



Alpha MOS Electronic Nose & Tongue in Japanese supermarkets to assist consumers in selecting products

Toulouse, January 23, 2015: ALPHA MOS (Euronext Paris, Eurolist C, ISIN: FR0000062804-ALM) announces the use of its electronic nose and tongue instruments in Japanese supermarkets to advise consumers when choosing products.

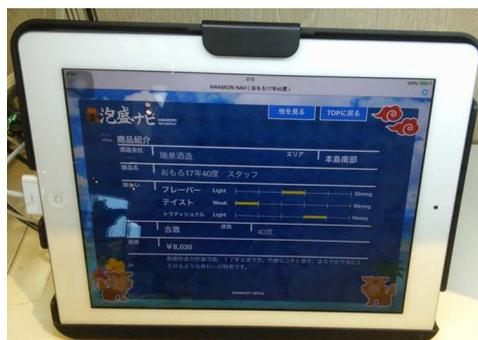
Indeed, the Japanese company BioJet developed a databank accessible from Internet and based on the analysis of traditional Japanese drinks with electronic nose and tongue instruments from Alpha MOS, to assist consumers directly in supermarkets shelves.

The Japanese company BioJet, created in 2011, provides high-end services in food analysis for the scientific community and consumers.

Recently, the company acquired a HERACLES electronic nose and an ASTREE electronic tongue (Alpha MOS), to analyze Aawamori, an alcoholic beverage typical from Okinawa (Japan), and produced upon distilling rice, water, yeast and a black mushroom. The first objective was to authenticate the quality and origin of the products.

In correlation with Alpha MOS instruments, BioJet could thus develop "Aawamori Navi" tool, aimed at helping consumers for selecting a brand of Aawamori based on their preference. Indeed, the various brands show very different sensory features and it can be very difficult and confusing for the consumer to make a choice.

Thanks to "Aawamori Navi" system, installed in supermarket shelves and, as shown below, in a shop in Naha airport (Japan), customers can visualize on a tab, the indicators specific to each brand of Aawamori, in particular the taste and aroma, classified in different groups. Biojet will soon extend their databank to other drinks and fresh food products such as fruits and vegetables. The different stores will be able to subscribe to these online databanks to help consumers with their choice of products.



Dr Jean-Christophe Mifsud, CEO of Alpha MOS comments: « After EON supermarkets (N°2 in Japan), that use our instruments to certify the quality of their products, BioJet, with this new application "Aawamori Navi" for the general public, shows that our instruments are not only useful in industrial laboratories or factories but can also bring a valuable information to consumers, directly on the point of sale. More and more, we observe an increasing interest and demand from the general public for systems that would be able to recognize, identify or evaluate products based on their sensory characteristics and that in an objective way. Therefore, Alpha MOS will go on strengthening its presence in this area of activity with large retailers. »



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

Contact :

Alpha M.O.S.

Marion Bonnefille

Marketing & Communication

Ph : 05 62 47 53 80

communication@alpha-mos.com