



## PRESS RELEASE



# Sarine to Adapt Automated 4Cs Grading to Tiffany & Co. Requirements

**Hod Hasharon (Israel), October 29, 2019** – Singapore Exchange Mainboard listed Sarine Technologies Ltd (“Sarine” or “the Group”) (U77:SI), a worldwide leader in the development, manufacturing, marketing and sale of precision technology products for the evaluation, planning, processing, measurement and grading of diamonds and gems, is pleased to announce that it is working with Tiffany & Co. (“Tiffany”) to adapt its automated artificial intelligence (AI) based grading technology to Tiffany’s stringent grading guidelines and criteria.

The aim to perfect the way diamonds are graded and to ensure consistent and accurate grading is a key element in securing consumers’ trust in diamonds. Over the past few years Sarine has invested significant R&D efforts and has been at the forefront of this quest, employing computer vision, advanced software algorithms, machine learning and artificial intelligence to realise technology-based AI-driven objective grading. Sarine’s automated grading technology substantially removes subjective human error and bias from the grading process, thus enabling a new level of accuracy, reliability and consistency.

Sarine and Tiffany will now be working closely together to further develop and adapt Sarine’s solution to meet Tiffany’s discriminating grading standards for Color and Clarity. Sarine’s automated grading technology, introduced in early 2018, was developed to be ‘GIA compatible’, meaning the basis for the machine learning and grading was the GIA grading system. Tiffany’s stringent grading standards pose additional challenges, which require further refinement to adapt the paradigm to Tiffany’s requirements.

Andy Hart, Tiffany’s Senior Vice President of Manufacturing, Diamonds & Gemstones, said, “The anticipated advances in grading technology by Sarine will enable the Tiffany Gemological Laboratory’s graders to continually employ the best technology available in the industry to objectively, consistently and efficiently measure and uphold our demanding grading standards for Tiffany diamonds.”

David Block, CEO of Sarine Technologies, said, “We are excited to be working again with Tiffany, one of the leading polishing and retailing organisations in our industry. Adapting our technology-based grading to meet Tiffany’s rigorous grading standards is a non-trivial task, requiring a dedicated team of gemmologists, scientists and engineers to push the technological envelope even further.”



## **About Sarine Technologies:**

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced evaluation, planning, processing, and finishing systems for diamond and gemstone production. Sarine products include the Galaxy® family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems, laser-marking and inscription machines and polished diamond Clarity, Color, Cut and light performance grading tools and visualisation systems. Sarine systems have become standard tools in every modern manufacturing plant, properly equipped gemology lab and diamond appraisal business, and are essential aids for diamond polishers, dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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