

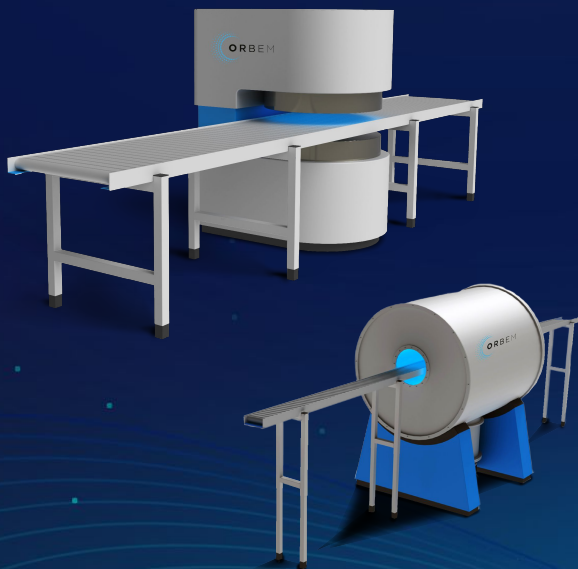


# AI-powered MRI for egg analytics

**FAST  
ACCURATE  
CONTACTLESS**

# What do we do

AI-powered MRI for egg analytics



The Genus combines accelerated MRI (Magnetic Resonance Imaging) with advanced deep learning algorithms to image eggs and automatically classify them. By energizing MRI with AI it is transformed from slow, expensive and complicated to fast, accessible and simple.

The Genus opens the door to three main use cases in the poultry industry: **in-ovo sexing, fertilization detection and phenotyping.**

We believe this gives our customers the insights they need to make better decisions - for their business and for the planet.

## Our main use cases in poultry



In-ovo sexing



Fertilization status detection



Phenotyping

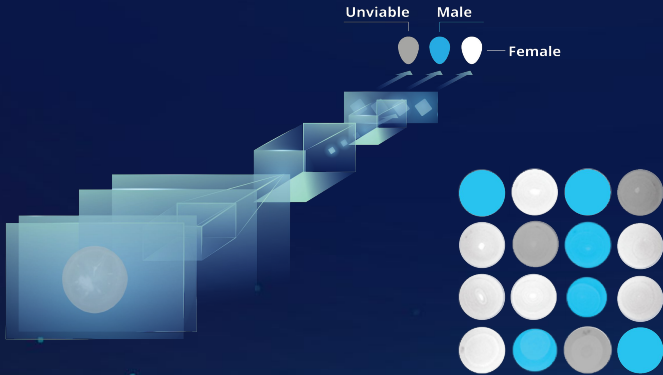
# In-ovo Sexing

Stop the culling of day-old-chicks

Detect the sex of developing embryos in-ovo and contactless on day 12 of incubation. The fully automated and modular design allows for a throughput of 24 000 eggs per hour.

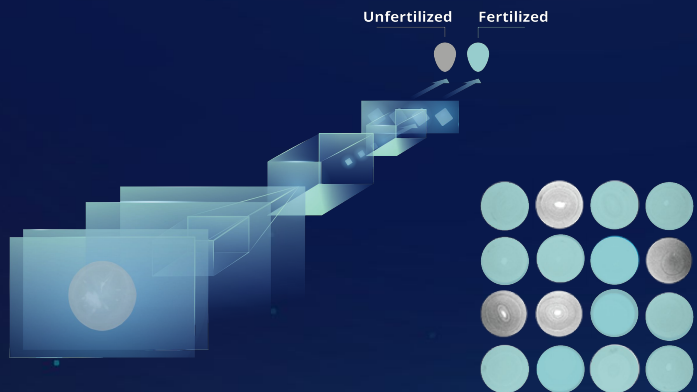
Key figures:

- 3 000 eggs/hour per module
- Up to 8 modules in parallel
- >95% accuracy
- No effect on hatchability
- Works for all breeds



# Fertilization status

Use unfertilized eggs for human consumption



Detect the fertilization status of eggs pre-incubation and replace break-out analysis. Create additional revenue by selling unfertilized eggs as table eggs and increase your incubation capacity.

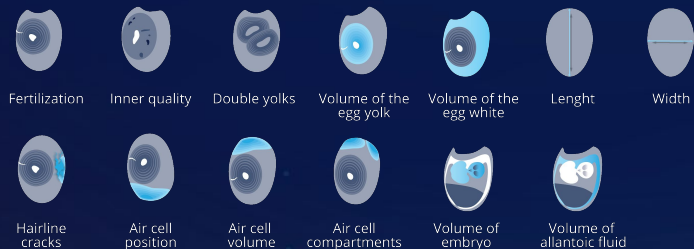
Key figures:

- 9 000 eggs/hour per module
- >99% accuracy
- No effect on hatchability
- Works for all breeds



# Phenotyping

Unleash what's hidden behind the shell



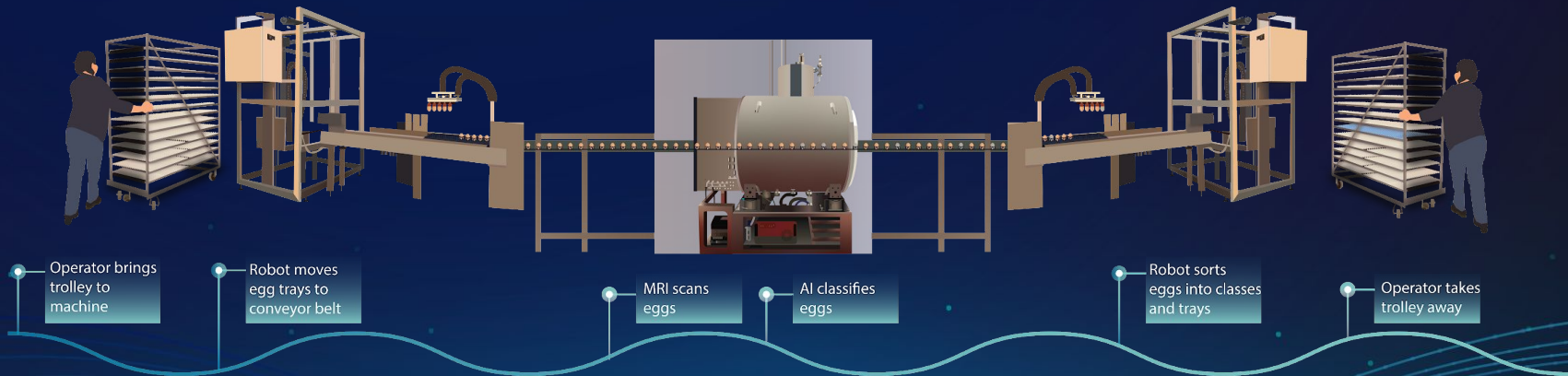
Detect phenotypes that are relevant for your operations on any day of incubation and replace breakout analysis. Start making operative decisions based on large scale data sets.

Key figures:

- 9 000 eggs/hour per module
- <10% error in comparison to manual measurement
- No effect on hatchability
- Works for all breeds

# Process Overview

The Genus integrates seamlessly to your hatchery



# Our References



## Hendrix Genetics

- *Egg analytics*
- *Operational since September 2021*



## Hendrix Genetics (I.S.A.)

- *In-ovo sexing*
- *4 modules operational since January 2023*



## Lanckriet

- *In-ovo sexing*
- *2 modules operational since January 2023*





**Do you want to  
learn more?**

### **Contact us!**



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