

**FOR RELEASE**

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## ***Viscosity Sensing Technology Bolts Ahead with New ViSmart Viscosity Sensor***

*Vectron International's SenGenuity launches threaded bolt ViSmart viscosity sensor for applications where ease-of-install and integration to host control systems is paramount.*

**HUDSON, NH — March 10, 2008** — SenGenuity, the Sensors and Advanced Packaging division of Vectron International, a leader in the design, manufacture and marketing of Frequency Control, Sensor, and Hybrid Product solutions, today announced the that its ViSmart™ viscosity sensor is now available packaged as a threaded bolt. The threaded bolt, available in ½ in NPT or ½ in BPT thread configurations and equipped with a smart sensor interface, provides for easy installation and seamless integration into a large variety of embedded applications, including host control platforms. This expansion of the ViSmart viscosity sensor family extends SenGenuity's robust, reliable and cost-effective viscosity measurement solution to a far greater variety of markets in need of real-time in-process viscosity sensing.

“Our customers frequently come to us looking for ways to empower their designers with a cost-effective solution to determine viscosity in a very portable and easy-to-install sensor product. This demand is particularly high in industries that utilize mobile or fixed plant-wide assets where the current methodology of testing in off-site labs is time consuming and costly,” said Kerem Durdag, director of business development, SenGenuity. “Our new ViSmart threaded bolt viscosity sensor will revolutionize this process by providing customers with real-time process control information.”

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SenGenuity's ViSmart viscosity sensor is designed to provide instantaneous sample and/or continuous, real-time, in-process viscosity measurements for embedded, in-line environments requiring high resolution and accuracy in low- to mid-range viscosity fluids. The ViSmart viscosity sensor uses robust and reliable semiconductor technology, has no moving parts, and is sealed for complete immersion. It is unaffected by vibration or flow conditions, does not need field calibration and is packaged in a very portable, lightweight size. The ViSmart sensor measures a wide range of viscosity of fluid and is rated for temperatures up to 125 degrees Celsius in a threaded bolt package for quick installation, with custom options and configurations available for specific industry applications and process requirements.

“With the threaded bolt format, our ViSmart viscosity sensor can mechanically bolt into an extensive array of assets, such as engines, transmission crankcases, oil pans, and oil reservoirs,” added Shrahan Jumani, product manager, SenGenuity. “In addition to providing a never before available tool to companies’ design engineers for equipment or OEM applications, this bolt-on capability offers an unparalleled ease-of-installation, which significantly reduces burden on plant and facilities personnel.”

The ViSmart model series can be connected to any computer or control platform via the standard protocols and the VisConnect™ 4-20 mA transmitter to provide a continuous audit trail for process monitoring markets to control operating costs and maintain quality standards. Additionally, customers can leverage SenGenuity’s starter kit bench-top viscometer data station to acquire multiple channels of continuous viscosity and temperature data.

For more information on the ViSmart sensor please contact SenGenuity’s fluid sensors sales team at 603-578-4077. For more information on other Acoustic Wave Sensors from Vectron please contact a customer service representative at 1-88-VECTRON-1 or visit [www.sengenuity.com](http://www.sengenuity.com).

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### **About SenGenuity**

SenGenuity, an operating division of Vectron International, is a leading provider of breakthrough sensor solutions and products. As part of its growing product portfolio, SenGenuity delivers to customers innovative solutions for measuring the condition of fluids in challenging, embedded environments by coupling its state-of-the-art precision sensor solutions with Vectron's surface and bulk acoustic wave (SAW and BAW) technology. Further, SenGenuity is leveraging its core competencies in AW technology along with extensive experience in radio frequency (RF), signal conditioning, embedded system electronics design and advanced packaging technologies to drive the development of breakthrough solutions for gas and physical sensing applications. Dedicated to taking a leadership role in the \$50 billion sensor market, SenGenuity is continually designing and manufacturing innovative sensing solutions that can be used across a broad range of industries, and are rapidly becoming the new standard for performance and reliability in critical data gathering applications. For more information, please call 1-88-VECTRON-1 or visit [www.sengenuity.com](http://www.sengenuity.com).

### **About Vectron International**

Vectron International is a world leader in the design, manufacture and marketing of frequency control, sensor, and hybrid product solutions. Vectron solves complex timing, filtering and sensor challenges by delivering customized solutions that speed time to market and offer low total cost of ownership. Vectron uses the very latest techniques in both bulk acoustic wave (BAW) and surface acoustic wave (SAW) based designs from DC to microwave frequencies. Committed to the industry's highest quality service standard and complete satisfaction, Vectron International leverages its global footprint and 50 years of experience to help customers achieve competitive differentiation and improve their bottom line. Vectron International is headquartered in Hudson, NH and has operating facilities and sales offices in North America, Europe and Asia. For more information, please call 1-88-VECTRON-1 or visit [www.vectron.com](http://www.vectron.com).

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