



## **PRESS RELEASE**

New York, USA, October 26<sup>th</sup>, 2016

### *Statement IBIE Las Vegas*

**PreciBake, the experts in Artificial Intelligence and Information Technology of the baking industry, introduced several new products for the first time on IBIE 2016 in Las Vegas. The international company with their US headquarter in New York presented the world premiere of the RackScanner together with new features for the Virtual Baker at the PreciBake booth #9547 and booths of other cooperation partners.**

Dr. Ingo Stork-Wersborg, CTO & CFO PreciBake LLC, resumes: "IBIE 2016 has been overwhelming. We had a record in visitors on our booth as well as our four cooperation partners. We are looking forward to see the Virtual Baker and Virtual Quality Officer assisting the baking industry throughout America."

Customer: "Your products are really revolutionary! Especially for the generation taking over right now, they want to solve everything with their mobile phone."

**For more information, please visit [www.precibake.com](http://www.precibake.com).**

#### **About PreciBake**

PreciBake is an Artificial Intelligence driven IT company based in Germany, the USA, and India that specializes in the baking and food industry. The company combines intelligent sensor technology with cloud services. These services increase efficiency throughout the baking process and support to serve new markets. Established in late 2012 in New York, the team around Laura Horstmann and Dr. Ingo Stork-Wersborg counts more than 50 members. In mid-2013 PreciBake entered the European market and established co-operations with several renowned manufacturers as partners. The intention followed in the development of all PreciBake products is to ensure the baking industry has consistent baking quality while optimizing work processes, reducing costs and generating new potential. Intelligent and adaptable specific sensors and assistance systems measure data points to the various process points in the product manufacturing. This enables production managers to make decisions more quickly. The products "Virtual Baker" and "BakeIT Cloud" optimize for best possible baking results after the individually determined quality of a PreciBake's clients. The "Virtual Quality Officer" is another department of the product portfolio. It is an intelligent process monitoring and automation machine for industrial customers. The "PB Connect" is a data hub that can link bakery



machines to the "BakeIT Cloud" as an add-on product.

For additional information or pictures please contact:

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