

# How Mira is different from Inito

- First, of all, Mira's **technology** is fundamentally different from Inito.
  - Inito is built on a **traditional OPK technology** (nano-gold labeled lateral flow assay). Simply saying: Inito device doesn't **read** the test wand, it **uses your smartphone's camera** to do it: camera takes photo of the line and (based on the line's shade) Inito predicts hormonal level. It is not a **truly** quantitative technology.
    - Mira technology is different: it is based on high-precision professional fluorescent detector. It is practically the same technology that is used in the real clinical labs – but placed inside the tiny, palm-sized reader.
      - Professional fluorescent analyzers are considered **superior** to the cameras of consumer mobile phones for testing. Scientific papers like this one prove it.
      - Why does tech matter for you?
        - **Mira gives you numbers** (plus it's daily interpretation), while Inito only identifies if *fertility is low or high*.
        - **Significantly higher sensitivity**: Mira will notice even tiny hormone fluctuations (that is important for some cycles!)
        - **Significantly higher dynamic range**: that may be crucial if your hormones go out of basic range (that happens often!)
        - Mira Monitor is calibrated and validated to ensure **consistent and accurate measurements**. Phone cameras is not calibrated and not validated.
  - That's why 90,000+ people have chosen the Mira monitor (while Inito claims 20,000+ customers – though both companies have been created basically at the same time). Such a wealth of data has elevated Mira AI: it is **already** trained and optimized on over 10 million hormone data points.

- Mira's accuracy is so well-proven that professionals (fertility clinics, OB/GYNs, research universities) choose Mira Monitor and integrate it into their practice to improve patient experience.
- Mira is highly regarded by the industry: gets many awards (Inc. 5000, Best of The Bump Awards, GetTheGloss Wellness Awards, The Health Tech World Top 50 Innovators of 2022, etc.), appears on most media **lists of the top fertility solutions** / companies.
- Also, the Mira App has a higher rating (Mira 4.8 / 996 ratings vs. Inito 4.4 / 57 ratings).

Mira analyzer vs Inito monitor	<p>The Mira device reads measurements of E3G, LH, and PdG on the test wands and syncs the data to the Mira app via Bluetooth. The app displays the results in numerical values and charts.</p> <p>In contrast, the Inito monitor attaches to a smartphone and utilizes the phone's camera with a built-in light controller to measure the color intensity of lines on a test strip for E3G, LH, and PdG.</p>
Mira wands vs Inito strips	<p>Mira's test wands use a fluorescent lateral flow immunoassay, whereas Inito's test strips rely on the traditional nano-gold labeled lateral flow assay. This means that Mira wands are read by the Mira device, which detects fluorescent signals from the wands. In contrast, Inito wands are read by observing color changes in the lines on the test wands.</p>
<b>Immunoassays difference</b>	<p>Mira employs its state-of-the-art high-precision professional fluorescent detector, the Mira Analyzer, to read Mira test wands. In contrast, Inito relies on the smartphone's camera to read Inito test wands. Professional fluorescent analyzers are typically preferred over smartphone cameras for reading lateral flow immunoassays.</p>
1. How different technologies affect Sensitivity and Dynamic Range:	<p>The Mira Analyzer is equipped with a high-quality and sensitive detector capable of capturing and measuring the subtle fluorescence signals emitted by hormonal assays. In contrast, smartphone cameras are typically not optimized for accurate signal detection from such assays and may have limited sensitivity and dynamic range. This limitation can lead to</p>

	difficulties in accurately detecting low concentrations of hormones.
2. How different technologies improve accuracy and reliability of results	The Mira Analyzer utilizes advanced technologies like spectral filtering and background subtraction algorithms to increase the specificity of hormone detection and minimize background noise. These capabilities effectively distinguish the hormone fluorescence signal from non-specific signals or background interference, resulting in enhanced test result accuracy and reliability. Smartphone cameras generally do not possess these advanced features, making it more difficult to differentiate signals from hormones and background interference.
3. Difference of quality control between different technologies	The Mira Analyzer is meticulously calibrated and validated to ensure consistent and precise measurements. It undergoes rigorous quality control procedures to maintain reliability and traceability. In contrast, smartphone cameras may exhibit varying performance and lack standardized calibration procedures, making it challenging to obtain reliable and comparable results across different devices. While smartphone cameras offer a convenient and accessible option for quick visual analysis of lateral flow assays, they are typically not optimized to meet the stringent requirements of sensitivity, specificity, and accuracy necessary for professional or diagnostic applications. Devices designed for fluorescent detection, such as the Mira Analyzer, adhere to strict assay performance standards and outperform smartphones in terms of sensitivity, specificity, dynamic range, and data analysis capabilities.