

The Taste sensing system TS-5000Z employs the same mechanism as that of the human tongue, converting the taste of various substances in food and drugs into numerical data. The system is useful for **“Marketing” “R&D” and “Advertisement”**. Here are some actual examples used these fields.

Taste sensing system TS-5000Z

Marketing Analysis:

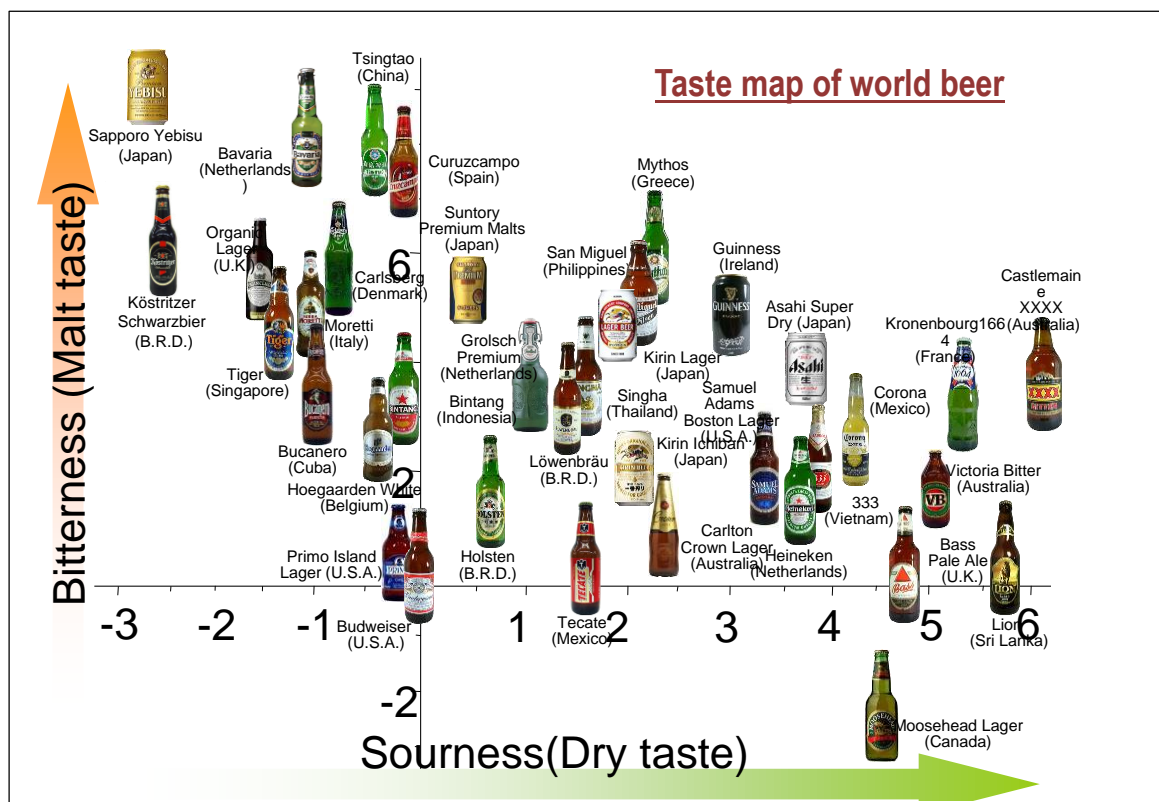
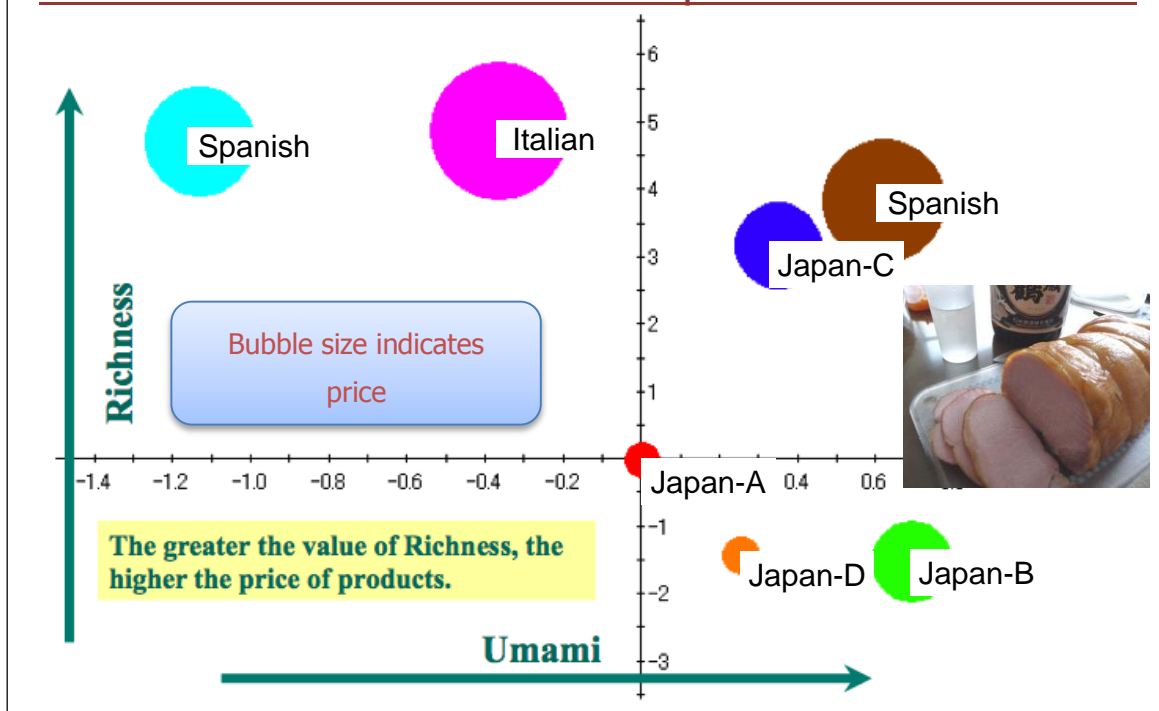
There is an old saying: Know your enemy and know yourself; You need not fear a hundred battles.

Prior to new product development, marketing analysis is key in knowing what kinds of competitor products share the market. Visual taste information is essential to compare values such as price, product features and quality.

Below examples shows the importance of knowing competitor taste positions to determine the target taste of a new product in development.

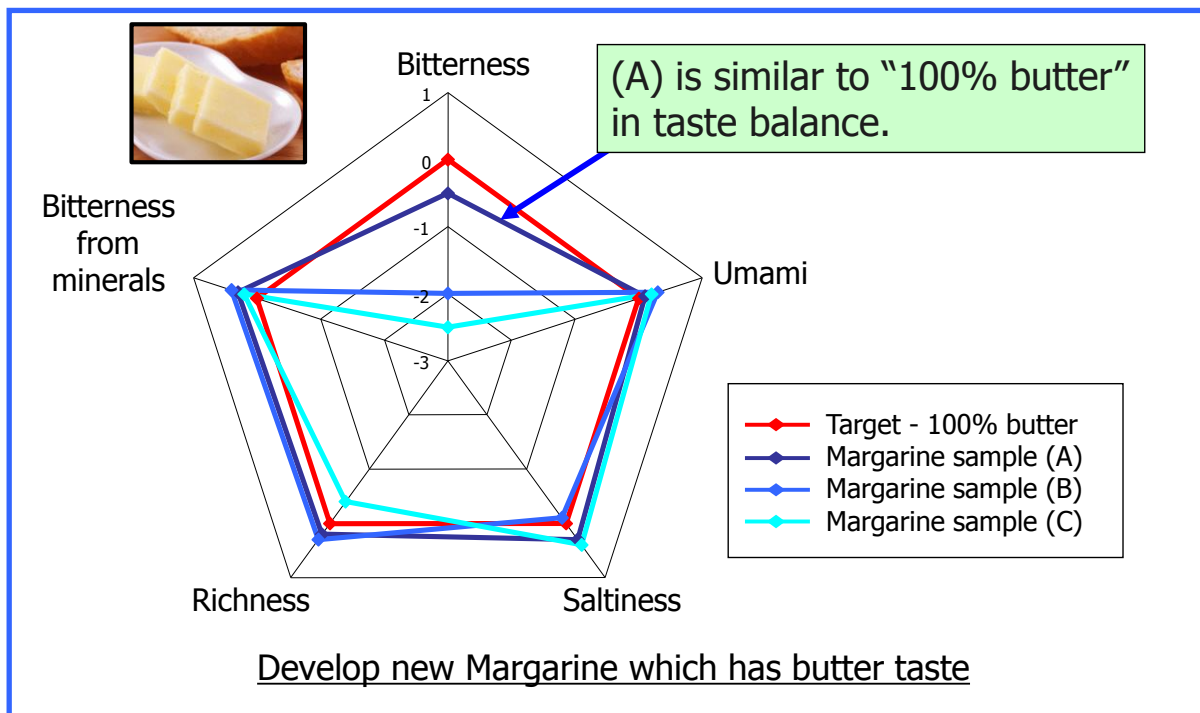


Correlation between Taste and Price of ham produced in different countries



R&D:

The objective taste data in numerical unit is very helpful to visualize the taste comparison between samples and target products. We often hear from our customer that they sometimes lose objective judgement when they repeatedly taste many samples during the food development stage. This system gives you objective and valuable hints and tips for your project direction.



Marketing Presentation: Data collected during analysis and R&D can be used directly in your AD presentation materials.



Taste data on food package



Flyer in supermarket



Internet order of Tofu. Choose your taste.

New Product Introduction:

Desktop Calorie measurement system
Simple 5 minute procedure



Disclaimer: This information is for reference only, and is not proof of absolute taste quality of samples, nor guarantee data repeat-ability.

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