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| **Press release** | **06.02.2018** |

Allied Vision presents cameras for embedded vision at embedded world 2018

**Image processing expert Allied Vision exhibits at embedded world 2018 in Nuremberg for the first time**

*Stadtroda, Germany, February 6, 2018* - Allied Vision is participating for the first time as an exhibitor at the leading international fair for embedded systems "embedded world 2018" in the Exhibition Centre Nuremberg from February 27 to March 1, 2018. In hall 4A, at booth # 531, the camera manufacturer will be presenting live demonstrations of how image processing can be integrated into embedded systems. The highlight of these demonstrations are the camera models of the new Allied Vision 1 product line. It has been specifically designed for embedded vision applications and offers powerful image processing in a small form factor, low energy consumption and an attractive price.

**Live demonstrations**Visitors to the trade fair can see the 1 product line with MIPI CSI-2 interface in action, which, connected to an embedded board via an adapter board, simultaneously delivers and implements image optimization features in four different sections (Region of Interest or ROI) of a captured image, such as debayering, binning, white balance, contrast enhancement, 12-bit look-up-table, gamma. A second live demonstration shows an application focused on quick identification of faulty parts, e. g. during the production process. A system-on-module with a carrier board form the basis of this embedded application. In addition to the 1 product line, an Allied Vision Mako camera is shown here, which can be easily integrated into compact systems thanks to its small format.

**The Allied Vision 1 Series Product Line: A New Camera for Embedded Vision**At the beginning of January 2018, the new Allied Vision 1 product line was awarded Top Innovation 2018 by the trade journal for image processing, embedded vision and 3D metrology, "inVision". The Allied Vision 1 product line gives embedded system developers access to image quality and camera performance previously unattainable for cost and space reasons.

The heart of the new Allied Vision 1 product line is the unique ALVIUM® technology. It consists of a proprietary chip design optimized for advanced digital image processing. The first camera families based on this platform "powered by ALVIUM® technology" are the 130 and 140 series. Both camera series will be available with MIPI CSI-2 and USB3 Vision interfaces and a wide range of sensors.

**Flexible and easy to integrate**In addition to the 1 product line, two other, GigE Vision camera families in the Allied Vision product portfolio offer interesting advantages for use in embedded systems. The Mako camera can be easily and flexibly integrated into existing systems thanks to its small dimensions (60.5 mm x 29 mm x 29 mm) and its numerous input and output control options. It is particularly suitable for use in compact systems with small installation space and cost-sensitive applications. The versatile Manta camera offers a wide range of modular options, including angled head and board level variants that allow the camera to be integrated into almost any application.

**embedded world Conference**In the thematic area "Embedded Vision", Allied Vision is contributing to the embedded world conference program, which will take place parallel to the exhibition at the trade fair center. The presentation title is "Shifting Advanced Image Processing from Embedded Boards to Future Camera Modules - a Paradigm-Change for Embedded Designers?" The speaker is Paul Maria Zalewski, Product Manager at Allied Vision. The presentation will be held at 10:30 am, on Tuesday, February 27, 2018 at the NCC Ost Exhibition Centre.

The Allied Vision Team will be happy to answer any questions you may have regarding embedded vision, the presentation at the embedded world conference or the products of Allied Vision.

**embedded world exhibition**

* 27.02. – 01.03.2018
* Exhibition Centre Nuremberg
* **Allied Vision Booth: hall 4A, booth # 531**

**embedded world conference**

* 27.02. – 01.03.2018
* Exhibition Centre NCC Ost, Nuremberg
* **Allied Vision presentation: Tuesday, 27.02.2018, 10:30 am**

**Allied Vision company profile**For over 25 years, Allied Vision has been helping people to reach their goals focusing on what counts. Allied Vision supplies camera technology and image capture solutions for industrial machine vision applications and embedded systems. With a deep understanding of customers’ needs, Allied Vision finds individual solutions for every application, a practice which has made Allied Vision one of the leading camera manufacturers worldwide in the machine vision market.
The company has nine locations in Germany, Canada, the United States, Singapore, China, France, and the UK, and is represented by a network of distribution partners in over 30 countries.
[www.alliedvision.com](http://www.alliedvision.com)

**Contact (Company Headquarters):**Allied Vision Technologies GmbH, Taschenweg 2a, 07646 Stadtroda, Germany
T: +49 36428/677-0, F: +49 36428/677-24, E-mail: info@alliedvision.com

**Media contact:**

Francis Obidimalor
Allied Vision Technologies Inc., 102 Pickering Way - Suite 502, Exton, PA 19341, USA

T: +1-484-881-3398, F: +1 978-225-2029, E-mail: francis.obidimalor@alliedvision.com

Nathalie Többen

Allied Vision Technologies GmbH, Klaus-Groth-Str. 1, 22926 Ahrensburg, Germany

T: +49 4102/6688-194, F: +49 4102/6688-10, E-mail: nathalie.toebben@alliedvision.com