

News Release

## **Agritechnica 2023: trinamiX highlights mobile solution for crop analysis**

**06 November 2023 – Ludwigshafen, Germany.** trinamiX, a leading provider of mobile spectroscopy solutions and subsidiary of BASF SE, will present its innovative technology for on-the-spot nutritional analysis of crops at this year's Agritechnica, a key trade fair for agricultural machinery taking place in Hanover, Germany. The portable solution combines a robust handheld device with an intuitive mobile app and web-based portal to support farmers, consultants, and mill operators to track the quality of their products at any stage of the process and at any location. This way, samples can be analyzed directly in the field, after harvest or during production without sending them to the lab.

trinamiX Mobile NIR Spectroscopy Solution covers a broad range of crops, including various types of cereals, oilseed, expeller meals, extraction meals and byproducts. Within seconds, users receive nutritional information about moisture, protein, fat, and fiber, among others. These insights help improve decision making at critical process steps in agriculture, feed, and food production management. Farmers, for example, can now better determine the ideal harvest time of their crops, improve their storage method as well as decide on the right selling time and pricing. Mills are equipped with a flexible tool to perform quality checks wherever raw materials and feed ingredients are moved, processed, and prepared for shipment.

"As a first-time exhibitor at Agritechnica, we are thrilled to showcase how trinamiX is taking a powerful technology out of the lab and into the field, offering a portable solution that is easy-to-use and affordable," says Nils Mohmeyer, Director IR Sensing & Spectroscopy Solutions Business at trinamiX. "After having already built a successful track record of enhancing the quality and efficiency at farms with mobile feed analysis, we are now looking forward to highlighting our offering for the crop industry."

*From November 12-18, trinamiX welcomes visitors of Agritechnica to experience demos of the solution at booth H23 in hall 6. More information can be found here:*

*<https://trinamixsensing.com/crops>*

### **About trinamiX**

trinamiX GmbH develops cutting-edge biometric and mobile NIR spectroscopy solutions, which are used in both consumer electronics and industrial designs. The company's products enable humans and machines to better capture data with the goal of understanding the world around us. This results in improved decision making as well as stronger biometric security. trinamiX, based in Ludwigshafen (Germany), was founded in 2015 as a wholly owned subsidiary of BASF SE. The company employs over 240 people worldwide and holds more than 600 patents and patent applications.

More information: <https://trinamixsensing.com/>

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