

PRESS RELEASE (For immediate release)

BREAKTHROUGH IN VISUAL CRACK DETECTION

WHITE AND BROWN EGGS

Barneveld, The Netherlands, 2 July 2021

*Moba has created a game changer with their new Vision Crack Detector. Through Artificial Intelligence (AI) the Vision Crack can see even the tiniest cracks that are not visible to the human eye. What makes Moba’s Vision Crack Detector stand out in the market is that our technicians have discovered a new method that works on all eggs, white and brown. This wasn’t possible before! The system will be available first for the North American market as of early 2022 and later be followed by the introduction in other markets worldwide.*

Moba has set a new standard in visual crack detection with this revolutionary Vision Crack Detector. The system uses the latest technology combined with AI; a true game changer in crack detection. The AI network is trained to see things that go beyond human recognition capabilities. Since eggs are natural products, and no two cracks are the same, Moba has taught the AI network with thousands and thousands of sample pictures; to train the system.

**White and brown eggs**

Together with strategic partner Image House Food, Moba has developed a method that detects all eggs, regardless of their color; from pure white to very dark brown and everything in between. A breakthrough like this wasn't possible before. This technology has been patented.

**Food safety**

With the Vision Crack Detector, there is no contact with the eggshell and this results in a reduction in cross-contamination. Another advantage is that cleaning procedures are significantly simplified. All this is especially helpful in markets with very strict hygienic requirements.

**Successful tested at packing station**

Moba successfully performed, an extensive field test at leading egg producer Herbruck’s in Michigan, USA. The detector performed beyond expectations on both white and brown eggs of various housing systems. Mr. Herb Herbruck*:* "It was amazing to see that a computer can be trained to detect things the human eye can't see. After Moba trained the AI system for several weeks, I trusted the results of the field test unit completely. We were amazed by the accurate results and can't wait for the production of this system to start!"

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**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 factories in the Netherlands, Italy and USA 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)

**Note to editor, not for publication**

For more information please contact:

Moba B.V.

Constance Titaley – Marketing Communications Manager

T: +31 342 455 655

E: [constance.titaley@moba.net](mailto:constance.titaley@moba.net)

W: [www.moba.net](http://www.moba.net)