



## YOUR MOUSE JUST GOT SMARTER SETTING NEW STANDARDS IN DIGITAL IDENTIFICATION OF LABORATORY ANIMALS

### **Somark Innovations (Somark) is a global leader in laboratory animal identification and data management.**

Somark is modernizing research laboratories with innovative technology and products to streamline and accurately assess test animal characteristics during pre-clinical research.

**Somark** has created the world first **digital mouse**, with the only RFID tag specifically designed for laboratory mice, increasing the accuracy of test animal identification and data recording.

The RFID tag - called **Digitail** - converts manual, analog systems into the digital age, with the durability to last the animal's lifetime and research duration.

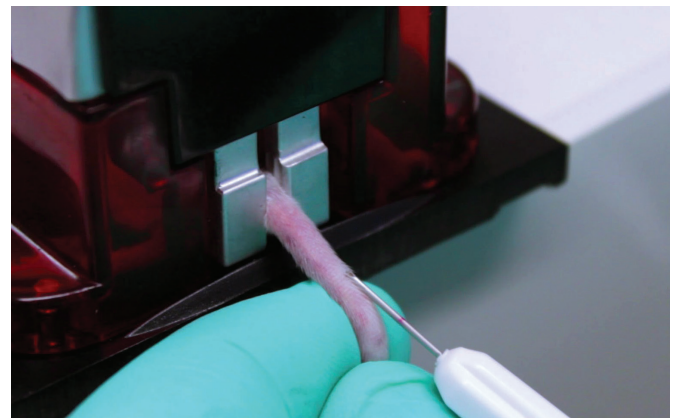
Now, thanks to Somark's new **LinkTo** application, the digital mouse can also easily integrate into existing laboratory data management systems with little or no change to those systems.

But first, let us tell you more about **Digital Mouse** – the world's first RFID tag designed specifically for mice and rats.

Somark's digital mouse provides the efficiency, integrity and accuracy needed within pre-clinical trials. The many capabilities include:

#### **Automated identification which is easy to apply**

- The only tail RFID tag available in the market, specifically designed for mice (and rats)
- An infinite number of unique IDs are provided
- Laboratory technicians can easily apply the tag through a unique placement system, as only elementary training is needed
- Inserted just below the skin at the base of the tail
- Able to be applied in under 5 seconds



*Unique re-useable injection method delivered in seconds.*

### Easy to identify individual animals with greater accuracy

- Can be read through glass and plastic materials used to contain your mice
- Easily scanned with longest reading distance of any tag of this size
- Able to be read consistently, from any angle
- Improves data collection and reporting accuracy, from sentinels to breeders to study mice.
- Minimizes worker stress related to identification of animals with hard to read IDs, such as ear tags, toe clips, sharpie marker ID/ hand applied tattoos
- Reduces operator fatigue and injuries from repetitive motion associated with manual handling and identification
- Highly durable, lasting the lifespan of the mouse and research phase
- Works in all imaging and scanning systems

### Improves animal welfare and research outcomes

- The smallest RFID tag in the market, designed to benefit animal welfare
- Safe restraint equipment is used during insertion of RFID tag
- Does not require surgery, without trauma and damage to underlying tissues
- Does not require anesthesia
- A unique delivery system which places the tag in the desired location
- No migration of tag

### Scalable, universal, cost-effective and reliable

- Easily scalable and suited for small and large studies
- Ideal primary identification method in centralized and de-centralized research facilities
- Reduces cost and risk by eliminating study errors and complications associated with loss of ID, or hard to read IDs
- Complies with regulatory standards for research



21 gauge needle allows placement in the tail. No anaesthesia required

## LINKING YOUR DIGITAL MOUSE TO EXISTING PLATFORMS

If you have existing laboratory software and data management platforms, Somark has created an innovative LinkTo application, which acts as a plugin for existing platforms such as Electronic Lab Notebooks or Laboratory Information Management Systems.

Please visit our website and see how Somark is digitizing and transforming laboratories at: [mysensalab.com/videos](https://mysensalab.com/videos)

**Take your pre-clinical research from analog to digital, establishing a link between your rodent, your lab equipment and your study software.**

- 49% quicker - Improved average mouse selection and weight collection from 33 to 16 seconds\*
- 100% accurate data collected and recorded for the right animal every time
- Improved animal welfare - Less discomfort through the world's smallest RFID tag and no scruffing

*\* 5-week study of daily observations – ID, Weigh, Record  
20 Balb/C mice*

*Digitail tag ID vs ear notching*

*Digital observation vs Manual data entry*

*The digitail identification method can also be combined with our Labstamp tail tattoo product, to create a powerful combination of visual and digital identification.*

**Please get in contact for more information, to receive a demonstration or to discuss your needs.**

To find out more about Somark please get in contact by:

[sales@somarkinnovations.com](mailto:sales@somarkinnovations.com)

+1 800 430 1243

[mysensalab.com](https://mysensalab.com)