

DIAMIDEX

Webinar

THE NEXT STEP FOR BIOBURDEN TESTING IN WATER

The science behind
MICA Highlight TVC

SEPTEMBER 30TH 3:00 CET

Traditional culture methods for Total Viable Count (TVC) in water can take up to 5 days, as they must account for a wide variety of microorganisms.

MICA Highlight® TVC delivers reliable results in less than 48 hours, combining speed with ISO-equivalent accuracy.

In this webinar, our Head of Innovation, Alexandre Muller, will explain the science behind this breakthrough and how faster TVC detection can transform water quality testing.

WEBINAR HIGHLIGHTS:

- **Scientific Challenge:** Why TVC testing is more complex than targeted microbial methods.
- **MICA Highlight® Explained:** How our dedicated technology reduces detection time to under 48 hours.
- **From Science to Application:** Practical benefits for laboratories and industries that rely on rapid bioburden monitoring.
- **Interactive Q&A:** Ask your questions live and get insights directly from our experts.

WHO SHOULD ATTEND:

- Laboratory Managers and Directors
- Microbiologists and Technicians
- Contract Laboratories and End Users
- Quality Assurance and Compliance Officers
- Water Treatment and Public Health Professionals



ALEXANDRE MULLER
Head of Innovation

With a background in immunology and oncology before joining our team in 2016, Alexandre Muller has been instrumental in all our solutions development. Today, he is both involved in the technical and scientific innovation to push our solutions as far as possible.



**VERONICA
PONNUTHURAI**
Business developer

Veronica Ponnuthurai majored in Microbiology & Genetics and has worked in a variety of commercial roles for prominent multinational corporations in the Asia Pacific and European regions. Her philosophy centers on providing the ultimate customer service experience and is dedicated to making Diamidex a household name in water microbiology testing.

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