

PRESS RELEASE

for immediate release

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New EMVA Media Relations Manager

Peter Stiefenhöfer is now assisting with EMVA's press relations

Barcelona, September 17th, 2026. The European Machine Vision Association has a new Media Relations Manager – Peter Stiefenhöfer has recently taken over this role from Andreas Breyer.

“In Peter Stiefenhöfer, we have found a successor who can draw on many years’ experience in specialist journalism, having worked as an editor at the weekly newspaper *Markt & Technik* and as Marketing Manager at Stemmer Imaging,” said EMVA General Secretary Thomas Lübke-meier. “Through his press agency, PS Marcom Services, he has specialised in the field of machine vision and supports numerous well-known companies in this sector with their press and marketing activities. He has now taken on the role of EMVA Media Relations Manager alongside this, and we are very much looking forward to our upcoming joint projects.”

Andreas Breyer, who has worked for EMVA since 2008 and has been responsible for numerous EMVA activities in the fields of market research and press relations during that time, will, in his new role at tekcom Deutschland, coordinate the international open-source standard iIRDS.

“Andreas has been with the EMVA for around 18 years and has done an outstanding job for our independent trade association during that time. We would like to thank him very much for the excellent collaboration and wish him every success in his new career path,” Lübke-meier continued.

EMVA will once again be the lead organiser of the ‘International Machine Vision Standards’ stand at VISION, the leading trade fair for machine vision (Stuttgart/Germany, 6–8 October 2026). At Stand 8E46 in Hall 8, machine vision experts will present the latest versions of the hardware and software interface standards most commonly used in the industry.

About EMVA

Founded in 2003, the European Machine Vision Association (EMVA) is a non-for-profit and non-commercial association representing the Machine Vision industry in Europe that 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. The EMVA hosts international vision standards, and all members – as the 100% owners of the association – benefit from the dedicated networking, standardization, and cooperation activities of the EMVA. www.emva.org.