



# YEARS of VISION

## One VISION

The world's leading trade fair  
for machine vision

6 - 8 November 2012 Messe Stuttgart





Thomas Walter // Director  
of Industry & Technology  
at Messe Stuttgart

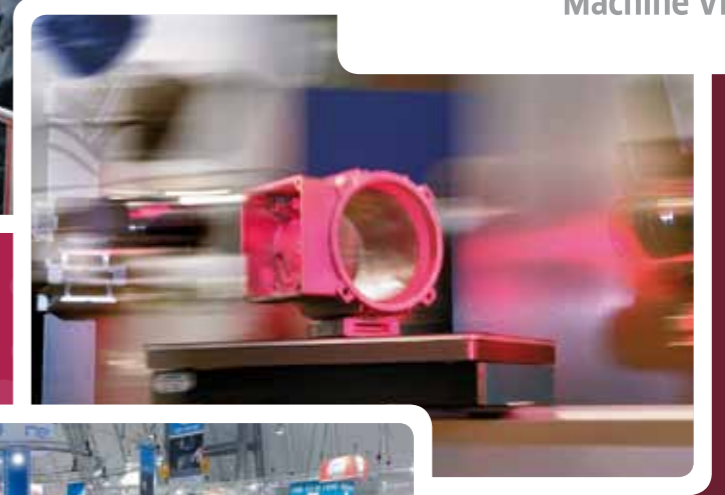
## 25 years of VISION – Taking a look back

VISION is turning 25 – and the entire industry is joining the celebrations! Although still quite young, the machine vision industry has developed at an exciting and extremely successful pace over the last quarter of a century. It all began in 1988 with “Vision – International Trade Fair and Congress for Machine Vision and Artificial Intelligence”, which took place in the trade fair halls in Sindelfingen together with “Ident – International Trade Fair and Congress for Automatic Identification and Sensors”.

Just two years later in 1990, the big move was made to Stuttgart and the former trade fair grounds of Messe Stuttgart in the Killesberg region. Two further trade fairs were added, giving rise to the umbrella event of four high-tech fairs: “CAT / Quality / Ident / Vision”. In recognition of the major innovation shown by what was still a relatively young sector, the VISION Award was established in 1993 and presented for the first time. It clearly signalled that the smaller, more specialised trade fairs were set to shape the future, far better equipped to address the needs of visitor target groups. It was thus only logical for the “Ident / Vision” elements to leave the combined trade fair group and set up on their own as part of the autumn schedule. However, this collaboration failed to really establish itself and experienced its lowest point in 1996 when no more than 50 companies exhibited in Hall 7. The catalyst for growth came from the increasing role of machine vision as a key industry technology, which as a result required a platform to satisfy this interest and meet demand. What followed was the dissolution of the European VISION Clubs and, in Germany, the birth of the VDMA Machine Vision sector. At the same time, Messe Stuttgart took the decision to promote VISION as a stand-alone event in order to explore its huge potential. This proved quite a success, with exhibitor and visitor figures steadily growing. With support from VISION’s professional and conceptual supporter, VDMA Machine Vision, Industrial VISION Days made its début in 1997, quickly becoming an essential information platform for the entire industry with its high-quality, user-oriented talks and podium discussions. Thanks to our international partners AIA and JIIA, VISION has become an increasingly global event and it continues to build on this rising trend today. The move to the new trade fair halls next to Stuttgart Airport in 2007 was another leap forward in terms of service, accessibility and international resonance. In the meantime, VISION has become the world’s leading trade fair for machine vision and the annual meeting point for the industry in Stuttgart. I would like to welcome all exhibitors, both those who have supported VISION right from the very start and those who have joined us over the years, to VISION 2012. Let us celebrate this milestone together!

Warmest regards! Cheers!

*Thomas Walter*



  
**VISION**  
25<sup>th</sup> International  
Trade Fair for  
Machine Vision

**One VISION 25 Years of VISION**

# It's a kind of magic

When the doors to VISION first opened 25 years ago, the machine vision industry was itself only just getting started. The history of VISION is thus closely linked to that of the industry - and the history of the companies too who have shaped this industry. Several of today's global market leaders were some of the very first exhibitors, others joined as the years progressed. However, they all have one thing in common: their special VISION memories. For our anniversary brochure, these companies have shared their most striking recollections and, at the same time, provided an insight into what the future holds for the machine vision industry.\*

\*All the interviews for this brochure were held at VISION 2011.



Myriam Beranek /// SONY

"Well, 25 years ago I was still a very little girl. I discovered the world of VISION just four years ago, via this show in Stuttgart, **and must say that what struck me was the feeling of entering into a genuine family**; where one needs the other to exist.

What will be in 25 years? In any case I expect that the use of machine vision will then be integrated throughout our homes, be it for entertainment or to more easily manage the chores. It will help us to improve our life and to protect our environment much better than today. And, last but not least, I hope I will still be celebrating at the STEMMER Party in 2037."



Colin Pearce /// Active Silicon

"Next year is our 10th year at VISION and we will be celebrating! We have strong memories of our first VISION show - **how welcoming everyone was and how well the show went for us** - no wonder we have been back every year since! At VISION 2011 we saw the new Medical Discovery Tour, plus this year's winner of the VISION Award was in 3D dentistry - I believe we are at the start of seeing more and more applications of vision in these areas, and no doubt over the next 25 years we will see some exciting and revolutionary applications at VISION."



Rainer Rössel /// igus

"My most memorable impression is of my very first VISION six years ago. Prior to this I had visited the SPS event in Nuremberg, where I spoke to a leading machine vision provider. He told me to 'make a ten-metre long FireWire cable and head to VISION', where success would be guaranteed. And he was right. We had a very small stand in the very last corner of the hall and yet it was still only the first day when I had to request two additional employees. **I have never experienced such an impressive reception at a trade fair.**"

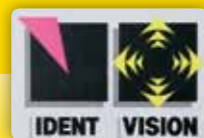


Michael Engel /// Vision Components

"In 1995, I came to VISION as a visitor with my first intelligent camera in my bag which I wanted to discuss with some of the exhibitors. An independent advisor from Frost & Sullivan thought my camera was 'a super idea' and that I should 'pursue it further.' One year later, we exhibited at the event with Vision Components - and every year after that without exception. **VISION is the most important event of the year.** There is no other trade fair, not in the US or Japan, that can match it. And we have the added bonus that it's located right on our doorstep...!"

1st VISION

1988



1989

First VISION event in Stuttgart

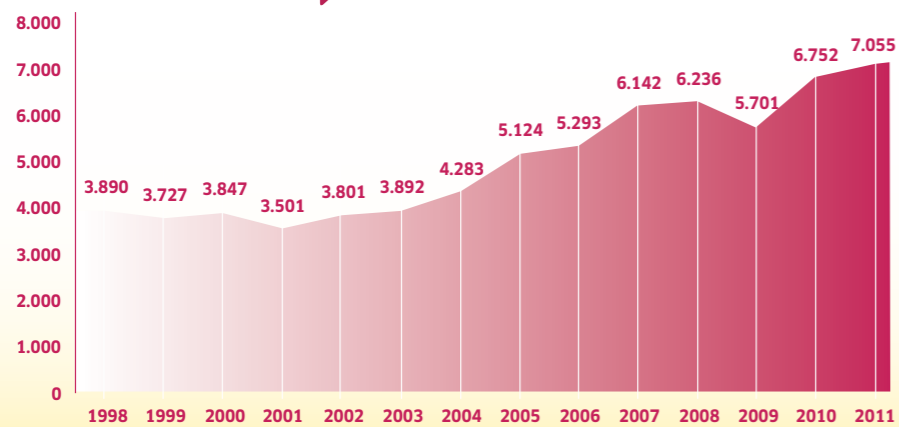
1990

1991

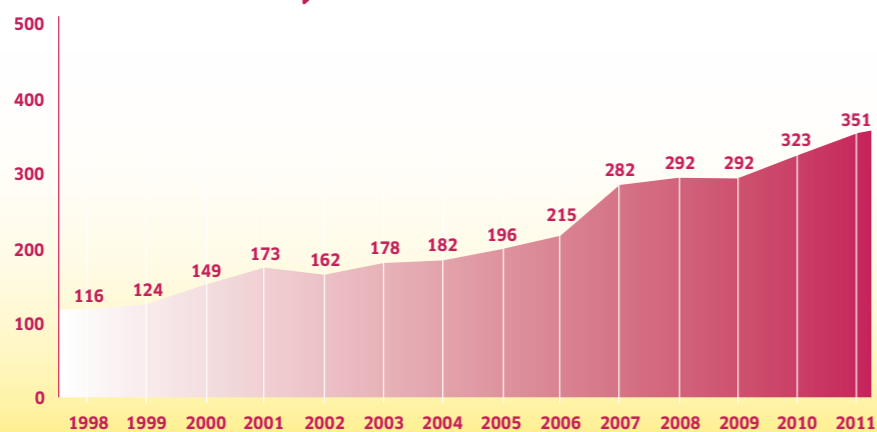
# VISION - A success story in figures

Of course, VISION was not a success story right from the very start. Every new trade fair must first establish itself, especially when the industry finds itself in a phase of discovery. It can be taken for granted that there will be both highs and lows over 25 years. However, taking its overall existence into account and the last ten years in particular, it is safe to say the development of this event has been incredible. Exhibitor and visitor figures continue to grow, representing an industry that is also going from strength-to-strength and has far from exploited its potential. Which, if nothing else, is reflected in the sharp increase of international guests.

Visitor development 1998 - 2011



Exhibitor development 1998 - 2011

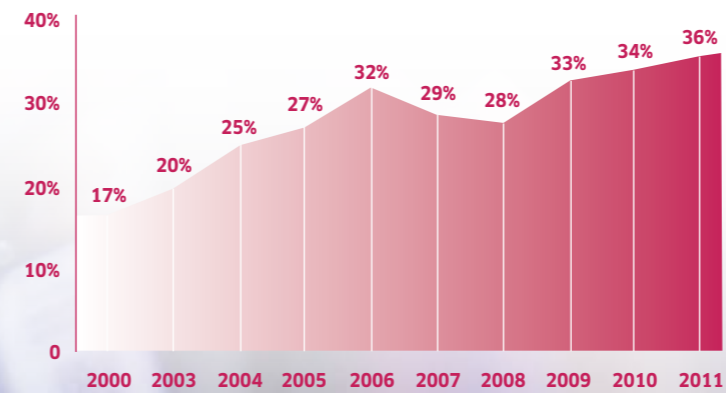


VISION Award

1993



International VISION visitors 2000 - 2011



Dr. Olaf Munkelt // MVTec & VDMA Machine Vision

"Business is so good at the moment that we have come to the trade fair with relatively few employees. The interest shown by the visitors here remains unabated. However, **there is a remarkable increase in international guests here** which means, for MVTec as an international company, participation in the VISION event is a must even if it is just to support our existing customers."



Mike Gibbons // Point Grey

**An event to remember**

"We've been exhibiting at VISION in Stuttgart for almost a decade, but one show that stands out for me was VISION 2008. That year we really expanded our exhibition presence - we actually had two stands. I recall at one point looking around our main stand and realising that for every customer looking at our products there was at least one competitor looking too. That was memorable - knowing that we had reached a point in our company's growth that our competition was as interested in our products as our customers."



Dr. Dietmar Ley // BASLER

"Two years ago, we presented our ACE compact camera for the first time at VISION. Today, it is our most successful product, comprising almost half of production. **We have acquired so many new customers in such a variety of new markets.** Machine vision is set to emerge from the mass market industry and move towards non-industrial applications."



# We will rock you!

The legendary STEMMER Party will be taking place as always on the second evening of the trade fair. For many, this event is one the top highlights of VISION. Wilhelm Stemmer, machine vision pioneer, has also left his mark on the history of VISION in a very different way ...



And even when the trade fair doors close, VISION continues. At the exhibitor evening, the VISION community meets to network, relax and chat about things other than business.



Wilhelm Stemmer /// STEMMER IMAGING

### 1996 The Show must go on!

"STEMMER IMAGING is a company that has really led the way for machine vision. Right from the very start, we believed VISION had the potential to be a highly successful trade fair. This is why, when its future looked precarious in the mid 1990s, we did everything we could to keep it going. For example, we revived the event by sending a mass mailing, together with Messe Stuttgart, to all our customers. I think I am justified in saying that, with this action, we played a part in saving VISION. And I am delighted that it worked! We are honoured to be able to host the legendary Stemmer Party each year, which no doubt has something to do with our assistance all those years ago."

Industrial VISION Days

1997



# From start-up to international player

Many of the leading machine vision companies came from small beginnings. They acquired their first customers at VISION and have grown together with the event. Here are three typical stories ...



Jürgen Hartmann (left, pictured with Torsten Wiesinger) /// IDS Imaging Development Systems

"Over the years here at VISION, there has been one particular highlight for me: our very first time at the trade fair in 1997. We only had a small table as co-exhibitors but I was extremely proud. Back then, we met our first large OEM customer - with whom we still collaborate today. **We started off with two employees in 1997 and our company has since grown to 106 people.**"

1998



Frank Grube /// AVT Allied Vision Technologies

"Over the last ten years, Allied Vision Technologies has come from being a relative newcomer to one of the leading camera manufacturers on the market. It all started with the introduction of the Dolphin camera family at VISION 2002 and, since then, AVT has gone from strength to strength here in Stuttgart. VISION is simply THE meeting point for the machine vision industry: **this is where new trends and technologies are presented, discussed and experienced.** As one of the largest exhibitors, we are looking forward to VISION 2012 in the new hall - with yet an even bigger stand!"



Christian Demant /// NeuroCheck

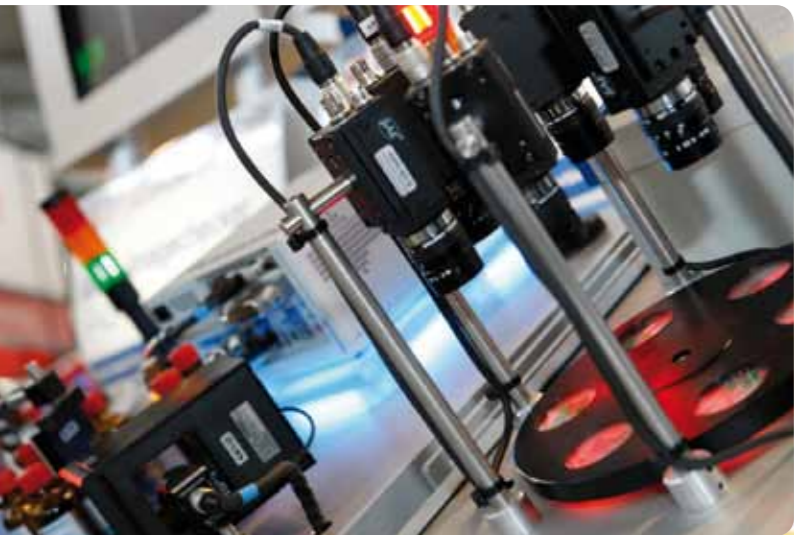
"Founded in 1993 right in the middle of the recession, NeuroCheck was taking part in the Ident & Vision trade fair in Stuttgart Killesberg just one year later as a co-exhibitor. On approximately two square metres of space, with a poster, a PC and plenty of optimism, we started up on our own and **VISION has accompanied us on our journey ever since.** Today, with 45 employees at three locations and more than 10,000 systems installed across the world, we are once again looking forward to this mandatory event in the autumn, which has gained significant international recognition since the move to the new grounds."

1999

1996

# Incredible vision

What makes VISION so unique? Or what makes VISION even possible? It is quite clearly the product; the machine vision system with all its components, from the sensor to the processor, from the camera to the cable, from the software to the lighting system. Thanks to this technological marvel, more and more applications, each more spectacular than the last, are being developed for the most varied of industries. And this increasingly involves the non-industrial areas too.



Andreas Schaarschmidt /// SVS-Vistek

**“Many of the new ideas shown over the years at VISION are now an everyday occurrence:** take, for example, brake assistance systems, systems to keep the car in lane or the latest one to prevent the driver from falling asleep. This is all possible thanks to machine vision. Soon it will be possible to automatically analyse traffic signs and maybe machine vision will even feature in aeroplanes to improve safety.

And further into the future? On the one hand, machine vision will play a significant role in a more intelligent and more flexible traffic control, on the other it will certainly be more involved in daily life. The development of new sensor technology will open up completely new possibilities, ones that we still have yet to explore.”

2000

2001



Manfred Gruber /// AIT Austrian Institute of Technology

“We have **the smallest 3D intra-oral scanner in the world** on display at our stand”, which facilitates a non-contact measurement of teeth and effectively rules out the former silicone impression. It is fitted with two stereo cameras, takes all pictures in real-time and sends the data to a computer where it can be directly processed by the dentist. For the scanner, which is small, light and still relatively inexpensive, we received this year’s VISION Award.”

(\*This statement was made at VISION 2011)

2002



Jean-Pierre Heinrichs /// NET New Electronic Technology

“The introduction of the GigE Vision industrial camera has, in my opinion, changed the entire industry. This is not just a product but a way of thinking. Since then, there has been incredible change seen in the standardisation, universal implementation and comparability of products. **The future is machine vision in the third dimension.** For example, doctors will be able to explore the body in ‘stereo’ and distance measurements from live 3D camera images will also soon be possible in real time.”

2003



Marcel Seeber /// Baumer

“This year, we are presenting three world firsts.\* The world’s fastest GigE cameras, our new Board Level camera series and vision sensors with an integrated flash controller, C-mount connection and resolutions up to 2 megapixels. VISION was, without a doubt, our top choice of location for presenting these products; it is after all **the world’s leading trade fair and will remain so for the foreseeable future.**”

(\*This statement was made at VISION 2011)



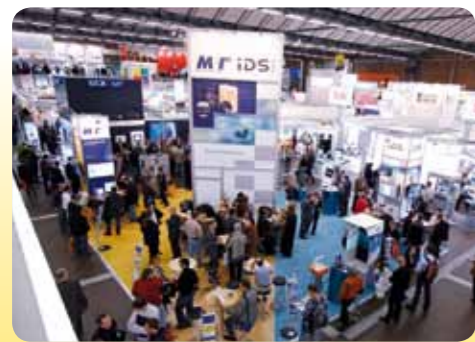
Mark Williamson /// STEMMER IMAGING & UKIVA

“It’s a unique technology that has applications in such a diverse range of markets. We are seeing vision in gaming (Kinect), cars (lane guidance etc.) and sports (hawkeye for tennis and cricket). **What’s unique is we can find applications in almost all markets, not many technologies have this breadth of opportunity.**”

2003

# Quantum leap

Following years of preparation and building work, the time finally came in 2007 for the new trade fair centre, located directly beside Stuttgart Airport, to open its doors. It was a quantum leap forward, opening up new possibilities from which VISION also benefited. An increase in visitor and exhibitor numbers resulted, the trade fair stands were significantly bigger. Many of our exhibitors, however, still look back fondly on the “cosy” atmosphere of Killesberg.



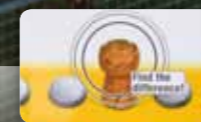
2004



2005



2006



2007



Florian Niethammer // VISION Project Manager

“VISION grew significantly in 2007 with the move to the new grounds. We are now preparing for our second move - to Hall 1, the jewel in the crown of the trade fair grounds and, with around 21,000 m<sup>2</sup>, by far the largest hall. Staying true to this year’s claim of having ‘One VISION’, **the entire industry will be combined under the one roof** for the first time. And even though this move is taking place within the new trade fair grounds, we believe it will give rise to another growth spurt for VISION. I’m already looking forward to welcoming you all to the anniversary celebrations!”



Dr. Andreas Franz // Framos

“Framos has been on the market for 30 years - and an exhibitor at VISION for the past 25. **The real drastic change for me was the move from Killesberg to the new trade fair grounds.** Before this, there was a real familiar, close-knit atmosphere; now it is a massive event. However, it is not only VISION that has grown but also the market and the current trend is clearly for on-board machine vision for cameras.”



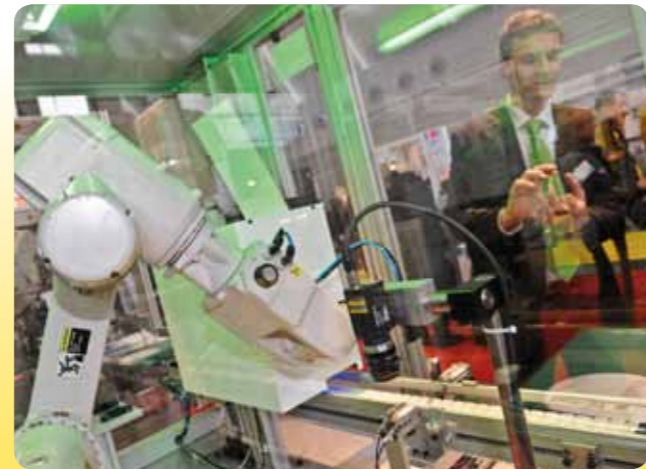
Greg Hollows // Edmund Optics

“My strongest memory is of my first attendance to VISION. To see **so much technology and imaging knowledge contained in one location** was inspiring. Plus, the tighter quarters of the old location made the event uniquely cosy.”

Move to the new trade fair grounds

# Don't stop us now!

For many young companies, VISION is a stepping stone to greater things. This is where they can make a name for themselves, simply because anyone who has anything to do with machine vision attends this unforgettable event. VISION is by now the most important strategic aspect of any marketing concept, for companies of every shape and size.



Oliver Menken /// VR magic

"This is our fourth time exhibiting at the trade fair and **we are again delighted with how everything has gone.** There is so much going on here; the event really meets market requirements and we have the opportunity to implement this into our products. We'll be returning again next year - with new products and a bigger stand."

Mark Pontin /// Resolve Optics

"Over the last four years VISION has become integral to our marketing strategy. We find the **show attracts a wide variety of visitors from all industries** and is certainly not restricted to machine vision. This provides us with a wide exposure to new customers that is not available from other shows."

Lothar Stöcks /// SensoPart

"We manufacture vision and optoelectronic sensors for automation technology and this is our first time here. We are looking to strengthen the SensoPart brand in the world of machine vision and **VISION is the perfect platform to do so.**"

Christine Zimmermann /// autoVimation

"We are still a very young company and this is only our fourth time here. Despite this, we are gaining in popularity and have seen an increase in visitors year after year. After all, it takes a while for new ideas to spread. We met with curiosity in previous years, this year we really have been inundated with interest - there wasn't even time for lunch on the first two days. Needless to say, we are very satisfied customers! **The stand for VISION 2012 has already been booked** - this time directly by the entrance to Hall 1."

Hansjörg Hutt /// Festo

**"VISION just gets better and better for Festo.** It is a unique event that presents the vast scope of automation technology, including the theme of light. With our automation kit, we are showcasing our entire spectrum of services - from drive technology and control to machine vision, right down to handlings as mechatronic sub-systems. We are thus able to guarantee our customers a coordinated range of components, suitable for all interfaces and coming from the one source."

Torsten Zöller /// Cognex

"Cognex boasts a broad spectrum of hardware and software products, both for machine vision and ID code reading systems. With more than 900 highly qualified employees the world over, we are the largest company in this segment. **As a market leader, participation in VISION is very important to us.** This is where we provide new and existing customers from all over the world with information about the latest technologies. We are currently pre-occupied with application-oriented machine vision solutions, involving the optimisation of production processes from a very broad perspective."

## Integration Area

2008



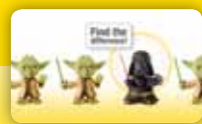
2009



2010



2011





## A new idea is born: the Integration Area

VISION is not just a marketplace for component manufacturers but also a platform for system suppliers and integrators. The warm reception received by the Application Park and Integration Area during previous events has confirmed that a focus on the end user is becoming increasingly important.

What first started with the Integration Area in 2009 has since become an integral part of the trade fair concept. The Integration Area, getting bigger year after year, is the first port of call for any visitor looking for specific information on applications. The exhibitors have also rated this concept very highly.



Meinrad Borho /// Visuelle Technik

"As system integrators, we are exhibiting in the Integration Area. The interest shown in specific applications over the past few years has steadily increased, so this year we doubled the size of our stand. What are our hopes for the future? That VISION stays on trend and keeps up this high standard. With this trade fair venue, that will more than likely be the case."



Andy Long /// Cyth Systems (USA)

"We have been visitors at the show for the last 5 years, and decided to exhibit at Stuttgart's VISION to support our new UK office. The response has been amazing and the contacts very targeted. The business opportunities far exceeded our expectations. From now on, we plan to return as exhibitors every year."



Sandra Söll /// in-situ

"This is already our fourth time here in the Integration Area. The concentration of themes here is extremely important to us because it ensures a significantly higher number of visitors come to our stand. We have also taken part in the Medical Discovery Tour this year, where future, trend-setting applications are conceived. The buzzword right now is 'Distance Doc' which involves the assignment of operations to specialists who are able to intervene via telerobots."



Dr. Hans J. Grossmann /// compar

"VISION really is THE leading trade fair in Europe. There was no doubt we, as European-wide system integrators, would be taking part in the Integration Area. We also have the opportunity here to showcase our special industry expertise in the automotive, medical and watch industries."



Andreas Zydek /// AZ Solutions  
Tobias Hammer /// BHV Automation

"This is our first time at VISION and we were inundated with well-informed enquiries. Some visitors even left parts here with the request for possible solutions. We have learned a lot being here and the event has given us plenty to work on."



Katrin Pape /// CTMV

"The Integration Area has been a real success. Even though VISION is primarily an international components trade fair, the right kind of visitor came to our stand. We were able to make plenty of new contacts and met with potential customers who were searching for specific solutions."

Move to Hall 1

2012

2013

2014

2015

# Attendance is mandatory

Take part in the world's leading trade fair for machine vision, together with industry market leaders and many small, highly specialised companies. With our attractive packages, it is possible for all interested companies to exhibit individually at VISION.



**International Pavilion**

Unique complete offer: for a **6 m<sup>2</sup> stand** incl. stand construction & services

**€1,800.00**

**Integration Area**

Unique complete offer: for a **9 m<sup>2</sup> stand** incl. stand construction & services

**€2,200.00**

for a **18 m<sup>2</sup> stand** incl. stand construction & services

**€3,786.00**

**Stand rental prices**

from **€139.00/m<sup>2</sup>**

**BMW joint stand**

Unique complete offer: for a **12 m<sup>2</sup> stand** incl. stand construction & services (with sponsorship from BMWi)

**€1,168.00**

(all prices plus VAT)

## Is this the real life? Is this just fantasy?

The year is 2037. We take a taxi from our hotel to Messe Stuttgart and VISION. The taxi driver hands us glasses that allow overlays so that we can see interesting items along the way. Once we get to Messe Stuttgart, the vision systems we will be wearing and which are built in everywhere will guide us exactly to where we want to go: Should we bump into someone on our way, the vision systems will show us the name and all relevant information on this person. The show itself will be laid out by robots with vision skills and some of the booths will be entirely virtual, however only a few because personal interaction with each other will remain an essential part of the trade fair experience even in the distant future.

(by Andy Long, Cyth Systems)



Landesmesse Stuttgart GmbH | Subject to change | No liability assumed for the information provided, March 2012

### For all exhibitors

**Industrial VISION Days:** Are you interested in presenting at the Industrial VISION Days at no extra cost? Then we look forward to receiving your application. The internationally renowned presentation forum is organised by VDMA Machine Vision.

**VISION Award:** Have you developed a ground-breaking product or machine vision system? Immense publicity is guaranteed if your company wins the award, which is sponsored by Imaging and Machine Vision Europe (IMVE), for an excellent solution in applied machine vision.

The **call for papers** for the Industrial VISION Days and the VISION Award is sent in April 2012. Apply with your abstracts!

**Career Centre and Job Board:** Publish your jobs online and use the free career coaching service.

### For new international exhibitors

The **International Pavilion** provides an excellent opportunity for companies from abroad to exhibit at VISION without the organisational and financial constraints. Showcase your products, services and solutions together with other companies from all over the world to an international audience.

### For system integrators

Within the framework of the **Integration Area**, we would like to offer system integrators and solution providers the opportunity to introduce their special applications and competencies at the world trade fair for machine vision. The Integration Area is sponsored and promoted by INSPECT magazine with several full-page advertisements.

### For newcomers (80 percent sponsorship from BMWi)

New, innovative companies from Germany have the opportunity to exhibit at the **joint stand of the Federal Ministry of Economics and Technology (BMWi)**. The BMWi covers 80% of your trade fair costs and ensures the smooth processing of your application.

### Further highlights

**Application Park:** Covering more than 200 square metres, the Application Park displays the complex interaction of machine vision, handling technology and automation. Partner: Vereinigte Fachverlage

### Medical Discovery Tour

**Medical Discovery Tour:** With the Medical Discovery Tour, we are specifically addressing visitors from the medical technology sector who are interested in learning more about innovative machine vision applications. A special circuit will include the stands of relevant exhibitors. Are you planning to present products and applications concerning this specific theme? Then we look forward to hearing from you. Presentations can also be held during the Industrial Vision Days.

**International Machine Vision Standards Special Show:** Here, visitors find out everything about the most important current standards, their application possibilities and benefits. The special show is organised in conjunction with the Automated Imaging Association (AIA), the European Machine Vision Association (EMVA) and the Japan Industrial Imaging Association (JIJA).

The **VISION Academy** offers seminars for machine vision users. With four different themes, various user groups are directly addressed: machine vision newcomers, maintenance engineers, systems providers and mechanical engineers.

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Please direct all queries regarding Industrial VISION Days, the VISION Award, the BMWi Stand, the International Pavilion, the Integration Area and the Medical Discovery Tour to the project management team. We will be more than happy to help you develop your own individual concept.

Professional and promotional supporter:



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