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**FOR IMMEDIATE RELEASE**

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## **Morehouse is Excited to Announce the NEW MURA Chatbot**

*Available NOW on our website – <http://www.mhforce.com>*

**York, Pa, June 8, 2023:** Morehouse Instrument Company, Inc. has announced today a new website feature. MURA, which stands for Measurement Uncertainty Resource Assistant, is the fastest and most comprehensive resource for all your force metrological questions. MURA has scanned over 5 million characters from a host of relevant metrological standards, the Morehouse e-book - Force Calibration for Technicians and Quality Manager<sup>(1)</sup>, Morehouse webpages, and other highly technical documents.

MURA was designed to help you make better measurements by answering difficult questions quickly without having to wait days or weeks for an expert to get back to you.

MURA is extremely simple to use - all you have to do is ask! Just click on our MURA icon, located at the bottom left corner on our website.”

MURA has been carefully developed to be as accurate and precise as possible while still retaining its conversational tone. This means that even if you're unclear on something—or just not sure what you're asking—you'll get a clear response that helps guide you on the right path.

<sup>(1)</sup> Force Calibration for Technicians and Quality Managers is FREE and is available [here](#).

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Morehouse Instrument Company: Based in York, PA, Morehouse Instrument Company has been a leading name in the American and international industry-grade equipment manufacturing scene for over a century. Founded in 1920, the company specializes in providing cutting-edge calibration products and services that are intelligently designed to reduce measurement risk. Morehouse Instrument Company is renowned for its industry-leading calibration machines, load cells, load cell accessories, and more. The company has worked for a list of elite clientele worldwide, ranging from NASA to NPL (National Physical Laboratory) to the US Air Force, and more.