***Harkness***

**Crossmorphic sensor technology – Pairs well with food**

Seems like molecular sensor technology is all the rage these days, and with good reason. Crossmorphic sensors are more than just a fancy name, they represent what could be a true step change in molecular scanner technology.

So what’s the deal? Molecular scann1ers have been around for ages, with clear incumbents in the space. Agilent, Waters, Thermo Fisher, Danaher, and Bruker have been selling industrial food scanners for several years now, with a total market size of somewhere between $2B and $10B. Further, there are numerous types of tech in the space. So what makes crossmorphic so special? The answer is food.

 According to the CDC, class action lawsuits filed against major food manufacturers for food labeling issues rose from 8 instances in 2006 to over 100 in 2011. Foodborne illnesses affected 1 in 6 Americans in 2014. And 5 in 6 surveyed food producers claim current scanning technology isn’t up to snuff.

 Crossmorphic technology claims it will be able to be more accurate than existing scanners, at a lower cost, and may even be faster due to its ability to scan entire food products and its ease of use and shallow learning curve. What it doesn’t do is detect trace particulates; the bet right now is that this is a tradeoff we’re betting manufacturers are willing to make.

The applications don’t just stop on the industrial side; the magic of crossmorphic scanner technology has applications on the consumer side as well, enabling eaters to check their food content at point of consumption. While this is a smaller and unproven market, it appears to potentially have legs down the line.

In this full report, we’ll provide further description of the molecular scanner industry and do a teardown on Rival Co., a new up and coming leader in crossmorphic sensors. We’ll also provide more detail on our outlook on the consumer outlook segment.

***Note: Full report not yet available, currently accepting pre-orders at a discounted price of $24,999.99***