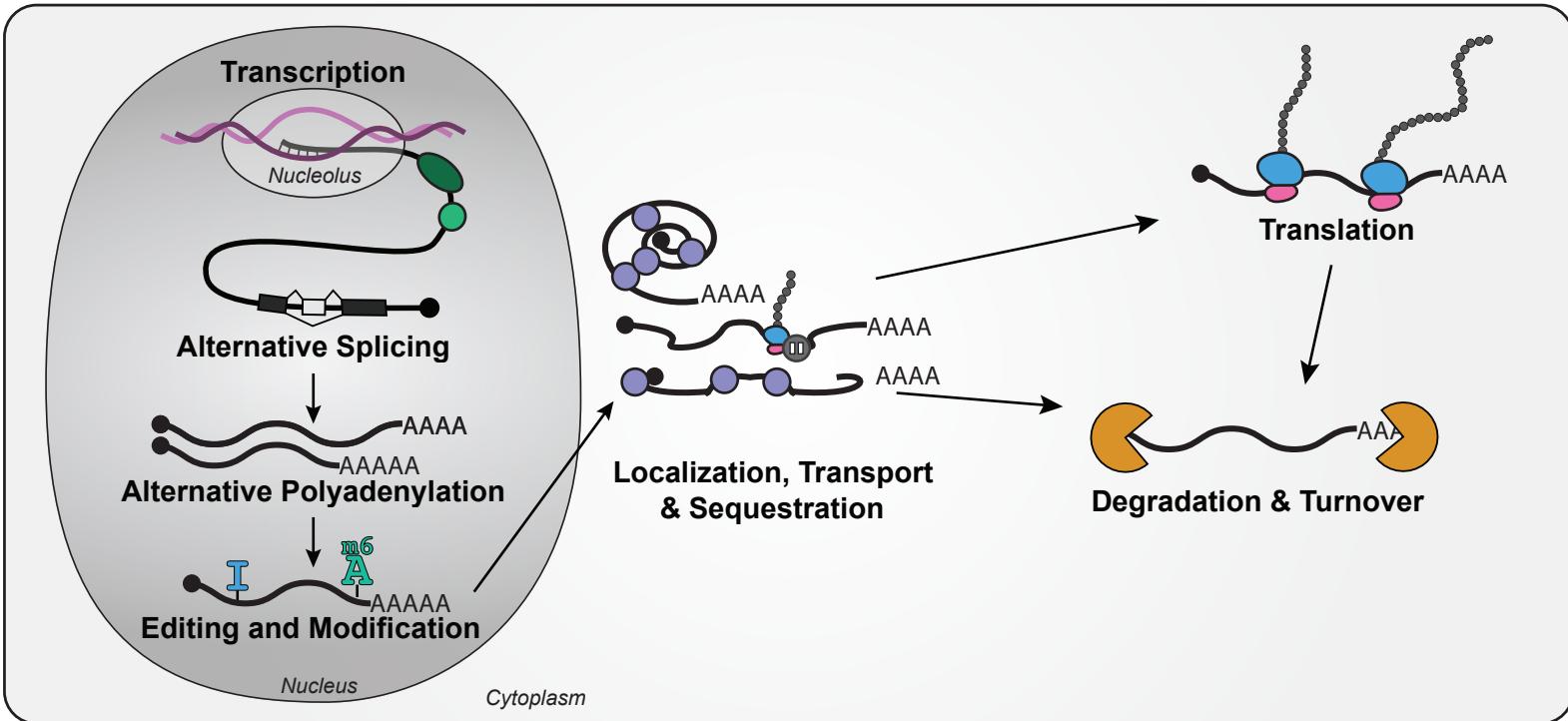


**a****b**

### Distribution of transcripts **across** cells

Co-occurrence of transcripts within the same cell

Organ or tissue

**Bulk** RNA Capture → Transcripts



**Single-cell** Microfluidic Cell Capture → Individual cells

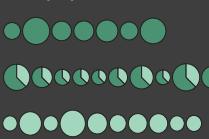
Cell of origin and subpopulations unclear



?

How are transcripts distributed among cells?

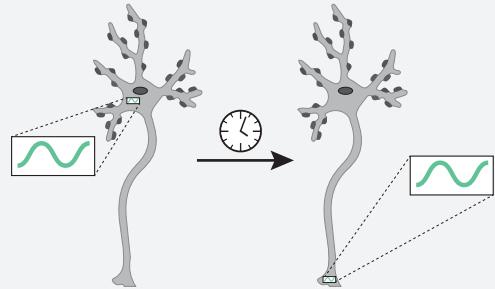
Subpopulations detected



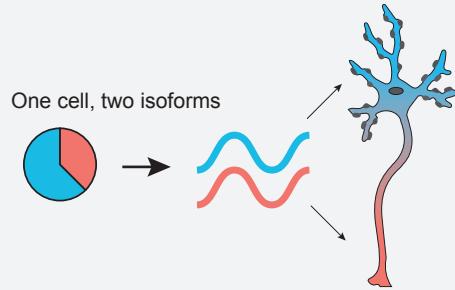
Dig deeper into cells with multiple isoforms

### Distribution of transcripts **within** cells

Transcript dynamics over time



Differential localization of isoforms

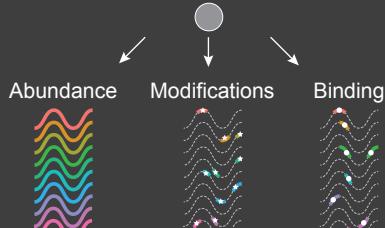


Decreasing throughput →

**c**

### High-throughput

Many transcripts, but a single feature

**d**

### Low-throughput

Many features of the same transcript

