

SAN RAMON, CA – August 7, 2020 – RheoSense, Inc. is proud to introduce the new VROC® initium one plus, the leading automatic viscometer that measures viscosity with the highest accuracy (2% of reading) and repeatability (0.5% of reading). Equipped with automatic sample loading and sample cleaning, VROC initium one plus measures absolute viscosity as a function of shear rate across a wide temperature range (4 - 70°C), allowing for unique viscosity fingerprinting of your samples at our highest throughput, measuring up to 4 samples per hour.

VROC initium one plus measures viscosity for sample volumes as small as 26 microliters with an intuitive software which allows automatic testing of samples on a 96 well plate or a 40 vial rack. Not just limited to dynamic viscosity, with the automated feature, you can also measure accurate intrinsic viscosity measurements that will provide the data necessary to determine the molecular properties of your samples, and with superior resolution, the initium one plus is revolutionizing viscosity characterization of Newtonian and non-Newtonian samples. With the initium one plus you are able to characterize:

- Volatile Chemicals
- Oils and Lubricants
- Conductive/ Graphene Inks
- Electrolyte Solutions
- Skincare Serums and Fragrances
- Cannabis
- Proteins
 - Formulation
 - Injectability
- Ophthalmic Solutions
- Whole Blood/Blood Plasma & Serum

The initium one plus is CE and UL Certified, and can be used for almost all applications, now even with harsh solvents.

*"The new initium one plus automatic viscometer opens up endless possibilities. The creation of this instrument was the culmination of wild imagination, no spared resources, hard work, and a great obsession to details. Together, our diverse and talented team made the impossible possible." - **Ecko Chen, Mechanical Engineer***

Equipped with not only automatic sample cleaning, but also cleaning both inside and outside of the needle of the autosampler syringe, the initium one plus eliminates cross contamination of samples. With a motorized injection port system, not only is cleaning is faster, but users also save service downtime and maintenance costs.

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

"As the market demands of prompt and timely development of drugs or vaccines, demand of automation is ever increasing. Automatic viscosity characterization is one key to unlock the throughput to expedite development. To meet the end, we are very pleased to release the automatic viscometer, VROC initium one plus. The automatic viscometer will increase not only the throughput but also accuracy for development for biopharmaceutical and biotech companies. The viscometer is redesigned to be compatible with almost all the solvents and thus become important instruments for other applications including oils, paints, inks, and volatile chemicals." - Dr. Seonggi Baek, CEO & President

Additional Resources:

- [Product Page](#)
- [Blog](#)
- [Product Highlight \(Video\)](#)

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ABOUT RHEOSENSE: A global high-tech instrument company based in the Bay Area in California. Our innovative 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.