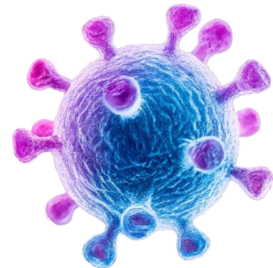
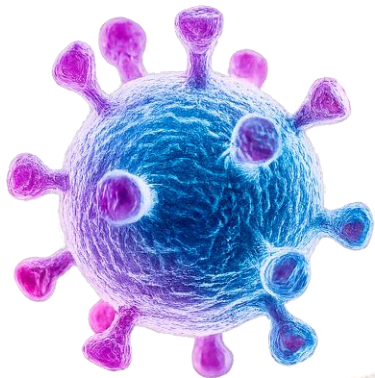
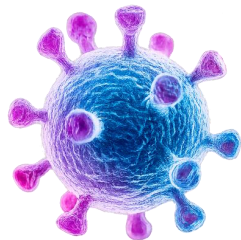


MEASLES REALTIME PCR KIT

Interactive Product Dossier



CONTENT



Disease state



Product Overview



Why VIRPLEX?



Competitive landscape



Objection handling



Sales tools



01

DISEASE STATE

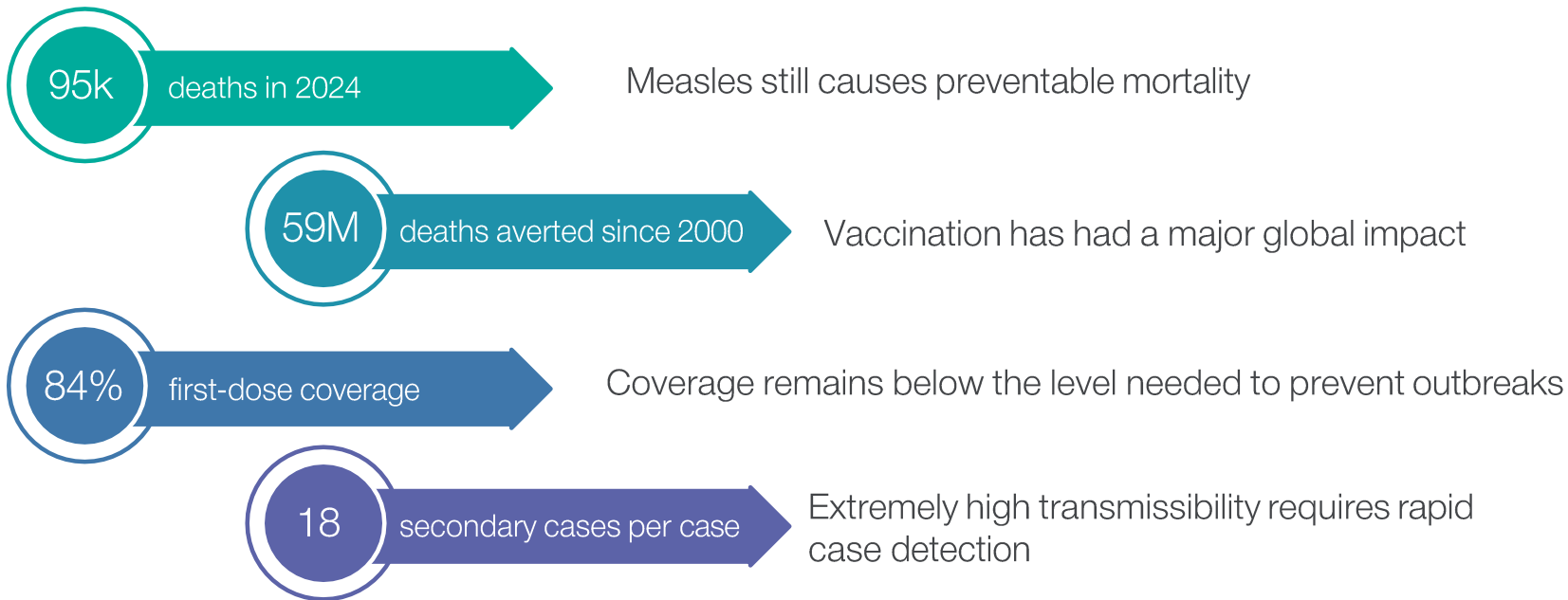
Why Measles Matters >>

Clinical and public health relevance >>

Where molecular testing fits >>

Why Measles Matters

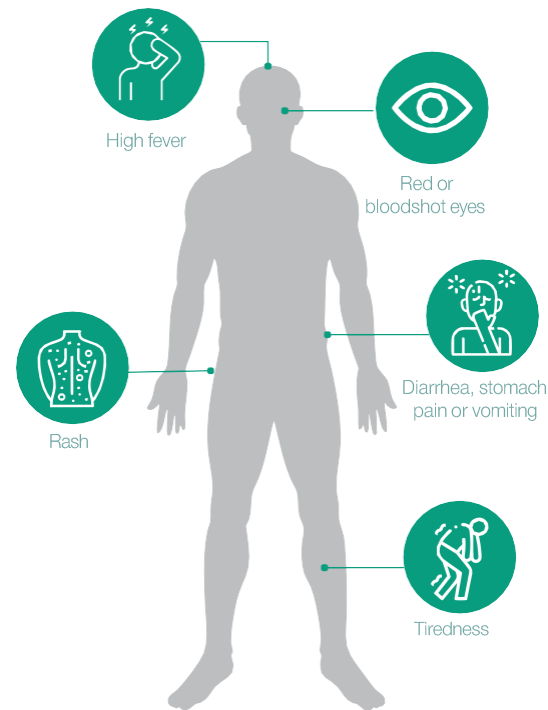
Measles remains a major public health threat despite vaccination progress



Clinical and public health relevance

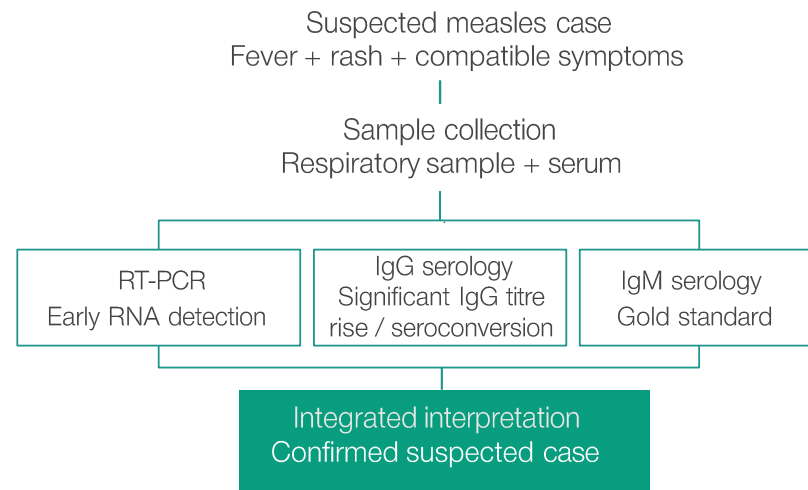
- Transmission through air, cough, and sneezing.
- Virus remains **infectious** in the air/surfaces for up to 2 hours.
- Symptoms usually appear 10–14 days after exposure. **Transmission risk is exceptionally high** because a person becomes infectious 24 hours before the onset of symptoms and remains so until four days after the rash appears.
- Higher risk in **young children**, pregnant women, and immunocompromised non-immune individuals

Severe complications include hospitalization (20%), pneumonia (1-6%), encephalitis (1 per 1.000), death (1-3 per 1.000)



Where molecular testing fits

- WHO recommends using at least two laboratory methods for measles confirmation
- Supports early case identification during outbreak investigations
- Useful when rapid public health action is needed
- Complements clinical assessment and epidemiological criteria



Early confirmation is essential for outbreak control

02

PRODUCT OVERVIEW

At a glance >>

Multi-level control strategy >>

Kit contents >>

Performance >>

Instruments' compatibility >>

Results interpretation >>

MEASLES REALTIME PCR KIT at a glance

- Qualitative real-time RT-PCR assay for measles virus (MeV) RNA detection.
- Dual target for MeV (Nucleoprotein & Hemagglutinin)
- Control → Internal control & Sample cellular control (endogenous RNase P) included in the PCR mix
→ External controls for MeV in two separate vials.
- Validated for **saliva** samples & **nasopharyngeal swabs**.
- Lyophilized, pre-dispensed master mix.
- Compatible with most common RT-qPCR thermocyclers.
- **VIRCOM** software for curve visualization and easy interpretation of results.



Ref. RTPCR036-LP

Multi-level control strategy for result reliability

- **MeV External positive control** verifies overall assay performance.
- **Exogenous internal control (IC)** includes a region of the bacteriophage MS2. Monitors amplification and inhibition.
- **Human RNase P** acts as endogenous control for sample quality.

Controls in the kit	Type	Included in	Purpose	What it confirms
MeV Positive Control	External control	Separate reaction tube	Verifies assay performance	Reagents, primers /probes, thermocycler and overall PCR workflow
Negative Control	External control	Separate reaction tube	Detects contamination	No false positive signal in the run
Internal Control	Exogenous internal control	RT-PCR Mix	Monitors amplification and inhibition	PCR reaction worked correctly in each sample
<i>RNase P</i>	Endogenous control	RT-PCR Mix	Confirms sample quality	Proper sample collection and nucleic acid extraction

Kit contents

- 1** Positive control
Reconstitution Solution
- 2** PCR mix Reconstitution
solution
- 3** Negative control
- 4** Vircell MeV Positive Control
1 vial containing a mixture of lyophilized
non-infectious MeV nucleic acids to be
used as positive control.
- 5** Vircell MeV RT-PCR Mix LP
3 strips with 8 tubes containing reverse transcrip-
tase, Taq polymerase, buffer and specific primer-
s/probes for MeV and human RNase P detection.
Also includes oligonucleotides/probes for internal
control. 1 reaction per tube. Lyophilized.
- 6** Vircell RT-PCR mix caps
6 strips of 8 caps



Performance



APPLICATIONS

Saliva and nasopharyngeal swab



TARGETS

	Target	Channel
Measles	N (nucleoprotein) H (hemagglutinin)	FAM
Endogenous control	human RNase P	HEX/VIC
Exogenous internal control	MS2 phage genomic RNA	Cy5



REGULATORY STATUS

CE₀₁₂₃ IVDR – Class C



PERFORMANCE

	Sensitivity	Specificity	No. of samples
Measles	100%	100%	106

Measles

LoD (copies/μl) Nasopharyngeal swab	1,3
LoD (copies/μl) Saliva	1,5



Instruments' compatibility

MEASLES REALTIME PCR KIT is designed for **low-profile RT-qPCR systems with FAM, HEX and Cy5** detection, and is compatible with the main thermal cyclers used in routine laboratories.

The extraction was validated with **OptiPure Viral kit on Maelstrom 48 series** (TANBead). Alternative extraction procedures may also be suitable, but require user validation.

Thermal cycler	Status
Bio-Rad CFX96	Validated
Cielo 6 (Azure Biosystems)	Compatible
QuantStudio 5	Compatible
LightCycler 480 II	Compatible
AriaMx (Agilent)	Compatible
Rotor-Gene Q (Qiagen)	Compatible*
ABI 7500	Compatible

*Rotor-Gene Q requires transfer of the reconstituted mix to a special PCR tube.

Results interpretation

RESULTS	MeV (FAM)	RNAseP (HEX/VIC)	IC(Cy5) ¹	Interpretation
1	No amplification or Ct >40	No amplification or Ct >40	No amplification or Ct >40	Invalid (sample/kit/setup related) ²
2	No amplification or Ct >40	Amplification (Ct < 40)	Amplification (Ct < 40) or no amplification	MeV Negative
3	No amplification or Ct >40	No amplification or Ct >40	Amplification (Ct < 40)	MeV Negative
4	Amplification (Ct < 40)	Amplification (Ct < 40) or no amplification	Amplification (Ct < 40) or no amplification	MeV Positive ³

1. In the case of a high RNAse P copy number, the amplification of the internal control (IC) in results 2 and 4 in the table above may be affected. Delayed amplification or absence of IC amplification does not change the interpretation of the result.
2. In case of invalid or inconclusive results, it is recommended to repeat the extraction from the original specimen and re-test it. In the case of failure of amplification of IC, improper extraction of nucleic acids or inhibition of amplification could be assumed. Testing a new sample is recommended.
3. In the case of a high number of MeV copies, the amplification of RNAse P and IC in result 4 of the table above may be affected.

A valid result requires correct amplification of the controls at the run level. The **absence of *RNAse P* signal** may indicate **low sample cellularity** and **does not invalidate the run if the IC amplifies correctly**.

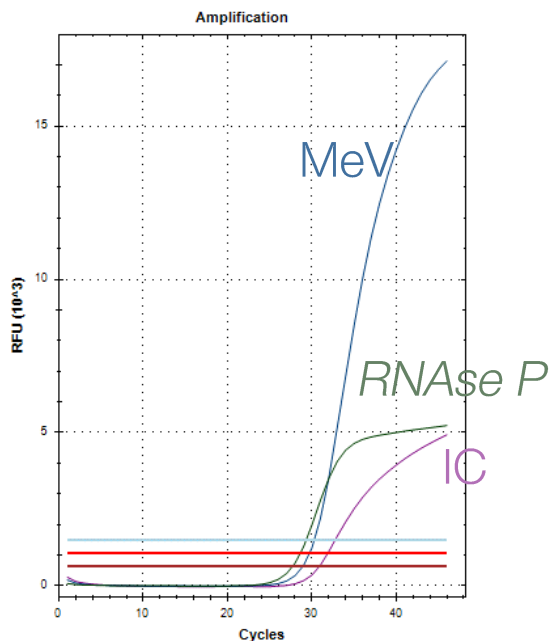
Similarly, **delayed or absent IC amplification** in positive samples may occur due to **high viral load** and **does not affect result interpretation**.

However, **the absence of both *RNAse P* and IC signals indicates an invalid result**, suggesting possible extraction failure or PCR inhibition, and the sample should be re-tested.

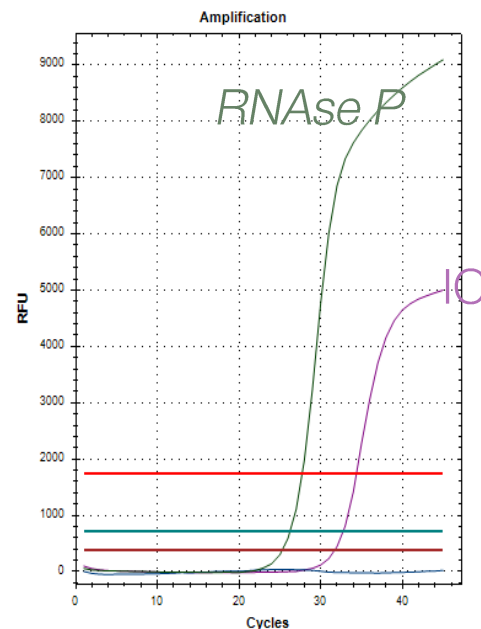


Results interpretation

Positive Sample / Positive Control



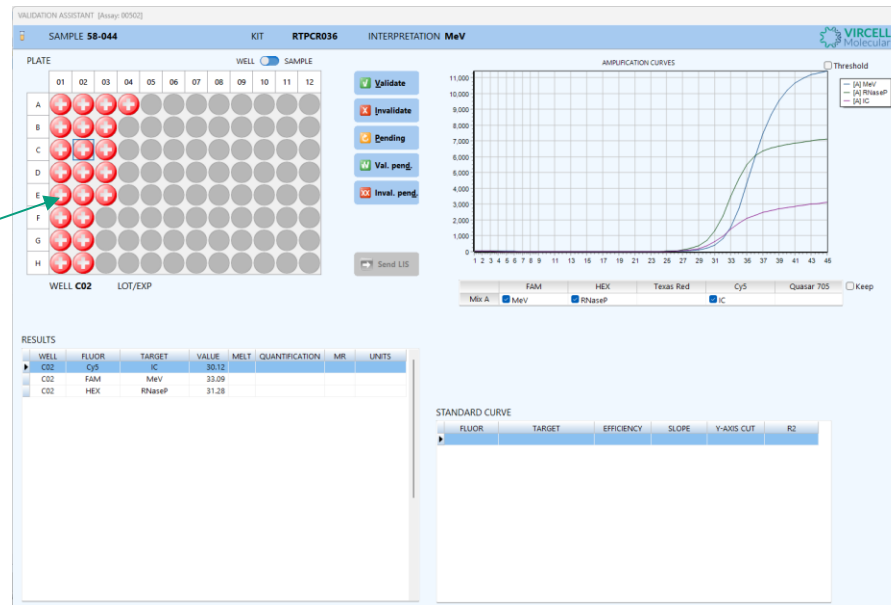
Negative Sample



VIRCOM Results Interpretation

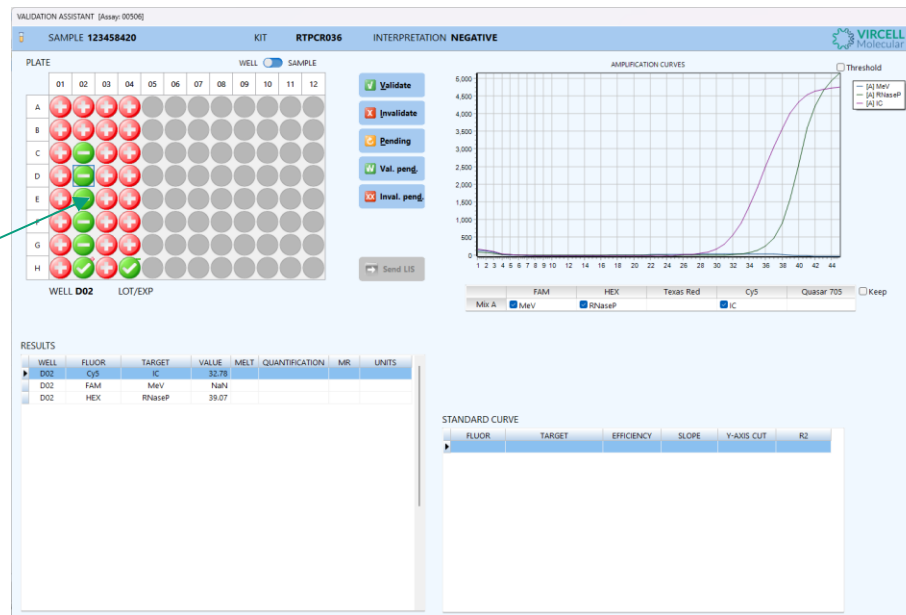
VIRCOM Middleware helps labs interpret and report samples directly to the LIS

Positive Sample



VIRCOM Results Interpretation

Negative Sample



03

WHY VIRPLEX?

Why now? >>

Main features >>

Why launch a measles RT-PCR kit now?



Outbreak pressure is back

- Coverage remains **below 95%**
- **Europe** represented 1/3 of global cases in 2024



WHO response timelines highlight the need for rapid confirmation

- Suspected cases: **notify in 24 h**
- Case investigation: **within 48 h**
- **~2 h RT-PCR** supports rapid action



Early, reliable and simplified measles detection

Ease of use >>>

Single-tube, **ready-to-use lyophilized** master mix

Multi-level control strategy

Ensures **result reliability**

High diagnostic robustness

Dual-target detection (N and H genes) reduces false negatives

Fast turnaround time

~ 2h allowing **early confirmation** and outbreak control

04

COMPETITIVE LANDSCAPE

How VIRPLEX is positioned >>

Market alternatives >>

How VIRPLEX is positioned

- **Molecular confirmation tool** for suspected measles cases
- Designed to support **early case identification and outbreak response**

VIRPLEX Strengths

- **Dual-target detection:** accuracy even if one target mutates.
- **Endogenous** and **exogenous** controls
- **IVDR status:** quality
- **Simplified logistics**



Target customers

- Clinical laboratories
- Public health laboratories
- Reference centres



Market overview



Feature	Vircell	Anatolia	Genes2me	BioPerfectus	CerTest
Name	MEASLES REALTIME PCR KIT	BOSPHORE MEASLES DETECTION KIT V1	MEASLES-Q REAL TIME PCR KIT	MEASLES AND RUBELLA VIRUSES REAL-TIME PCR	VIASURE MEASLES + RUBELLA REAL TIME PCR
Kit size	24	96	50	50	96
Analytes detected	Measles virus	Measles virus	Measles virus	Measles virus Rubella virus	Measles virus MeV vaccine-strain Rubella virus
Validated sample types	Saliva Nasopharyngeal swab	NPA, throat swab, NPS, serum, plasma, urine	Oropharyngeal swab Nasopharyngeal swab	Throat swab	Clinical samples (not specified in public product information)
Methodology	Singleplex RT-qPCR	Singleplex RT-qPCR	Singleplex RT-qPCR	Multiplex RT-qPCR	Multiplex RT-qPCR
Targets	Dual Target MeV N + H genes	Single target MeV N gene	Single target MeV N gene	Single targets MeV N & RUV E1	MeV WT vaccine strain RUV
Controls	Exogenous IC Endogenous RNase P External Pos/Neg Ctr	Exogenous IC	Exogenous IC External Pos/Neg Ctr	Endogenous IC (RNase P)	Exogenous IC in each well
Shipping & Storage	RT shipping 2–8 °C storage	Dry ice shipping Frozen storage	Dry ice shipping Frozen storage	Dry ice shipping Frozen storage	RT shipping 2–8 °C storage
Regulatory status	IVDR	CE-IVD	CE-IVD	IVDR	RUO

<https://www.anatoliagenetworks.com/kits/microbiology/other-kits/>
<https://genes2me.com/ivd-real-time-pcr/respiratory-diseases/measles-q-realtime-pcr-kit>
<https://www.bioperfectus.com/productdetail/measlesandrubellavirusesrealtimepcrkit>
<https://www.certest.es/products/measles-rubella/> Accessed April 2026

05

OBJECTION HANDLING

Predictable objections and
recommended response



Predictable objections and recommended response

Objection	What it really means	Recommended response
“We already use serology.”	They do not see the added value of molecular confirmation.	Shift the conversation to diagnostic completeness . Serology alone, especially IgM alone , may not be sufficient for confident confirmation. WHO recommends using at least two laboratory methods , so RT-PCR adds value by providing direct measles RNA detection and strengthening case confirmation.
“Measles testing volume is low.”	Concern about under utilization or limited routine demand.	Focus on on-demand testing and operational fit. VIRPLEX comes in a 24-test format with a shelf life of 18 months , making it well suited for low or irregular testing volumes without creating unnecessary stock pressure.
“PCR workflows are complex.”	Concern about implementation burden and hands-on time.	Bring the discussion to workflow simplicity . VIRPLEX uses a lyophilized, pre-dispensed format that reduces reagent handling, pipetting steps and day-to-day workflow complexity.
“We do not want another system for a single parameter.”	Concern about added complexity in lab management.	Reframe around practical integration into the existing PCR routine . VIRPLEX is adaptable to the thermocyclers already available in the lab, with no additional investment required, and a simple workflow for routine use .
“How can we trust negative results?”	Concern about result validity and sample quality.	Emphasize the multi-level control strategy : external positive control , exogenous internal control and endogenous RNase P , which support assay performance, inhibition monitoring and sample quality assessment.
“Why doesn’t the kit include rubella or other rash-causing viruses?”	They expect broader differential diagnosis in a single test.	Reframe around clinical priority and performance . In suspected measles cases, rapid and accurate MeV confirmation is the priority for public health response. Single-target design avoids multiplex trade-offs and supports faster, more reliable MeV detection.





06

SALES TOOLS

Flyers, bibliography & more 

Flyers, bibliography & more!



> Bibliography on vircell.com

> Promotional material on vircell.com

> [VIRCOM](#) installers, new DLL*

> [VIRCOM](#) documents*

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