

## New Digital Technology to Replace Conventional Multiple Lens System for Diamond Measurement

Diamonds have always been a symbol of expressing love & affection. These precious diamonds are created deep down in the bowels of earth, a process that does not occur evenly but in several phases. This makes these diamonds most precious. Considering this it is utmost crucial to preserve maximum from rough diamond. Beautification without letting even its tiniest particle to go to waste. The most critical stage in beautification of a diamond is diamond planning & marking that decides future of a rough diamond.

In 1997, Indian diamond industry familiarized with the concept of these computer assisted diamond planning & marking by initiative of Sahajanand Technologies. Presently, diamond planning technologies have immensely contributed to gain maximum from rough diamonds and these technologies are an inseparable part of diamond manufacturing industry. Sahajanand Technologies has been known for presenting cutting edge products with unmatched ease of use.

Magnus Series of diamond planning machines from Sahajanand Technologies have captured market in just three years from launch of first indigenous Magnus Planner. From the launch of first Magnus Planner company has consistently innovated & upgraded the planning technologies eyeing maximum efficiency, production capability & ease of use. In year 2007-08, company has launched a number of professional series of Magnus planners customized for specific diamond planning needs. First was *The Magnus Lite*- Production oriented small goods planning machine. Then launched was *The Magnus Pro*- Third generation diamond planning machine.

Recently Sahajanand Technologies launched its most advanced, upfront Digital Technology driven planning machine- *The Magnus Digital*. The machine comes with exceptional high resolution optical bench that is capable of measuring **rough diamonds from 4mm to 18 mm. This salient feature eliminates the need for changing lenses for wider rough size variations.** High resolution digital camera & European laser source are strikingly advanced features with robust yet elegantly sleek profile.



[www.MagnusDigital.co.in](http://www.MagnusDigital.co.in)

*"We have always stressed on use of most innovative technologies in our machines. Continuous up gradations following industry needs & new technology trends leads our R&D operations. One would find complete difference in the technology we have used for our first 'Magnus' & the recent one launched. Talking about the Magnus Digital, the aim of using Digital Technology & high resolution optical bench was to obtain linear accuracy throughout the wider measurement range, which actually drops in multiple lens transitions. When you are dealing with diamonds, precision is top most priority & it can't be obtained with obsolete technology. Diamond industry must look for better technological solutions. We are proud to provide our patrons most advanced technologies from time to time and aspire to continue the same tradition."* says Rahul Gaywala, CEO, Sahajanand Technologies.

The Magnus Digital also addresses the issue of Rough uncertainty that is matter of concern for the industry for quite long time. Rough uncertainty forces diamond manufacturers to switch to rough diamonds that does not match with their regular production lot. In such cases manufactures have to go for planner machines of different measurement capacities or costlier multiple lenses. This needs huge amount of investment.

*"Taking a step forward, we have launched The Magus Digital that can cope up with the rough uncertainty. It measures 0.15 carats to 15 carats without changing lens while maintaining the same, best optical accuracy. With such wide measurement capacity & affordability Magnus Digital is seems a fair deal for diamond manufacturers."* adds Prakash Rakholia, VP-Marketing, Sahajanand Technologies. Industry is looking forward to the Sahajanand Technologies' innovative journey ahead...