biology by accelerating genomic discovery, today announced more affordable pricing for their Chromium Genome, Exome and *de novo* Assembly Solutions. The new pricing and applications will be unveiled at the 67th Annual Meeting of the American Society of Human Genetics (ASHG) being held from October 17th to 21st in Orlando, Florida.

The new pricing will reduce the cost of whole genome and exome analysis with the Chromium Genome and Exome solutions, which includes Library & Gel Bead Kits, Chip Kit and i7Multiplex Kit, now at a list price of about $200 USD per sample for the high throughput kit configuration. The new pricing will be available immediately in the United States and Canada, thereby making high-volume genome studies more affordable.

"Interest in high-volume genomic studies using Linked-Reads have increased substantially, and led to economies of scale in manufacturing that we can leverage to make these studies more affordable," stated Edwin Hauw, senior director of strategic marketing at 10x Genomics. "10x wants to pass these benefits of scale on to our customers, so we can fuel new discoveries by providing broader availability and affordable access for researchers to long-range genetic information."

This announcement comes after a series of high-throughput application announcements with partners and customers, including the Genomes 10K Vertebrate Genome Project (G10K VGP), the Faroe Island Genome Project (FarGen), PerkinElmer Laboratory Services, and Intermountain Precision Genomics. These announcements have indicated the growth of large-scale applications for Linked-Reads like *de novo* genome assembly, population genetics studies, and high-throughput whole-genome and whole-exome analysis of blood bank and biorepository specimens.

10x Genomics' Chromium Genome and Exome Solutions overcome limitations of short-read sequencing by utilizing a unique data type called Linked-Reads. Linked-Reads enable the mapping of short-reads to high molecular weight genomic DNA (HMW-gDNA), thus allowing the placement of short-read information within the context of the whole genome. This unique approach provides access to haplotype information which reveals the diploid nature of each personalized human genome, revealing parental lineage in population based studies. Additionally, Linked-Reads provide insight into large structural variants, including inversions and translocations, where short-read methods have traditionally struggled. Finally, entire regions of the genome have remained inaccessible to most short-read analytical methods due to widespread high identity repeats and paralogs. Linked-Reads overcome these limitations and allow for the analysis of a more complete genome.

"By making Linked-Reads more accessible to researchers, we are providing technology that will better meet the research community's critical need for long-range, structural information, and illuminate a more comprehensive understanding of disease," said Serge Saxonov, co-founder and chief executive officer of 10x Genomics. "Our new pricing underscores our commitment to enable our customer's research, and we know that to deliver more complete solutions to our customers we need to make large scale genomic analysis more accessible and scalable, at an affordable price."

The company's new products and solutions will be showcased in platform presentations and workshops at the 67th Annual Meeting of the American Society of Human Genetics (ASHG) being held from October 17th to 21st in Orlando, Florida:

- "Advancing Genomic and Single-Cell Sequencing Drop-by-Drop with the 10x Chromium System" on Wednesday, October 18th, from 12:30 pm – 1:45 pm
- "Intuitive Tools for Sequence Analysis: Crunching Genomic, Single-Cell, and Immune Repertoire Data Using 10x Chromium Software" on Thursday, October 19th, from 7:15am – 8:45am
- "Automation Compatible Linked Read Analysis of Dried Blood Spots" on Thursday, October 19th, from 7:15am – 8:45am
- "Direct reconstruction of human genomes capturing highly divergent regions including MHC" by Dr. Neil Weisenfeld on Thursday, October 19th, from 11:00am – 11:15am
- "Dissecting the microenvironment of multiple tumor types using 5' and 3' single cell RNA-seq," by Dr. Stéphane Boutet on Thursday, October 19th, from 11:30am – 11:45am

For a full list of customer presentations or to register for the exhibitor workshops, please visit the 10x Genomics ASHG Website and download the 10x ASHG 2017 Show Guide. For more information on new product updates and product launches, stop by the company's booth (#748) during the conference.

About 10x Genomics

10x Genomics is changing the definition of sequencing by providing an innovative genomics platform that dramatically upgrades the capabilities of existing sequencing technologies. This is achieved through a combination of new microfluidic science, chemistry and bioinformatics. By implementing GemCode Technology within the Chromium System, researchers can now, for the first time, find new structural variants, haplotypes and other valuable genomic information with comprehensive workflows for Single Cell, V(D)J, Genome, Exome and *de novo* Assembly applications that incorporate their pre-existing sequencing technologies.

For more information about 10x Genomics, visit www.10xGenomics.com

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