

## **Vision Show 2008**

### **Xenics Adopts New Brand Identity to Broaden its Presence in International Markets**

*Stuttgart, 4. November 2008 --- Xenics, the sole European provider of advanced infrared detector solutions, exhibits its IR camera program at Vision 2008 (4 to 6 November 2008, Stuttgart, Germany). Additionally, Xenics has chosen Vision 2008 to introduce its new brand identity and strategic direction for an application-oriented, market-driven approach to serve the worldwide growing demand for cameras with higher resolution, higher speed and better sensitivity.*

As part of its newly defined comprehensive development, manufacturing and support strategy, Xenics has opened new sales offices in North and South America, and installed a fully owned sales and manufacturing subsidiary in Singapore, named InInfraRed. As the sole European-based provider of advanced IR solutions, Xenics has also expanded its distribution coverage throughout its most important sales territories, such as India, South Africa and Korea. Xenics' mid- and long-term business outlook calls for adopting mass production of high-quality IR cameras in lower price ranges, as well as continuing to develop advanced camera systems offering higher resolution, faster speed and better sensitivity.

"We are broadening our product portfolio as well as our strategic presence in the world markets, changing from a mainly technology-driven to a fully market-driven approach," says Xenics founder and CEO Bob Grietens. "In addition to our fast growing business in advanced InGaAs SWIR imagers we are ready to enter the markets for uncooled bolometer solutions based on our extended and application oriented R&D portfolio."



Xenics' new "look & feel" will be inaugurated at Vision 2008, from November 4 to 6, 2008, at Stuttgart, Germany. At Vision 2008 in Booth E82 / Hall 4, Xenics will exhibit its full program of IR cameras and imaging solutions for machine vision and specialized InGaAs cameras offering TE3 cooling for spectroscopy and hyperspectral imaging; VISNIR for failure analysis, small particle detection, solar cell and wafer inspection; and thermography. The product display is complemented by a special presentation "The added value of infrared cameras to machine vision applications," on November 6, 12:30 to 1 pm, in Booth A81, Hall 6, in the Industrial Vision Days framework.

Xenics has been founded in October 2000 by the distinguished scientist Dr. Bob Grietens of IMEC as a spin-off of Europe's leading nano-electronic research organization

Right from the start, Xenics substantially invested in its R&D, which has resulted in an expanding team of highly qualified scientists, growing production capacity and an advanced product portfolio primarily geared to applications in security, science and industry.

Xenics' initial products were specialized IR modules and components such as cameras and imaging systems, complemented by system integration and custom engineering. Today, Xenics is a worldwide manufacturer of infrared detectors and cameras for infrared spectroscopy, non-contact temperature measurement, smart sensors and thermal imaging systems, mainly based on its highly competitive InGaAs technology. Xenics offers flexibility, customer orientation, and strict dedication to quality, ISO certification, and vertical integration with technology partners for hard- and software IR imaging solutions.



### **About Xenics**

Xenics is the leading developer of innovative infrared detection solutions for a wide range of applications. Xenics designs, manufactures and sells infrared detectors and cameras, both line-scan and 2-D, covering the infrared wavelength ranges from 0.4 to 14 micrometers. In addition, Xenics delivers custom products according to the agreed specification and planning.

### **Media Contact:**

Myriam Gillisjans, Marketing  
Xenics  
Ambachtenlaan 44,  
3001 Leuven, Belgium  
Tel.: +32 16 38 99 00, Fax: +32 16 38 99 01  
E-mail: [myriam.gillisjans@Xenics.com](mailto:myriam.gillisjans@Xenics.com)  
[www.Xenics.com](http://www.Xenics.com)