

7. The immunoassay of claim 1, wherein said marker compound is a dye.

8. The immunoassay of claim 2, wherein said sensitized liposomes and said sample are flowed past said solid phase support at a controlled flow rate of said sensitized liposomes and said sample.

9. The immunoassay of claim 8, wherein said controlled flow rate is about 5 ml/min.

10. The immunoassay of claim 2, wherein said sample is injected into a straight sample loop and said liposomes are injected into a sample loop which is knotted or coiled to induce mixing.

11. The immunoassay of claim 2, wherein said sample is mixed with a buffered reagent prior to injection of said sample into an immunoreactor.

12. The immunoassay of claim 2, wherein micro-processor-controlled valves deliver said samples and said liposomes to the solid phase support.

13. The immunoassay of claim 2, wherein a continuously flowing aqueous stream carries unbound liposomes and unreacted sample away from the solid phase support.

14. The immunoassay of claim 2, wherein regenerating reagent is automatically applied to said solid phase support to disrupt liposomes for regeneration of receptor sites for reuse after step (d).

15. The immunoassay of claim 2, wherein a continuously flowing aqueous stream carries said marker compound to a means for detecting the presence or the concentration of said marker compound.

16. The immunoassay of claim 2, wherein said marker compound is an electroactive marker.

17. The immunoassay of claim 2, wherein said marker compound is an enzyme, and an enzyme reaction product is detected.

18. The immunoassay of claim 2, wherein said marker compound is a dye.

19. The immunoassay of claim 2, wherein said binding agent is selected from the group consisting of antigens, antibodies and antibody fragments.

20. The immunoassay of claim 10, wherein said marker compounds are selected from the group consisting of unquenched fluorophores and dyes.

21. The immunoassay of claim 1, wherein step (e) comprises detecting marker compounds or reaction products thereof by disrupting liposomes remaining bound to the solid phase support after flowing both said liposomes and said sample past said solid phase support.

22. The immunoassay of claim 1, wherein step (e) comprises detecting marker compounds or reaction products thereof by disrupting liposomes which do not remain bound to said solid phase support after flowing both said liposomes and said sample past said solid phase support.

23. The immunoassay of claim 1, wherein step (e) comprises detecting marker compounds while said marker compounds are in undisrupted liposomes bound or not bound to said solid phase support after flowing both said liposomes and said sample past said solid phase support.

24. The immunoassay of claim 2, wherein step (e) comprises detecting marker compounds or reaction products thereof by disrupting liposomes remaining bound to the solid phase support after flowing both said liposomes and said sample past said solid phase support.

25. The immunoassay of claim 2, wherein step (e) comprises detecting marker compounds or reaction products thereof by disrupting liposomes which do not remain bound to said solid phase support after flowing both said liposomes and said sample past said solid phase support.

26. The immunoassay of claim 2, wherein step (e) comprises detecting marker compounds while said marker compounds are in undisrupted liposomes bound or not bound to said solid phase support after flowing both said liposomes and said sample past said solid phase support.

27. The immunoassay of claim 2, wherein said binding agent binds to said receptor and said analyte.

28. The immunoassay of claim 2, wherein said receptor and said binding agent bind to said analyte.

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