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PRESS RELEASE

Oculyze launches Better Brewing B 2.0 at BrauBeviale

- Unveils the world's lightest automatic cell counter
- Compatible with android mobile phones and tablets

November 13th, 2018, Nuremberg, Germany: Oculyze, a spinoff from the Technical University (TH) Wildau and the world's premier platform for mobile image analysis, today announced the launch of its latest technological innovation, the Oculyze Better Brewing (BB) 2.0, the lightest automated cell counter in the world today. The Oculyze BB 2.0 was unveiled at a press conference held at the BrauBeviale trade fair, the world's biggest capital goods fair for the beverage industry and specifically one of the most important European trade fairs for the production and marketing of beer and soft drinks.

The Oculyze BB 2.0, a hardware software combination proudly made in Germany, enables breweries to determine viability and concentration of their yeast in less than a minute. It is compact enough, weighing in at just under 200g and can easily fit within the palm of a brewers hand. The technology comes equipped with a high quality optical scope that is comparable to a high end laboratory microscope, boasting a 400 X magnification. A forward facing focusing wheel can be easily adjusted to focus the lens, whilst the head of the cell counter also featuring a time-sensitive LED, ensuring that the device is never left to waste excess energy. Another major change to the technology is that the Oculyze BB 2.0 is now compatible with most android mobile phones and tablets

Announcing the launch, Kilian Moser, co-founder and Chief Executive Officer of Oculyze said:

“In line with our vision to provide automated image analysis for anyone anywhere, I am pleased to launch yet another innovation that raises the bar once again in simple and economic on-site analysis

The Oculyze BB 2.0 is by far the lightest automatic cell counter in the world today and revolutionizes the way brewers count their yeast. It is not only more accurate but significantly faster and cheaper than competing products and drastically reduces repitching costs by thousands of Euros per year, whilst ensuring the same consistent taste and quality in beer. Through our innovation, brewers can now connect our device to most android mobile phones or tablets via a USB cable, take pictures and upload them to our safe and secure cloud server and receive their analysis in seconds. Additionally, our app integrates the latest technology and also provides an environment for automatic documentation and data backup.



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With our previous model, we strove to simplify the process of yeast analysis for brewers, and we achieved this by making the device accessible to all levels of experience. The Oculyze BB 2.0 continues in the same vain, with a simple plug and play functionality that can be easily navigated by the most novice of brewers.

The team at Oculyze are currently looking at several new innovations that are in various stages of development, across vast fields that range from agriculture to a point of care diagnostic tool and through the launch of Oculyze BB 2.0 we reinforce our position as the world's premier platform and go-to-brand for automated image analysis."

Oculyze is currently exhibiting alongside various other young companies from Germany that develop innovative products and processes for the beverage industry as part of the exclusive line up of exhibitors making up the **Innovation made in Germany** Pavilion.

*******ENDS*******

About Oculyze GmbH

Oculyze GmbH is a globally selling BIOTECH firm and the world's premier platform for mobile image analysis. Its cloud-based image analysis software transforms ordinary mobile devices into powerful tools enabling anyone to take a microscopic image and receive accurate and reproducible results in seconds without specialized expertise needed. As a first application of their technology, Oculyze created Oculyze BB (Better Brewing), a hardware software combination that allows breweries to determine concentration and viability of their yeast in less than 1 minute. Future applications, in various stages of development, range from agricultural monitoring to a point of care diagnostic tool.

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