



Huge Success for Alpha MOS On S-Tech Food Exhibition in Tokyo

Toulouse, November 24, 2014: Alpha MOS (Euronext Paris, Eurolist C, ISIN: FR0000062804-ALM) instruments have a place of honor at S-Tech exhibition (Japan).

S-Tech exhibition (Safety & Technology Japan), that takes place every year in Japan, is the biggest industrial meeting dedicated to health and functional ingredients in Asia.

2014 edition, that took place between October 8 and 10 in Tokyo, was a great success for Alpha MOS company.

The conference given by Koichi Yoshida, General Manager of Alpha MOS Japan, and entitled « Sensory Evaluation and Sensory Analysis to clarify the flavor characteristics of new products » gathered an important audience.

Besides, Mr Yoshida, interviewed by Food Voice News, presented Alpha MOS instruments, dedicated to the sensory evaluation of food products, and explained their interest and benefits for industrials, in particular by correlating instrumental measurement with those of a sensory panel.

The interview conducted by Food Voice News can be viewed on YouTube (between 1'46 and 2'15):
<https://www.youtube.com/watch?v=IAETB0FywGI>



Finally, Tsuno Foods Industrial Co. Ltd company (<https://www.tsuno.co.jp/e/02/01/01/01.htm>) presented a poster about results obtained with HERACLES electronic nose from Alpha MOS: thanks to the analyses performed with the instrument, the rice oil producer has objective proof of the competitive differentiator of its products in order to convince potential customers.

Dr Jean-Christophe Mifsud, CEO of Alpha MOS comments: « *Japan has always been a very active market, very receptive to our products. 2014 edition of S-Tech shows that our technologies raise a strong interest among food industrials that clearly see in electronic nose, electronic tongue and electronic eye analyzers a differentiation tool against competitors, in order to launch on the market innovative and unique products, with consistent sensory characteristics. Much more than mere analytical tools aimed at assuring the safety and quality of food products, our instruments are also powerful sales and promotion tools for food industrials, allowing to make the whole chain of value completely objective.* »



About Alpha M.O.S.

Alpha M.O.S. (Euronext Paris, compartment C, ISIN: FR0000062804-ALM), specialized in the digitization of smell, taste and vision, is the worldwide leader of electronic nose, electronic tongue and electronic eye for industrial use. Created in 1993 by Jean-Christophe MIFSUD, Alpha M.O.S. is present in Japan, China, and United States and holds a park of more than 2.000 instruments installed worldwide.

For more information: www.alpha-mos.com

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