

PRESS RELEASE (For immediate release)

Next step: hygienic program with Artificial Intelligence

Moba’s Vision Crack Detection

Barneveld, The Netherlands, 14 February 2020

*Moba is proud to announce two innovations in the field of crack detection. As hygiene is becoming more important, Moba takes the next step in its hygienic program with the development of a far-reaching new vision crack detection system using Artificial Intelligence. The existing Crack Detector and Shell Strength Detector will become standard features in Moba’s Shell Inspector.*

**Shell strength becomes a standard feature of crack detection**

Moba is committed to adding new and valuable functions to its existing portfolio. For markets where optimizing flock efficiency is key, the monitoring and efficient handling of different shell qualities can have a surprisingly positive result for the business. The shell strength detection function is such a valuable addition.

Moba launched this function to detect the shell strength of every individual egg about a year ago. This innovation is based on acoustic analysis and enables our customers to do two things:

1. Monitor flocks based on average shell quality and uniformity within a supply of eggs
2. Grade eggs based on shell quality. This means that from a flock of relatively low quality, the stronger shells (which still often represent 80–90% of the eggs) go to retail products, while only the worst are downgraded to an industrial product.

After testing this function at various test sites, it has been proven to work and will become a standard feature of Moba’s crack detection function. This means that from August 2020, all Omnia machines that are equipped with a crack detector will also offer shell strength detection as an additional standard feature.

The functionality is also supported by iMoba so that overviews of flocks can be generated easily.

**Moba’s next step in its hygienic program: vision crack detection using Artificial Intelligence**

In recent history, salmonella contamination triggered a rapid change of perspective on hygiene in the North American egg market. Cooperation between research institutes, branch organizations and the USDA led to new guidelines on product handling. In this light Moba, launched a hygienic program last year. The very important first step was the Multi Outlet concept, a way to separate dirty eggs from the production line at the earliest possible stage.

The next step occurs a little further downstream where eggs are inspected for cracks. Moba is proud to announce a futuristic development program to incorporate Artificial Intelligence into a vision system for detecting cracks. The rapidly changing technology in this field enables functions that were unthinkable a few years ago. This type of contactless system is the logical next step in Moba’s hygienic program. Moba started this project together with its long-term partner company IHFood from Denmark, a company that has a long and proven reputation in the field of professional vision detection systems.

Artificial Intelligence and deep-learning technology have been applied for many years in Moba’s unsurpassed Egg Inspector, used for leaker and dirt detection. This technology has become so mature, that even searching for cracks which are barely visible to the human eye, is within reach. Technology that was already proven by Moba researchers in the lab some years ago is now ready for commercial application. Moba expects commercial units within a year.

**Different markets; different requirements**

Paul de Schouwer, Commercial Director of Moba explains: “The two innovations above are a perfect example of how we try to serve various markets simultaneously. Where most market segments focus on optimizing profits and squeezing the highest possible yield out of the logistical balancing act between supplies and products, other market segments are dealing with unheard hygienic challenges, to such an extent that simplicity prevails over the yield of the operation. In such a situation the new technology using Artificial Intelligence will certainly help with simplifying things.” Paul de Schouwer underlines that Artificial Intelligence is a game-changer. “Many vision-based attempts for crack detection have failed so far. The reason was always an unsustainable balance between low detection rates and high false rejects. Our new technology overcomes this. Artificial Intelligence evolves at an enormous pace, so we are sure that it will be found more and more in our egg graders. And Moba will make sure to be a front runner!!”

**About Moba Group**Established in 1947, Moba is the world's leading producer of high-quality integrated systems for the grading, packaging and processing of eggs. Headquartered in Barneveld, the Netherlands, Moba has a product development department of approximately 100 employees and a factory in which the production of the machines takes place. Total staff amounts to 850. Moba is always close to its customers thanks to its global sales and service network, which encompasses offices in Japan, Italy, China, Malaysia, Dubai, the UK, Germany, France, and the US, as well as support from agents and distributors. The vision of Moba is to enable food producers worldwide to feed consumers around the world with healthy and affordable egg-based food. Moba is developing from a producer of egg grading machines to a technology company that develops high-quality integrated systems for the egg industry. Moba supports its customers with intelligent solutions that ensure the highest yield, reduction of costs, and the efficient utilization of resources such as energy, water, and animal nutrition. Every day, Moba's systems process around one billion eggs worldwide.

For more info about Moba, please visit our website: [www.moba.net](http://www.moba.net)

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**Note to editor, not for publication**

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