



# RheoSense

Simply Precise™

RheoSense, Inc. Introduces VROC® initium

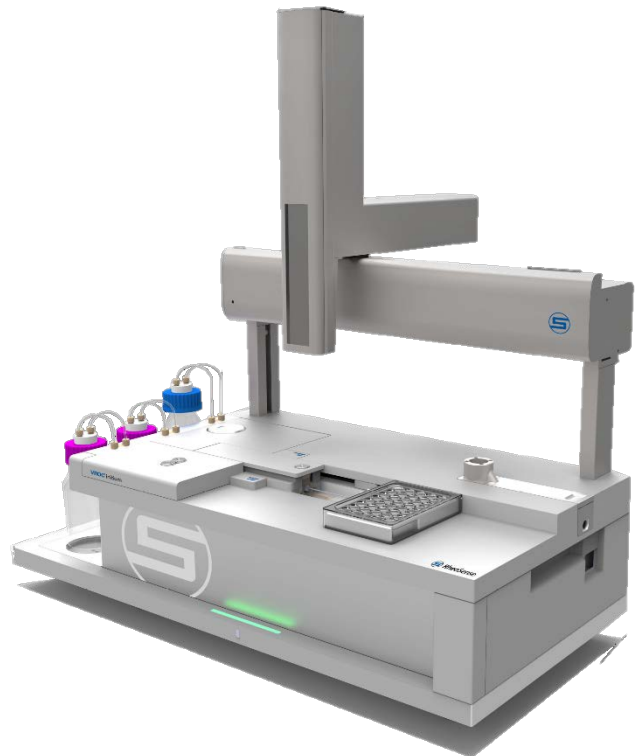
## Introducing VROC® initium, the Next Generation Automatic, High Throughput Viscometer

SAN RAMON, CA – March 21, 2016 – RheoSense, Inc. is proud to introduce VROC® initium, the first automatic viscometer that revolutionizes viscosity characterization. Equipped with automatic sample loading and sample cleaning, VROC® initium measures absolute viscosity as a function of shear rate across a wide temperature range. This allows unique viscosity fingerprinting of your samples. Samples in 96 well plate as well as 40 vial racks can be tested automatically with our intuitive software.

“VROC® initium was built on customer demands of high throughput automatic viscometers. This is a viscometer that surpasses their expectations,” -Dr. Seonggi Baek, CEO & President.

VROC® initium measures viscosity for sample volumes as little as 10 microliters, making early stage development of protein therapeutics cost effective. Automatic intrinsic viscosity measurements provide size of molecules in various formulations in various conditions which help shorten development time significantly.

With the extreme repeatability and small footprint of VROC® technology, VROC® initium is the work horse for your research and routine viscosity measurements.





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VROC® initium will be available for demonstration through our various upcoming events:

- [May 2016 Cambridge, Massachusetts Workshop](#)
- [May 2016 Customer Dinner, Boston, Massachusetts](#)
- 2016 AAPS National Biotech Conference, Booth #329

#### Additional Resources:

[Product Page](#)

[Poster Featuring VROC initium](#)

[Product Webinar – Soft Launch](#)

[Product Webinar – Application & Data Analysis](#)

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ABOUT RHEOSENSE: A global high-tech instrument company based in the Bay Area in California. Our innovative VROC® initium, *m*-VROC™ & *micro*VISC™ viscometers feature patented Viscometer/Rheometer-on-a-Chip (VROC®) technology. Utilizing state-of-the-art MEMS (Micro-Electro-Mechanical Systems) and microfluidics breakthroughs, our instruments offer the smallest sample volume per measurement, coupled with exceptional ease of use and accuracy. We are the leader in providing viscometers to the biotechnology, pharmaceutical, and emerging protein therapeutics industries. RheoSense instruments have been rigorously tested, approved, and adopted worldwide by Fortune Global 500 companies and leading research universities.

