

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



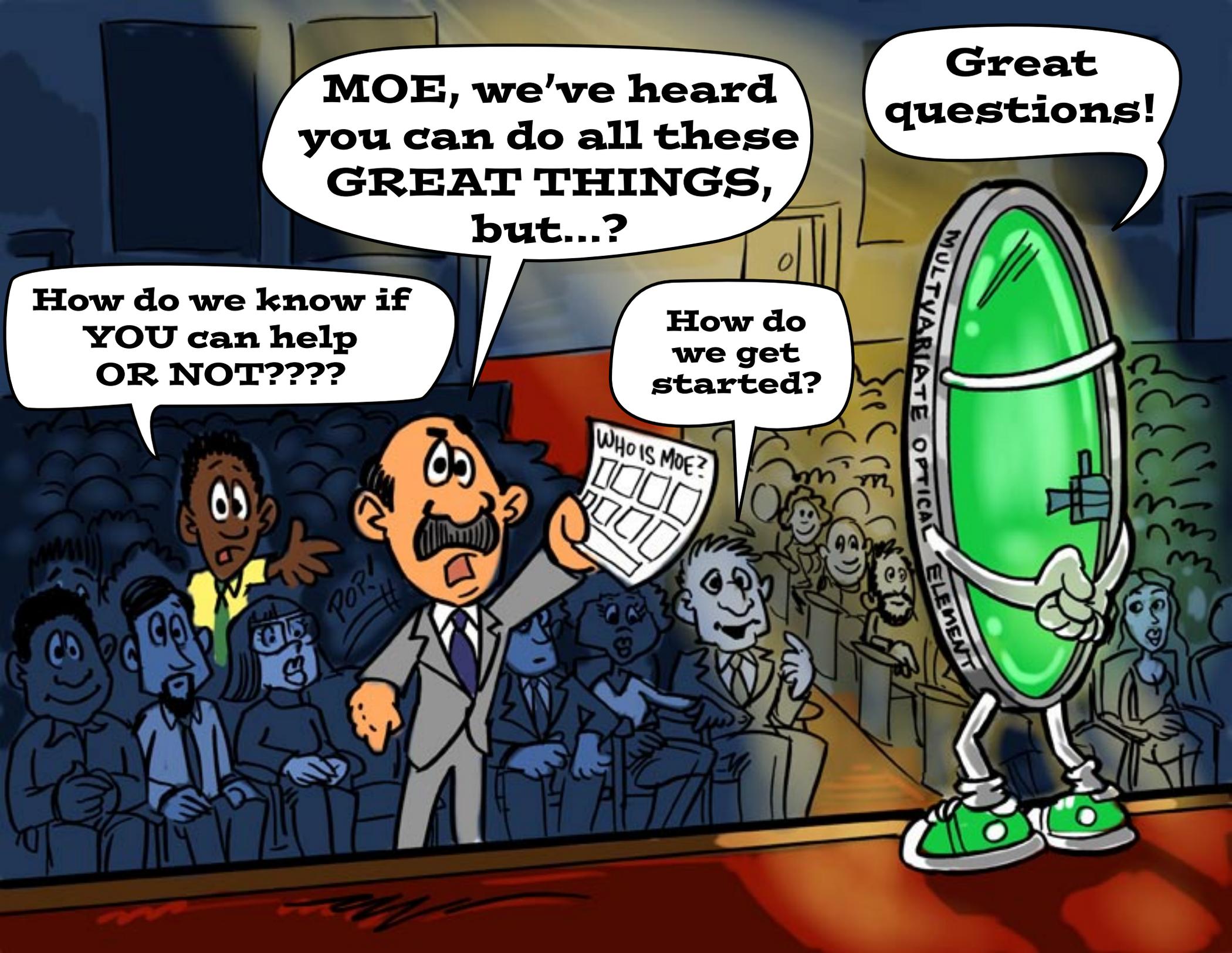
**MOE, we've heard
you can do all these
GREAT THINGS,
but...?**

**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**?**



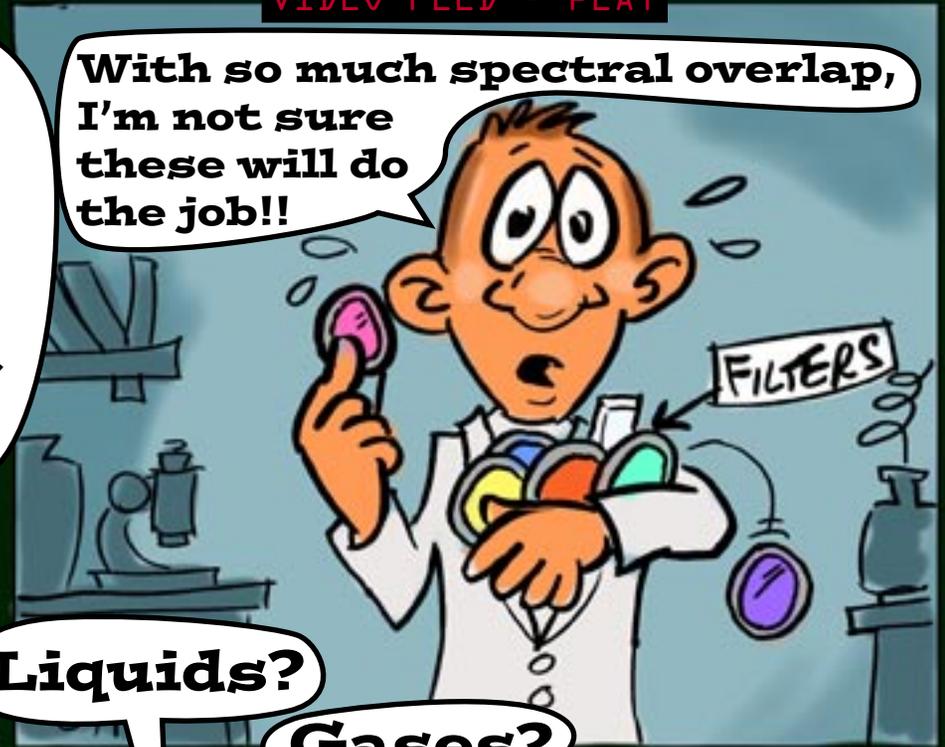
Concept:

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

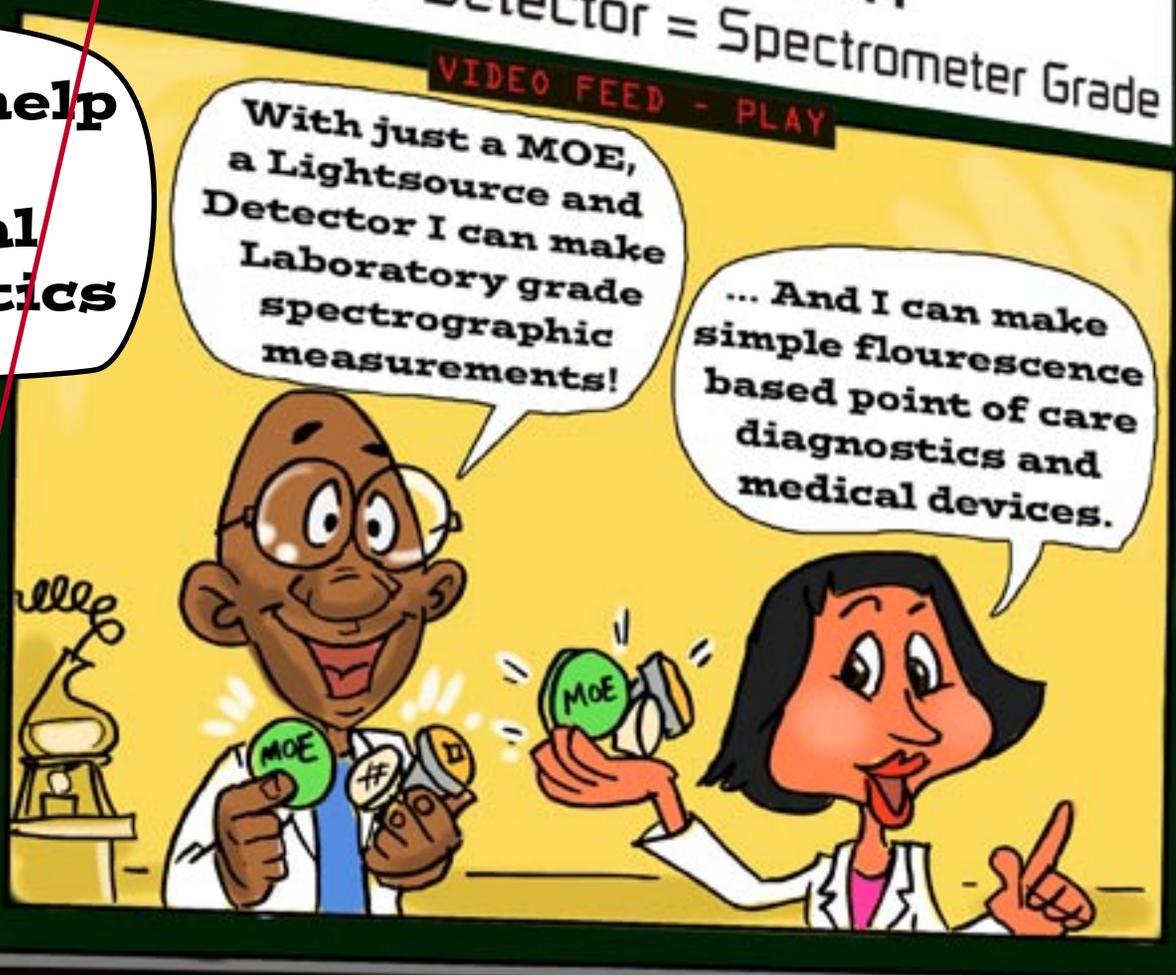
(Light Source + MOE + Detector = Spectrometer Grade)

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!

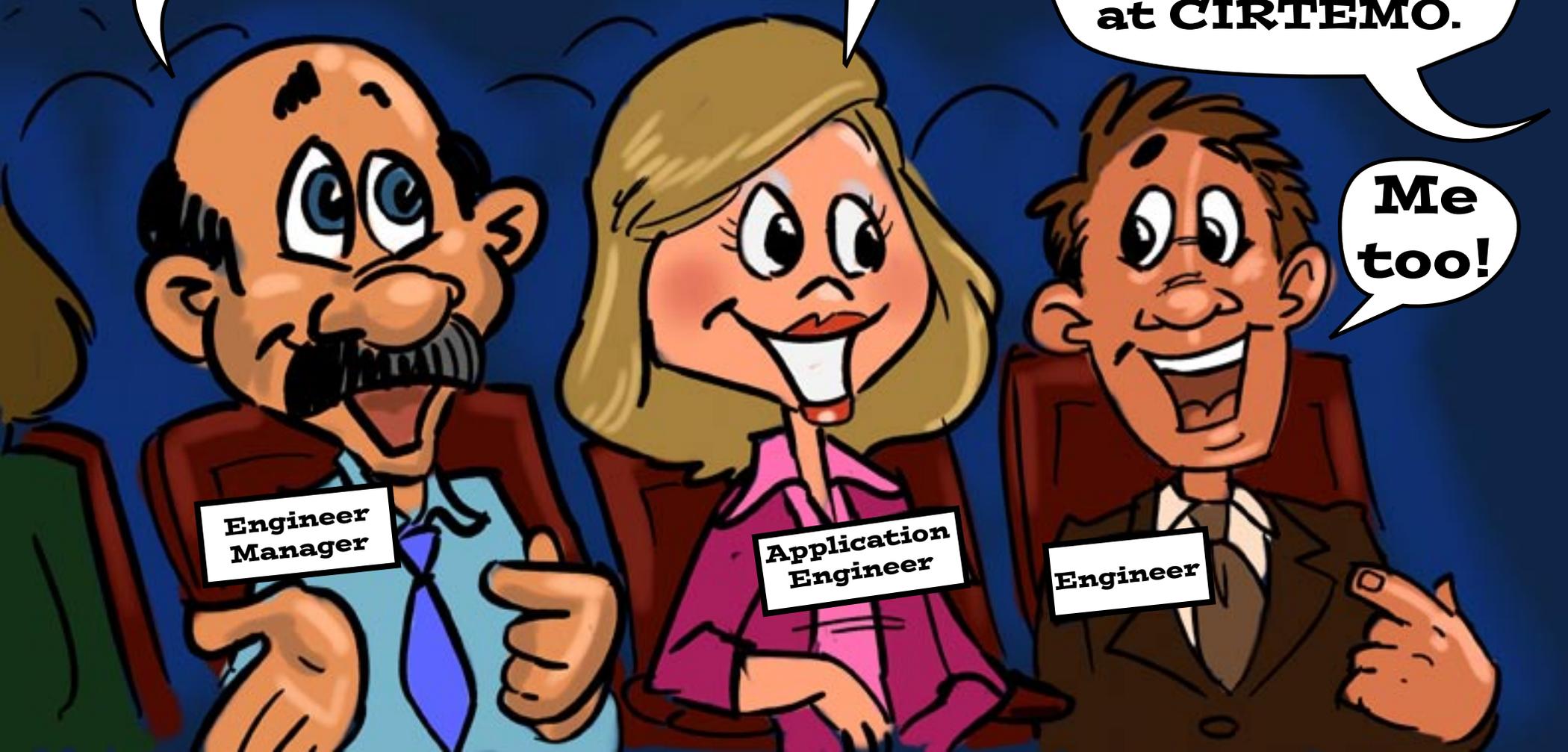
Great!...
Just remember, these are just a few possibilities. If you are unsure or want to brainstorm, just contact us at CIRTEMO.

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
or call 803-467-4189
to see how MOE
can help you!**

The Adventures of

