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# 3M unveils AI-powered Petrifilm Plate Reader for food safety labs

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**The 3M Petrifilm Plate Reader Advanced can improve laboratory efficiency with fixed artificial intelligence (AI) networks**

3M Food Safety recently introduced the 3M Petrifilm Plate Reader Advanced, a new automation technology that gives food safety professionals new options to rapidly and accurately image, count and document microbiological colonies on 3M Petrifilm Plates indicator tests. By rapidly automating the colony-counting step of 3M Petrifilm Plates, the 3M Petrifilm Plate Reader Advanced saves food safety labs time and increases productivity.

The 3M Petrifilm Plate Reader Advanced can improve laboratory efficiency with fixed artificial intelligence (AI) networks to enumerate 3M Petrifilm Plates, which can get users results in 4-6 seconds or up to 900 plates per hour. The 3M Petrifilm Plate Reader Advanced provides accurate colony counting with proactive, easy-to-use software that simplifies results storage and data analytics, plus produces automated data and reports.

The new 3M Petrifilm Plate Reader Advanced is a small, peripheral device containing a five-megapixel camera and versatile bar code reader. The device utilizes fixed artificial intelligence networks to enumerate 3M Petrifilm Plates. 3M Petrifilm Plates are inserted into the device, with imaging and information automatically displaying on a USB-connected computer in less than six seconds, processing up to 900 plates per hour. The device can enumerate 10 3M Petrifilm Plates and the Staph Express Disk and includes software that allows technicians to edit results and add other relevant sample information. A study conducted found up to 94 per cent reduced time to enumerate 3M Petrifilm Plates when using the 3M Petrifilm Plate Reader Advanced.

"Food safety is always a top concern globally, but challenges related to COVID-19 have put additional pressure on organizations to maximize resources," says Elliott Zell, 3M Food Safety global new product marketing manager. "3M is in a unique position to help the food-and-beverage industry maximize the efficiency of the critical tests it manages each day, and we have invested in advanced hardware and software to help labs reduce tedious tasks in favor of strategic activities. The 3M Petrifilm Plate Reader Advanced — the latest innovation in our iconic 3M Petrifilm solution — uses automation to help increase throughput in testing labs."

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