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## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **NOVUS X-RAY LLC INTRODUCES A LOW COST SERIES OF CONCEPT-3.2™ X-RAY INSPECTION SYSTEMS**

9/13/2010, Lambertville, NJ — **NOVUS X-RAY LLC** introduces a low cost series of x-ray machines based on their high performance **CONCEPT-3.2™ X-RAY INSPECTION SYSTEMS**.

The *Concept-3.2™* systems featuring *HyperSwitch - Bene™* technology raised the bar on x-ray product inspection technology! The initial release in 2007 spared no expense in achieving the ultimate detection performance possible. Many customers have indicated that they would like a lower cost system, with the same great detection software. For applications that do not require ultra sensitive detection, a low cost series was developed.

The low cost series has a reduced image quality which is equivalent to other competitive systems, but still has the same software advantages as our high performance models. Advantages that yield an extremely low false detection rate, and ability to detect very small objects on "noisy" products such as bakery product packaged in aluminum pans inside boxes, bags of individually wrapped candy bars, whole meats with bones...

In most applications, detection performance is 1 to 2 test sizes larger in metal detection (e.g. 0.8mm goes to 1-1.2mm) and results in a larger multiplier for stones, bones, and glass detection (e.g. 2x goes to 2.5-3x the size of metal).

For more information about the **Novus X-Ray LLC** product line, or to download a brochure, visit our Web site at [www.novusxray.com](http://www.novusxray.com)