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VDMA Machine Vision: "VISION Start-up 2020" selected

- **HD Vision Systems is the VISION Start-up of 2020**
- **Viewers convinced by the topic of „Light field and Deep Learning-based Machine Vision“**

Frankfurt/Stuttgart, 18 November 2020 – On November 11, 2020, six candidates competed live in an exciting digital pitch session. HD Vision Systems GmbH made the best impression with the topic of "Light field and Deep Learning-based Machine Vision" and was chosen as the winner with 39 per cent of the votes cast. "We are absolutely delighted with the award as the VISION Start-up of 2020! The VISION start-up pitch of VISION and the VDMA is a fantastic opportunity for us as a young company to make us and our technology better known to a wide audience of specialists. VISION represents total success for us: in 2016 as a university project and in 2018 as a newly established start-up, we were able to acquire our first customers and forge many valuable contacts during the trade fair in Stuttgart. The VISION start-up pitch has already proved worthwhile for our company: we received the first customer inquiry less than five minutes after the end of the competition! We are truly delighted and are already looking forward to the next VISION in 2021," says Benedikt Karolus, COO/CFO of HD Vision Systems GmbH.

"I am delighted that HD Vision Systems won, because they showed us in their presentation how to solve previous problems easily with AI and image processing" says jury member Sigrid Roegner, Head of Business Innovation & Ecosystem, IDS Imaging Development Systems GmbH.

The winner can now look forward to free participation in the VISION Start-up World in 2021 and media reporting by various channels in the PR activities of the VDMA.

Together with the VDMA Machine Vision (part of the VDMA Robotics + Automation Association) and the VDMA Startup-Machine network, VISION paved the way in which young start-ups could present their company with all their innovations. 35 entries were received beforehand. A jury nominated six companies and invited them take part in the digital pitch, during which 124 viewers were online and finally selected the winner.

"There were so many exciting proposals, many of them with non-industrial applications. The selection of the six finalists out of the 35 proposals was very difficult for the jury. This shows how dynamic the industry is and how much potential vision technology has! It is particularly interesting to see how quickly the start-ups convert the technologies of the future into business ideas," says Dr. Klaus-Henning Noffz, member of the jury and Chairman of the VDMA Machine Vision Division and Director New Business Development, BASLER AG.

"We were impressed by the large number of first-class entries and the compelling pitches of the finalists. We are looking forward to welcoming HD Vision Systems as the start-up winner at VISION 2021," said Florian Niethammer, Team Director and responsible Project Manager for VISION at Messe Stuttgart.

About VISION

VISION, the world's leading trade fair for machine vision, will take place in Stuttgart (Germany) from 5 to 7 October 2021. Every two years, the trade fair covers the entire spectrum of machine vision technology. In addition to first-class exhibitors from all over the world, it also impresses with its varied accompanying programme. Proven formats, such as the world's largest presentation forum for machine vision, the "Industrial VISION Days", will also take place in 2021. (<https://www.messe-stuttgart.de/vision/>)

The VDMA represents about 3300 German and European companies in the mechanical engineering industry. The industry represents innovation, export orientation, medium-sized companies and employs about four million people in Europe, more than one million of them in Germany.

As part of the VDMA Robotics + Automation Association, **VDMA Machine Vision** has more than 115 members: suppliers of machine vision systems and components as well as integrators. The aim of this industry-driven platform is to support the machine vision industry through a wide range of activities and services. Key areas of work are statistical analyses and the annual market survey Machine Vision, standardisation activities, marketing, public relations, trade fair policy and networking events and conferences. Further information can be found at: <http://ibv.vdma.org>