

# Easy to Use SensiMedia Competitive Analysis

•All you have to do is  
put a sample to  
SensiMedia.



<p><b>A company</b></p> <ul style="list-style-type: none"><li>• liquid Media</li><li>• need Equipment to test</li></ul>	<p><b>B company</b></p> <ul style="list-style-type: none"><li>• liquid Media</li><li>• need Equipment to test</li></ul>	<p><b>C company</b></p> <ul style="list-style-type: none"><li>• liquid Media</li><li>• need Equipment to test</li></ul>
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Those systems require equipment to run microbial detection. Each system does not have a good repeatability so that the growth cannot be expressed in graph with single test run. Test cannot be performed without equipment.


- **Detection requires equipment (Expensive)**
- **Detection is not reliable.**
- **Detection repeatability is not good.**
- **pH affects the detection.**
- **Differential type**

**SensiMedia was developed for faster And more reliable microbial detection without using test equipment.**

**VS.**

**Stand-Alone Microbial Detection Tool**

**SensiMedia®**



• **No equipment required**

- **Reliable detection**
- **Good repeatability**
- **pH does not affect**
- **Integral type**

- Put a sample. That is all it takes.
- Solid piece can be tested.
- Detection performance is expressed in graph.

**With SensiMedia tool, reliable microbial detection can be performed. MicroBio equipment is for automation purpose.**