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**PRESS RELEASE**  
  
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**European Machine Vision Forum enters its 4th Year with packed Agenda in Lyon**

* *Meeting point at the interface between cutting edge research and commercial opportunity*
* *French evening provides insights in domestic machine vision eco system*

Barcelona/Lyon*, 13 August, 2019.* By bringing together representatives from leading companies active in the machine vision sector, and researchers who are working on cutting edge topics, the annual European Machine Vision Forum taking place from 5 – 6 September in Lyon/France is a one-of-a-kind event providing benefits to both groups.

The well-chosen conference venue is the beautiful premises the Palais de la Bourse, the historic stock market in the heart of the city. Shortly before finalizing the program, the latest amendment was a “French Evening” presentation block covering machine vision activities in the hosting country. Four presentations from lighthouse institutions in French machine vision research and education will give insights in their fields of activity, namely the technology cluster Minalogic; LIRIS institute which is linked to University of Lyon; The French School for Vision Telecom Saint-Etienne & University Jean Monnet; and CEA-Leti institute based in Grenoble.

The conference format is complemented by a peer-selected poster session and an exhibition from leading companies including Allied Vision, Stemmer Imaging, Corning, Prophesee, and Advantech.

In the conference agenda a trio of three key note presentations by acknowledged experts define the common theme “Photonics and Machine Vision: Going Deep into Integration” and structure the event. From his current position as Senior Technologist Europe for Hamamatsu Photonics, Professor Dr., Peter Seitz will give a keynote presentation with the provocative title: 'The future of image sensing - More intelligence or more sensing?'. Dr. Seitz suggests that greater utility in application can be achieved by using advanced processing techniques to include additional sensing functions at each pixel.

Professor Christian Wolf from the National Institute of Applied Sciences in Lyon will present his recent work in a talk entitled 'Learning high-level reasoning in and from images', which addresses the disconnect between how humans are able to simply infer both context and previous events from very short video clips, but yet this remains a complex problem to solve in an image sensing context. For example, given an image of a baby holding a soft toy and a subsequent image of the baby crying without the toy, it is simple for a human to reason that the baby is crying is because she no longer has the toy.

The third keynote speaker will be Dr. François Simoen from the CTO office at CEA-Leti in Grenoble, the electronic and information subsidiary of France's nuclear and renewable energy commission. He will present his view of the evolution of hardware sensing capabilities in his talk 'The convergence of photonics and electronics: an opportunity for machine vision'. Photonic technologies already underpin and enable machine vision applications, playing a significant role in components such as sensors, cameras, fiber optics, displays, and lighting. However, a general convergence is underway between electronics and photonics which is accelerating research and development efforts.

For more details and registration please visit [www.european-forum-emva.org](http://www.european-forum-emva.org).

**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.