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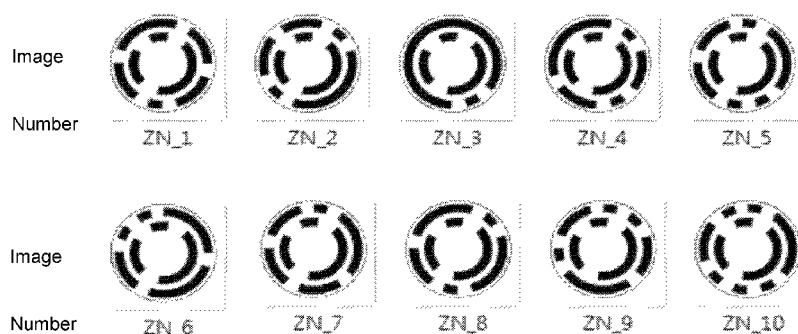
(54) **Title:** IMAGE DIFFERENTIATED MULTIPLEX ASSAYS

FIG. 4B

(57) **Abstract:** Provided herein are encoded microcarriers for analyte detection in multiplex assays. The microcarriers are encoded with an analog code for identification and include a capture agent for analyte detection. Also provided are methods of making the encoded microcarriers disclosed herein. Further provided are methods and kits for conducting a multiplex assay using the microcarriers described herein.