

**Product Name**

TellSpec

**Designer**

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TellSpec

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## Description of innovation social values

- product category
- formal and functional features
- problems solved by innovation
- user
- field of application

TellSpec brings together spectroscopy and a unique mathematical algorithm in a revolutionary system that can analyze the chemical composition of any food. This system consists of a convenient handheld wireless scanner communicating with a fast cloud analysis engine. These work together to gather a spectrum of your food, analyze that spectrum, and display information about the food in an easy-to-understand interface on your smartphone.

TellSpec can:

- Warn you when a food contains allergens such as gluten or egg.
- Track your daily calories and help you achieve your daily targets.
- Tell you about inaccurately reported ingredients such as trans fats and give you the background story on mysterious ingredients such as tartrazine.
- Track what you eat and, based on your reports of how you feel, help identify your food sensitivities.
- Help you monitor your intake of toxic chemicals such as mercury, so that you can stay within recommended limits.
- Track your intake of essential vitamins and minerals, and help you ensure that you are getting the right amounts.

## Description of technical features

- operations
- technology

When you beam the light in the TellSpec scanner at a food product, some of the photons in the light are absorbed, which raises the energy states of the molecules in the food. Lower energy photons are then emitted back. The spectrometer inside the TellSpec scanner sorts these photons by wavelength and counts them. The resulting numbers, called a spectrum, describe the chemical compounds in the food. This spectrum is uploaded to TellSpec's analysis engine where it is analyzed and correlated with other reference spectra. Information about the allergens, chemicals, nutrients, calories, and ingredients in the food is then downloaded and displayed on your smartphone.

## Dimensions

## Materials

TellSpec is a hand-held device that works alongside your smartphone.

## Certifications

TellSpec filed a U.S. patent application on August 5, 2013, for its method of analyzing and correlating spectra, identifying samples and their ingredients, and displaying related personalized information.

## Benefits for environment

TellSpec's primary goal is to inform, educate, and empower individuals to consume cleaner healthier food. In general, healthier food is better for the environment, grown or raised using more sustainable methods and without toxic pesticides and other chemicals that can harm people and ecosystems. We also expect that, in the future, TellSpec will become a useful tool in the management of community and public health issues such as food and water contamination.

## Benefits for human being

TellSpec will educate consumers about what they are eating and promote healthier eating habits and the overall well-being of people everywhere. We believe that people have the right to know what's in their food before they buy it, order it, and eat it – because their health depends on what they eat.