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**PRESS RELEASE**  
  
for immediate release

**Work on Embedded Vision Standard has started  
First meeting of standard group end of August with major machine vision players / Thomas Lück from Allied Vision elected Chair**

*Barcelona/Hamburg, 09 October, 2018*. The work on a common embedded vision standard has begun. With an impressive support from machine vision industry players and associations the first meeting of the respective standard group took place on 22-23 August in Hamburg. Currently involved companies in this new standard initiative include 3M, Adimec, Allied Vision, Basler, Baumer, FLIR, FRAMOS, ON Semi, Sensor2Image, Sony Semiconductor Solutions Corporation, and Stemmer Imaging. The Japan Industrial Imaging Association (JIIA) was present as well as the European Machine Vision Association (EMVA). The EMVA is set to be the host association of the new standard.

“The large and prominent list of supporters indicates the necessity to create such an embedded vision standard for the industry”, said the new elected Chair of the standard initiative, Thomas Lück from Allied Vision. “I am positive that progress in the development of the new standard will be fast and we certainly have news to tell during VISION 2018. This will also include the final name of the standard.” Along with Thomas Lück as Chair, Werner Feith from Sensor to Image and Miho Akahide from Sony Semiconductor Solutions Corporation were elected as Co-Chairs.

EMVA President Jochem Herrmann is delighted about the outcome of the inaugural meeting: “This first meeting proved to be very productive. Immediately the relevant areas of work were addressed such as the use of the sensor interface standard SLVS-EC IF; the kernel side of software; and the user side of software which includes how to link to key elements of the already existing GenICam standard which is also hosted by the EMVA. One maxim of our work is to achieve plug-and play for embedded cameras and to provide ease of exchange when using different embedded cameras.”

**About EMVA:**

Founded in May 2003 in Barcelona, the European Machine Vision Association currently has about 120+ members representing more than 20 nations. Its aim is to promote the development and use of machine vision technology and to support the interests of its members - machine vision companies, research institutions and national machine vision associations. The main fields of work of EMVA are: standardization, statistics, the annual EMVA Business Conference and other networking events, European research funding, public relations and marketing. To find out more visit the web site www.emva.org.