



## **Alpha M.O.S announces the Launch of a licensing program Administered by France Brevets Of Micro-sensors for consumer devices**

**Toulouse 11<sup>th</sup> of June:** Alpha M.O.S., world leader in electronic nose and tongue technology for industrial applications announced the execution of exclusive license to France Brevets of the Alpha M.O.S 's patent portfolio for consumer goods applications.

### **FRANCE BREVETS: THE LARGEST EUROPEAN FUNDS IN THE INVESTMENT AND COMMERCIALISATION OF PATENTS IN EUROPE**

France Brevets is an investment fund specialized in commercializing patents from public and private research. Established in March 2010, France Brevets has a fund of € 100 million provided equally by the Caisse des Dépôts and the French State.

France Brevets is launching an ambitious licensing program of micro-sensors, the first stage of which is the signature of a partnership with Alpha MOS. The Objective of this program is the aggregation of various technologies in the field of "Sensors» that could be used in consumer devices (mobile phones, household appliances ...) sectors expected to experience a strong growth .

### **Alpha M.O.S**

Until now, Alpha M.O.S. had a defensive approach to its patents aiming at only protecting its innovations. With France Brevets, the goal is to transition to a proactive strategy to capitalize on Alpha MOS know –how by obtaining agreements that will generate licensing revenue.

In order to do this, France Brevets will help Alpha M.O.S. to:

- use its existing patents in sectors outside Alpha MOS's historical Focus to generate additional revenues,
- strengthen the existing patent portfolio by filing new patents or by purchasing complementary patents to build "clusters" of synergetic patents in the same domain,
- enhance the range of products by obtaining rights to use technologies that will complement the Alpha MOS expertise,
- support Alpha M.O.S. in the standardization process, if necessary

France Brevets will bring money and expertise to develop the Alpha M.O.S patent portfolio, and generate revenue through licensing agreements to be put in place.

The agreement with France Patents covers Alpha M.O.S micro-sensors in consumer markets such as mobile phones, home appliances, home automation.

Alpha M.O.S. will also continue its Business Development activities around the micro sensors applications fields to create a reference in every application field.



## PROMISING PROSPECTS FOR ALPHA M.O.S

The prospects for the Alpha Group M.O.S. in the field of miniaturized sensors combining micro-electronic nose gas sensors and artificial intelligence is extremely promising and continue to strengthen, especially in consumer applications (appliances, home automation, telephony ...)

Alpha M.O.S. has a long standing technological and application expertise in the fields of quality and food safety as well as air quality. As a result of its significant R&D efforts in recent years to miniaturize its technology in particular MEMS sensors, Alpha MOS makes available to various major consumer goods players, its ability to develop and manufacture miniaturized sensing modules

The agreement with France Brevets will allow Alpha M.O.S to maximize its Return on Investment after several years of substantial investments in R & D and will as well strengthen the protection of its intellectual property.

Dr. Jean-Christophe MIFSUD, chairman and CEO comments:

*"We are very pleased to have signed this collaboration agreement with France Brevets.*

*This agreement opens up significant opportunities for development of our patent portfolio in areas that we did not cover so far. The licensing model for consumer goods is a very suitable development for our company. France Brevets will provide us with funding and expertise in high-growth sectors where the size of players requires adequate support.*

*Alpha M.O.S with the help of France Brevets will continue the **development of micro-modules gas sensors for industrial applications, environmental and consumer goods**. These applications could generate ultimately significant revenues for our company through the sale of micro-sensors, specific modules, associated software and of course licensing agreements.*

*Several steps of technological and financial validation have been completed successfully since the beginning of this project."*

M. Jean-Charles Hourcade, CEO of France Brevets:

"We identified in the Alpha MOS technologies portfolio real "Golden nuggets" that have a very large potential of use and we are happy to engage in a long-term partnership with Alpha MOS"

**Contact Alpha M.O.S. :**  
[Communication@alpha-mos.com](mailto:Communication@alpha-mos.com)  
**Jean-Christophe MIFSUD, CEO**  
**Tel : 05 62 47 53 80**

**About Alpha Mos:**



Founded in 1993 by Jean-Christophe MIFSUD, Alpha MOS ([www.alpha-mos.com](http://www.alpha-mos.com)), specialist in developing smell, taste and sight, is a world leader in the manufacture of nose, tongue and electronic eye for industrial purposes with more than 1,700 instruments sold the world. Headquartered in Japan, China and the United States, the company Alpha MOS achieved a consolidated turnover for the year 2011-2012 of € 8.6 million