



## **P&P Optica to Showcase AI-Enhanced Foreign Material Detection and Quality Assessment at IPPE Using Virtual Reality Technology**

**Join us at Booth C12801!**

**January 18, 2022**, P&P Optica (PPO), a leader in automated inspection and data insights for the food industry will be offering a unique way to experience its Smart Imaging System at IPPE in Atlanta, Georgia from January 25-27, 2022.

PPO's proven technology is operating in processing plants across North America. Their Smart Imaging System uses hyperspectral imaging to find plastic, rubber, bone and other contaminants that are hard to find with other approaches to inspection. PPO's advanced technology also assesses quality measures such as fat/lean, woody breast and more.

For the first time ever, using virtual reality, IPPE participants will be able to see the system operating in-line at a client processing plant.

The virtual experience will show PPO's double-sided system in operation at a poultry plant in the US. In this facility, the system scans chicken trim and other poultry products for foreign materials before it is sent to other parts of the plant for further processing.

A unique feature of PPO's system is its Artificial Intelligence (AI) engine. PPO Insights tracks information about each rejection and, using AI, can identify trends over time.

"Artificial Intelligence is changing how our clients think about the inspection process," said Olga Pawluczyk, CEO of P&P Optica. "Our system takes information about product on the line and feeds it into our AI engine. This allows us to see patterns and enables our customers to identify important opportunities for improvement. For example, using our system, one client was able to identify that they had a significant problem with bone. PPO's AI was quickly adapted, helping the customer address issues with their deboning process and resulting in significant cost savings."

For more information about PPO's Smart Imaging System or to book a demo at IPPE please contact:

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### **About P&P Optica**

PPO's mission is to help food processors make safer, higher quality food while reducing waste and increasing the sustainability of our food supply. PPO's patented Smart Imaging System uses physics to understand the chemistry of food, telling processors exactly what's in their products. The system automates food inspection tasks, assessing qualities such as tenderness; protein, water and fat content; freshness and more. The same system can identify and remove foreign objects such as plastics, bone and rubber, and detect product flaws like woody breast and hard tail in poultry. Using machine learning, all of this happens at line speed and in real-time, generating insights that processors can use to improve their products, manage their suppliers and optimize their production. PPO is based in Waterloo, Ontario, Canada.

Visit us at [ppo.ca](http://ppo.ca).