

**CIRTEMO™**  
presents

# The Adventures of



**Identifying Applications to Leverage MOE!**

Monday morning at the Optics World Expo

# OPTICS WORLD

CONFERENCE AND EXPO CENTER

I'm an Application Engineer and you're an Engineer, why do we need to attend another seminar about apps???

Who cares???

Did you ever read the "Who Is MOE?" cartoon from CIRTEMO?

No, but...

MOE can help us with our tough applications!

Welcome to OPTICS WORLD  
Today's Seminar  
"Breakthrough Applications"  
MOE from CIRTEMO



Later at the seminar...

# Seminar-MOE from CIRTEMO

I still think this is a waste of time!

Oh, give it a chance, come on let's find a seat.

Good Morning, Let's get started.

NO FOOD

TODAY!  
SPEAKER SERIES  
BREAKTHROUGH APPLICATIONS  
BY MOE  
CIRTEMO MASCOT AND SUPER FILTER



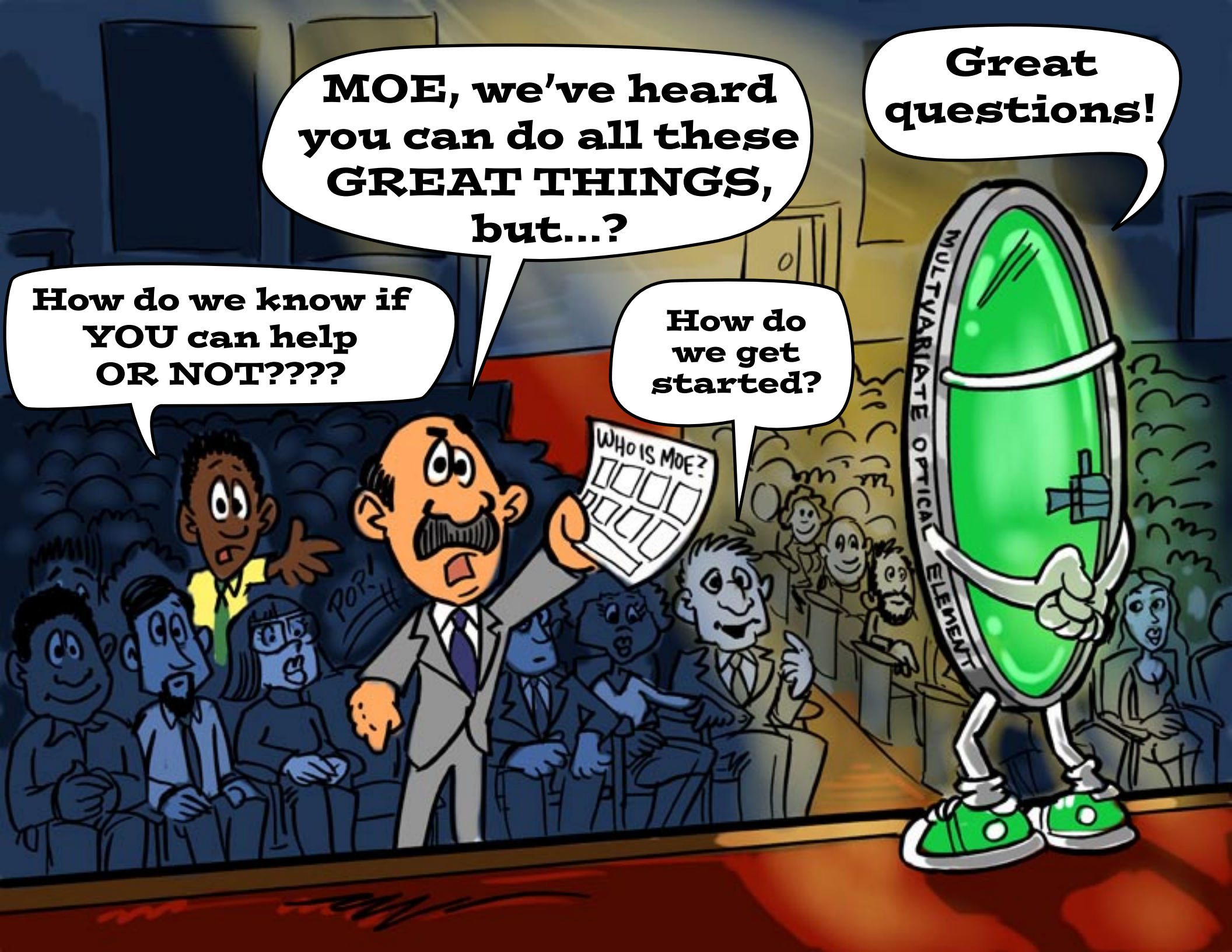
**MOE, we've heard  
you can do all these  
GREAT THINGS,  
but...?**

**Great  
questions!**

**How do we know if  
YOU can help  
OR NOT????**

**How do  
we get  
started?**

WHO IS MOE?  



**Well, every industry and application is a little different; however, there are **CONCEPTS** and **KEYWORDS** where I may be able to help!**

**Really?**

**Yes, and if you are unsure, just contact **CIRTEMO**, we can help!**

**What are the **CONCEPTS** and **KEYWORDS**?**



**Concept:**

**Using More Than One Filter to Resolve Something**

VIDEO FEED - PLAY

**One key CONCEPT I can help with is when you are using multiple filters to measure specific things... In other words, I'm great at discriminating similar materials!**

**With so much spectral overlap, I'm not sure these will do the job!!**



**Like Solids?**

**Liquids?**

**Gases?**

**Fluorochromes?**

**Yes, yes, and yes!**



CIRTEMO™ Breakthrough Apps

# Concept: Simple System

(Light Source + MOE + Detector = Spectrometer Grade)

**Another time I can help is when you are working on Optical Sensors or Diagnostics**

VIDEO FEED - PLAY

With just a MOE, a Lightsource and Detector I can make Laboratory grade spectrographic measurements!

... And I can make simple fluorescence based point of care diagnostics and medical devices.



Cool!

!

Wow!

Concept:

More Signal to Noise- Greater Accuracy

INDUSTRIAL

VIDEO FEED - PLAY

MEDICAL RESEARCH

Another chance to use me is when you are dealing with...



This is just not accurate enough.



I need faster acquisition times!...I require a broad spectral range... and a bandpass filter just doesn't work!

... signal to noise, accuracy or other performance issues.

Man, that's my problem!

Mine too!





**Wow MOE!**  
I am excited to share this new optical filter offering with my team!

I think I can leverage **MOE** with my applications!

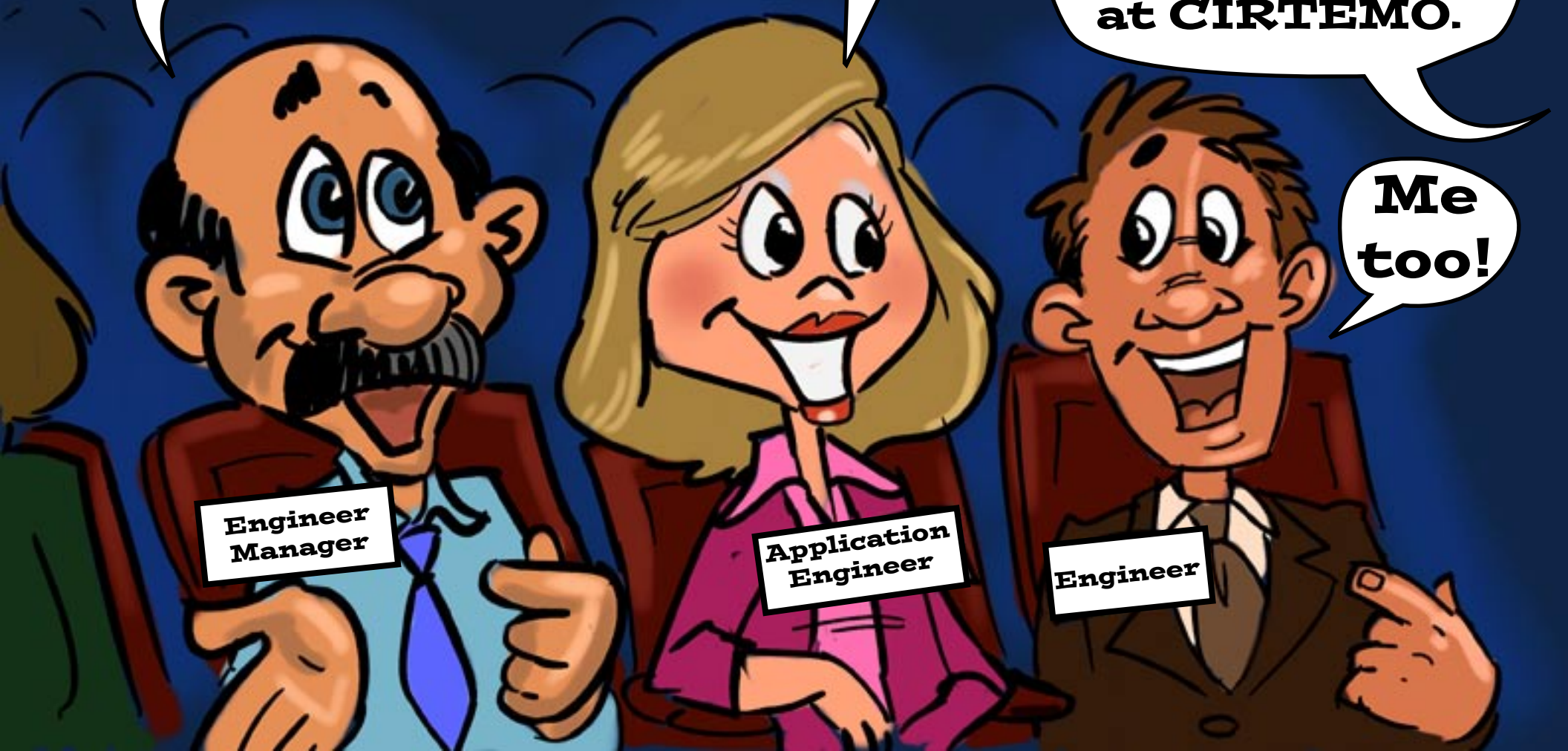
Great!...  
Just remember, these are just a few possibilities. If you are unsure or want to brainstorm, just contact us at CIRTEMO.

Me too!

Engineer  
Manager

Application  
Engineer

Engineer



# Keywords

Here are a few **KEYWORDS** of areas that I can help you work out...



- Partial Least Squares
- Multiband
- Spectral Overlap
- Signal To Noise
- Specificity
- Chemometrics
- Interferents
- Optical Sensors
- Imaging!



## Multivariate Optical Element based systems:

**And remember, I can be leveraged almost anywhere else traditional optical filters are used**



- Photometers
- Microscopes
- Cameras
- Industrial Sensors/ Detectors
- Life Science Instrumentation
- Medical Devices



**So, what happens if we think we have identified an application you can help us with?**

**Yeah?**

**It's Easy!  
Just give  
CIRTEMO  
a call!**



**Wow! Not only does CIRTEMO offer great tech solutions, you also have great customer service!!!**

**We will take a close look at your application to see if it is a good fit. From there we'll help you navigate the next steps.**

**Yes, Exactly! Here's our contact info...**



**CLAP!**

**CLAP!**

**CLAP!**

**CLAP!**

**CLAP!**

# CIRTEMO™

**Visit [www.cirtemo.com](http://www.cirtemo.com)  
or call 803-467-4189  
to see how MOE  
can help you!**

**The Adventures of**

