



Press Release

Frost & Sullivan Cites MS Tech for Innovation in Detection Sensor Technology

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MOUNTAIN VIEW, Calif., April 29 /PRNewswire/ -- Frost & Sullivan recognizes MS Tech Ltd and its Sensor R&D Center with the 2010 Global Frost & Sullivan Award for Technology Innovation for its patented High-Frequency Quartz Crystal Microbalance (HF-QCM) sensor technology. This novel sensor technology meets the multiple applications industry needs of detection sensors with high sensitivity, selectivity, accuracy and speed.

The food and beverage industry is leveraging the HF-QCM sensor technology to develop numerous solutions with a focus on food quality and safety applications. These solutions aid in real-time analysis and reporting, significantly lowering the cost per sample. They also help conduct authenticity assessments and improve quality assurance and control, adding value to food inspection efforts and food manufacturing operations.

Other key aspects of this sensor technology include a highly dynamic frequency range and proven industrialization of the sensors' manufacturing process. Importantly, the HF-QCM sensor technology is completely green and does not employ any radioactive sources, as is the case with alternative Ion Mobility Spectrometry (IMS) and Gas Chromatograph-Mass Spectrometry (GC-MS) instruments.

"The unique technology developed by MS Tech is a unique fusion of sensor technologies based on an amalgamation of several scientific disciplines, digitally recreating the mammalian olfactory processes," says Frost & Sullivan Sensor Team Leader Dr. Rajender Thusu. "MS Tech is the only company that has developed HF-QCM sensors for a wide range of diverse market applications. It is unique in applying this novel sensor technology in the food safety and inspection market as well as other industry sectors."

MS Tech's technology products and integrated detection solutions are designed as "in-line" sensors or handheld portable detectors that can be used in extreme operational conditions. Additionally, they are rugged, customizable and shockproof. These sensors quickly adapt and integrate with customers' existing machinery, eliminating the need to change infrastructure and processes. The company's generic sensor technology has a wide breadth of applications in addition to food safety, including security and people screening, bio-medical diagnostics, aerospace and even the cleantech industry with novel water quality and air monitoring applications.

MS Tech's HF-QCM sensor technology can be integrated directly into handheld inspection devices currently developed by MS Tech, enabling the rapid detection of a wide range of substances in field operations including chemical contaminants, pesticides and foodborne pathogens.

"The net analysis time of the FoodScan 3000, MS Tech's HF-QCM sensor-integrated handheld food contamination detector, is just three seconds," notes Dr. Thusu. "MS Tech is planning to integrate its products with wireless technologies such as Wi-Fi and Bluetooth to enable real-time reporting of test results and immediately alert relevant officials in case of a food contamination outbreak."

Owing to the sensors' unique design and fusion of several advanced scientific detection methods, the HF-QCM sensor technology can be efficiently applied to a diverse range of

operational applications, while maintaining its precision performance even in extreme environmental conditions. The smart design also helps reduce installation and setup time, thereby ensuring the continuity of analysis, fast inspection throughput and making real-time data a reality. It is not only a technological leap forward, but also a cost-effective solution for both low- and high-end applications.

MS Tech's HF-QCM sensor technology is timely with a growing number of food safety recalls resulting in increased government and industry-mandated inspection measures. Recalls are costly to food manufacturers and supermarkets, as they often entail replacing the recalled product and heavily paying for damages. They also severely damage the brand name of a food and beverage manufacturer.

MS Tech has helped overcome these challenges with its HF-QCM sensor technology, which increases safety and improves the inspection of food and beverages during the manufacturing process and additional stages of the food chain to protect overall public health and the brand value of food and beverage producers.

Frost & Sullivan presents this award to the company that has carried out new research, which has resulted in innovations that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. This award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking of its founders that has enabled it to undertake such an endeavor.

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About MS Tech Ltd

MS Tech is a world class developer, manufacturer and innovator of advanced detection sensors. MS Tech's technologies are based on its award winning and patented detection sensors, which represent a scientific breakthrough in the detection and identification of materials in gas, vapor and liquid phases. MS Tech's innovative sensor technologies are environmental friendly with widespread applications in several market sectors, including bio-medical diagnostics, food safety & product inspection, security & people screening, fire & smoke detection, water & air monitoring and aerospace. MS Tech develops, manufactures and supplies customized detection sensors and integrated solutions to its affiliates companies and other industrial OEM and resellers.

MS Tech invites inquiries about the application of its sensor technologies for the development of new products through strategic and commercial partnerships.

For further details on MS Tech and its advanced sensor technologies please visit the company's website at www.ms-tech.co.il.

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