

YOUR MOUSE JUST GOT SMARTER SETTING NEW STANDARDS IN DIGITAL IDENTIFICATION OF LABORATORY ANIMALS

Somark Innovations (Somark) is a global leader in laboratory animal identification and data management.

Somark is modernizing research laboratories with innovative technology and products to streamline and accurately assess test animal characteristics during pre-clinical research.

Somark has created the world first **digital mouse**, with the only RFID tag specifically designed for laboratory mice, increasing the accuracy of test animal identification and data recording.

The RFID tag - called **Digitail** - converts manual, analog systems into the digital age, with the durability to last the animal's lifetime and research duration.

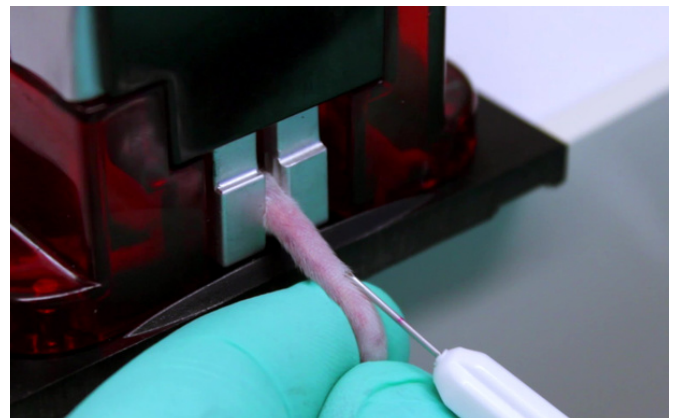
Now, thanks to Somark's new **LinkTo** application, the digital mouse can also easily integrate into existing laboratory data management systems with little or no change to those systems.

But first, let us tell you more about **Digital Mouse – the world's first RFID tag designed specifically for mice and rats.**

Somark's digital mouse provides the efficiency, integrity and accuracy needed within pre-clinical trials. The many capabilities include:

Automated identification which is easy to apply

- The only tail RFID tag available in the market, specifically designed for mice (and rats)
- An infinite number of unique IDs are provided
- Laboratory technicians can easily apply the tag through a unique placement system, as only elementary training is needed
- Inserted just below the skin at the base of the tail
- Able to be applied in under 5 seconds



Unique re-useable injection method delivered in seconds.

Easy to identify individual animals with greater accuracy

- Can be read through glass and plastic materials used to contain your mice
- Easily scanned with longest reading distance of any tag of this size
- Able to be read consistently, from any angle
- Improves data collection and reporting accuracy, from sentinels to breeders to study mice.
- Minimizes worker stress related to identification of animals with hard to read IDs, such as ear tags, toe clips, sharpie marker ID/ hand applied tattoos
- Reduces operator fatigue and injuries from repetitive motion associated with manual handling and identification
- Highly durable, lasting the lifespan of the mouse and research phase
- Works in all imaging and scanning systems

Improves animal welfare and research outcomes

- The smallest RFID tag in the market, designed to benefit animal welfare
- Safe restraint equipment is used during insertion of RFID tag
- Does not require surgery, without trauma and damage to underlying tissues
- Does not require anesthesia
- A unique delivery system which places the tag in the desired location
- No migration of tag

Scalable, universal, cost-effective and reliable

- Easily scalable and suited for small and large studies
- Ideal primary identification method in centralized and de-centralized research facilities
- Reduces cost and risk by eliminating study errors and complications associated with loss of ID, or hard to read IDs
- Complies with regulatory standards for research



21 gauge needle allows placement in the tail. No anaesthesia required.

LINKING YOUR DIGITAL MOUSE TO EXISTING PLATFORMS

If you have existing laboratory software and data management platforms, Somark has created an innovative LinkTo application, which acts as a plugin for existing platforms such as Electronic Lab Notebooks or Laboratory Information Management Systems.

Please visit our website and see how Somark is digitizing and transforming laboratories at: somarkinnovations.com/videos

Take your pre-clinical research from analog to digital, establishing a link between your rodent, your lab equipment and your study software.

- 49% quicker - Improved average mouse selection and weight collection from 33 to 16 seconds*
- 100% accurate data collected and recorded for the right animal every time
- Improved animal welfare - Less discomfort through the world's smallest RFID tag and no scruffing

** 5-week study of daily observations – ID, Weigh, Record
20 Balb/C mice*

Digitail tag ID vs ear notching

Digital observation vs Manual data entry

The digitail identification method can also be combined with our Labstamp tail tattoo product, to create a powerful combination of visual and digital identification.

Please get in contact for more information, to receive a demonstration or to discuss your needs.

To find out more about Somark please get in contact by:

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