



The miniaturized Electronic Noses
From ALPHA M.O.S are selected by
OPEN FOOD SYSTEM,
The project for tomorrow's Digital Kitchen,
Sponsored by OSEO and led by SEB

Toulouse 6th of June: Alpha M.O.S., world leader in electronic nose and tongue technology for industrial purposes announced its participation to Open Food R&D program.

A MAJOR NATIONAL PROGRAM FOR THE PREPARATION AND THE COOKING OF MEALS

Open Food System is a research project that aims to build an ecosystem to facilitate the preparation of meals thanks to the development of new appliances functionalities and innovative services.

This is a **Major National project** labeled by Vitagora, Cap Digital, Imaginove, Aquimer, Microtechniques et Agrimip Innovation, funded by the French State within the frame of Large R&D Investments Programs for the Future managed by OSEO.

It gathers around the leader, the SEB group, and 25 public and private partners.

It represents a total budget of € 21 million and will eventually create 92 jobs within the partner companies; it did receive financial support of € 9.1 million.

Open Food System includes two parts:

- "OUR RECIPES" for the **development of solutions for digital kitchen for consumers**. It will provide solutions tailored to different user profiles, and allow the community of cooking amateurs to exchange around the world.
- « OPTICOOK » will rather aim to provide professionals and the general public of **new smart cooking ovens**.

Alpha M.O.S. & OPTICOOK

Alpha M.O.S. was selected to be a partner within the OPTICOOK parts: its purpose is to develop cooking appliances for the general public and professionals with automated control of cooking parameters to optimize the preservation of the organoleptic and nutritional qualities of cooked foods.



The Alpha MOS mission is to develop miniaturized electronic nose that could be integrated into these new cooking appliances. The project started in early 2013.

The first phase of activities Industrial Research and Experimental Development will last 42 months and will be followed by a phase of industrial deployment and commercialization. This first phase represents a budget of around € 700 K with 50% financed by OSEO in the form of refundable funds in case of success.

Several Alpha M.O.S. Technologies will be tested including smart micro-sensors based on Alpha MOS R&D. Because of their small size, low power consumption, sensitivity and their selectivity, micro-sensors developed by Alpha MOS can be used in many industrial and consumer applications.

The purpose for SEB is to market cooking appliances with «Smart Functions" added. The first targeted market segment is the bench top oven one, a sector in which SEB is a world leader. TGCP, manufacturer of industrial ovens, and partner as well, wishes to provide optimum cooking without mechanical checking of the food.

The others partners of OPTICOOK are ANSES, Burgundy University (acting for LEII and PACP-PAM) and CNRS (acting for Femto-ST, IEMN, LAGIS et LAAS).

PROMISING PERSPECTIVES FOR ALPHA M.O.S

The outlook for the Alpha Group M.O.S. in the field of miniaturized combining micro-gas sensors and artificial intelligence electronic noses is strongly growing, especially in the field of consumer applications such as home appliances.

Alpha M.O.S. already had a large technological and application expertise in the field of quality and food safety as well as air quality. With its significant efforts in recent years around the miniaturization of its technology including with MEMS sensors, Alpha MOS now offers to major player in consumer devices markets, its ability to develop and manufacture miniaturized sensing modules that can enhance the functionalities and the performance of their products.

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

“For over more than 4 years, Alpha M.O.S. did sustain a very important R&D Program around micro-gas sensors modules and is now aiming at developing industrial partnership and customized applications such as securing Electric power supply grids or providing new capabilities within consumers goods (appliances, mobile phone, home automation, automotive ...)

Several technological and financial validation steps have been completed successfully. We are pleased to see that our technologies meet the needs of business development in household appliances companies: Our Company offers unique solutions that will become



important tools to help consumers to use their devices more efficiently or with more added value. These applications could generate ultimately for ALPHA MOS significant revenues from sales of micro-sensors, specific modules or licensing agreements.

We are also very grateful for the support that OSEO provides entrepreneurs for the funding of innovation programs.”

Information:

http://www.oseo.fr/a_la_une/actualites/investissements_d_avenir_9_1_millions_d_euros_pour_le_projet_open_food_system

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About Alpha Mos:

Founded in 1993 by Jean-Christophe MIFSUD, Alpha MOS (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.

About SEB:

World leader in small domestic equipment, Groupe SEB (www.seb.fr) out its activity in nearly 150 countries, based on a unique set of top brands marketed through multi-format retailing. Selling some 200 million products per year, it implements a long-term strategy based on innovation, international development, competitiveness and customer service. Groupe SEB has nearly 25,000 employees worldwide.

About Oseo:

OSEO (www.oseo.fr), public company, provides entrepreneurs with the means of their development by financing their innovation, investment in France and abroad projects. Present throughout the country, OSEO provides them advice and funding at all stages of their life cycle. OSEO works closely with a network of European, national and regional partners to help achieve the riskier projects.