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**PRESS RELEASE**  
  
for immediate release

**EMVA appoints new Standards Manager**

**Werner Feith coordinates standardization activities of the association**

*Barcelona, 22 May, 2019*. The European Machine Vision Association (EMVA) has appointed Werner Feith as new EMVA Standards Manager. Werner will be responsible to promote the European machine vision standardization activities worldwide and to coordinate the development process of machine vision standards; as well as to identify new standardization needs in a rapidly changing industrial environment.

Werner Feith received his education from TU München as a solid state physicist. After some time with industrial computer industry he founded Sensor to Image GmbH, which started as a frame grabber company, but was soon tuned to be an FPGA IP company supporting digital camera interfaces defined by Gen<I>cam standard. Sensor to Image became and is the world leader in industrial camera interface IP supporting GigEVision, USB3-Vision and CoaXPress. After selling Sensor to Image in 2017 Werner Feith was attracted by the open position as EMVA Standards Manager to continue his career in the industry and share his vast experience in standardization.

“We are very happy to welcome Werner on board the EMVA team to fill the important role as Standards Manager. Werner has more than 20 years’ experience with analog and digital camera interfaces, serving the technical committees of GigEVision & USB3 vision and Gen<I>cam for more than 10years, and coauthoring the CoaxPress standard for 5 years. He brings profound and long machine vision experience in engineering, management and entrepreneurship. We are looking forward to working with him to take the EMVA standardization activities to the next level”, says EMVA President Jochem Herrmann.

Since 15 years, the European Machine Vision Association (EMVA) is hosting the development of standards for the machine vision industry with the now well-known and widely used standards GenICam and EMVA1288. GenICam standardizes the high level interfacing of a vision device and a computer. EMVA1288 is a characterization and specification procedure for image sensors and cameras used in machine vision. With the

Industrial Embedded Vision Interface Standard and the Open Optics Camera Interface Standard the EMVA currently leads two new standard initiatives.

Since 2009, the EMVA is collaborating with other international machine vision associations worldwide to work towards a standardization of the technologies and processes in our industry. These joint global standardization activities have become a pillar of the success of machine vision technology in numerous industrial and non-industrial applications.

*Picture source: EMVA*

**About EMVA:**

Founded in May 2003 in Barcelona, the European Machine Vision Association currently has about 120+ members representing more than 20 nations. Its aim is to promote the development and use of machine vision technology and to support the interests of its members - machine vision companies, research institutions and national machine vision associations. The main fields of work of EMVA are: standardization, statistics, the annual EMVA Business Conference and other networking events, European research funding, public relations and marketing. To find out more visit the web site www.emva.org.