 

**EMVA and EPIC sign Memorandum of Understanding   
to strengthen the Photonics and Machine Vision industries**

**The European Machine Vision Association (**[**EMVA**](https://www.emva.org/)**) and the European Photonics Industry Consortium (**[**EPIC**](http://www.epic-assoc.com)**) signed a collaboration agreement on the last week of November 2020, bringing together members and knowledge to better serve and strengthen the Photonics and Machine Vision industries.**

The Memorandum of Understanding (MoU) signature was publicly announced at the EPIC Online Technology Meeting on 3D Sensing on 23 November 2020. The collaboration between EMVA and EPIC is focused on cooperative activities involving continued industry endorsement of standards and supporting the development of an efficient and sustainable industry.

**Driving the standards in machine vision technology**

The partnership will encourage cooperation between the members, including participation at events, collaboration on information exchange and promotion, and advisory mandates to develop an efficient and sustainable industry. Dr. Jose Pozo, CTO of EPIC, said: “Having EMVA on board as a partner brings the opportunity to EPIC members to build potential collaborations and partnerships with the key players of the machine vision industry. The main goal of this cooperation is to facilitate the communication between different parts of the value chain towards building common voice for the interests of companies using machine vision technologies.”

**Implementing agreements and standards for machine vision technology**

“The collaboration with EPIC supports our members and the wider Machine Vision industry by strengthing links across a broad value chain and increasing opportunities for collaboration” said Thomas Lübkemeier, General Manager at EMVA. “ At the same time, worldwide standards provide an important basis for industry growth, and we look forward to working with the extensive network of EPIC to support this topic.”

**About EMVA**

The **European Machine Vision Association** is a non-for-profit and non-commercial association representing the Machine Vision industry in Europe. The association has been founded in 2003 in Barcelona by industry representatives from all over Europe as a network to promote the development and use of machine vision technology. The EMVA is open for all types of organizations having a stake in machine vision, computer vision, embedded vision or imaging technologies: manufacturers, system and machine builders, integrators, distributors, consultancies, research organizations and academia. All members – as the 100% owners of the association – benefit from the networking, cooperation and the numerous and diverse activities of the EMVA. [www.emva.org](http://www.emva.org)

**About EPIC**

The **European Photonics Industry Consortium** (EPIC), a membership-led non-profit industry association with over 600 members that promotes the sustainable development of organisations working in the field of photonics. Its members encompass the entire value chain from LED lighting, PV solar energy, Silicon photonics, Optical components, Lasers, Sensors, Displays, Projectors, Optic fiber, and other photonic related technologies. EPIC fosters a vibrant photonics ecosystem by maintaining a strong network and acting as a catalyst and facilitator for technological and commercial advancement. EPIC works closely with related industries, universities, and public authorities to build a more competitive photonics industrial sector, capable of both economic and technological growth in a highly competitive world-wide marketplace.

[www.epic-assoc.com](http://www.epic-assoc.com)

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