P&P Optica's Smart Imaging System
Drives Millions in Customer Savings

Improves Quality and the Bottom Line Using
the Latest in Foreign Material Detection and Quality Assessment

WATERLOO, Ontario (January 11, 2023) - P&P Optica (PPO), a leader in automated inspection and data insights for the food industry, along with customer representatives, will share foreign material detection best practices at IPPE in Atlanta, Georgia from January 24-26, 2023. For the first time at IPPE, PPO offers live on-site demonstrations of PPO's Smart Imaging System (waterfall configuration).

Operating in-line in processing plants across North America, PPO's proven Smart Imaging System uses hyperspectral imaging, AI and machine learning to find and remove hard-to-find plastic, rubber, bone and other contaminants. PPO's advanced technology also assesses quality measures such as lean point, woody breast, tenderness and more, without compromising FM detection.

The newest release of PPO Insights, another unique feature of the Smart Imaging System, will also be showcased at PPO's booth at IPPE. PPO Insights uses AI and machine learning to track findings from the system, identify trends and suggest ways to optimize plant production over time.

"We are pleased to welcome one of our valued customers to our booth to share best practices in foreign materials detection as well as their experience with PPO's Smart Imaging System," said Olga Pawluczyk, CEO of P&P Optica. "Come talk with our experienced specialized team to hear how PPO's Smart Imaging System quickly pays for itself by reducing condemned product, preventing costly recalls and chargebacks, and enabling the redeployment of inspectors to other assignments in the plant."

To learn more about the latest in foreign material detection and quality assessment, please join us at PPO's Booth C13069 for:
- Live on-site inspection demonstrations of the Smart Imaging System;

- In-plant demonstrations of the Smart Imaging System processing and rejecting product at a processing plant via virtual reality headset; and
- Discussions with customer representatives regarding best practices and their in-plant experience with the Smart Imaging System on Wednesday, January 25th from 2pm to 4pm.

Additionally, PPO offers the TECHtalk "Expanding Your Existing Multi-Hurdle Approach to Achieve Zero Foreign Materials" on Thursday, January 26th in C Hall, booth C10611.

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

Heather Galt
VP, Customer Experience and Strategy
heather.galt@ppo.ca
+1 519 590 6443

About P&P Optica

At *P&P Optica (PPO)*, *we believe the food industry can be transformed through technology; our food supply can be more sustainable; and our citizens and our planet can be healthier at the same time. A proven leader in automated inspection and data insights for the meat industry, PPO's mission is to help processors make safer, higher quality products while addressing harmful food waste. PPO's patented Smart Imaging System uses physics to understand the chemistry of food, working on-the-line and in real time to find foreign contaminants like plastic, rubber and bone while simultaneously assessing quality measures like composition, tenderness and freshness. Combining hyperspectral imaging, artificial intelligence, machine learning and data analytics software, PPO's Smart Imaging System saves millions for our customers through improved product quality and optimized production. PPO is based in Waterloo, Ontario, Canada. Follow us on Facebook and LinkedIn.*