

IDS Imaging Development Systems among the TOP 100

## **Obersulm enterprise is ranked among the innovative elite of German companies**

The TOP 100 most innovative small and medium-sized enterprises in Germany have been selected for the 23rd time. IDS Imaging Development Systems GmbH is ranked among this year's innovative elite. The enterprise from Obersulm in Germany took part in a challenging scientific selection process, which examined the innovation management and innovatory success.

One of the core principles of IDS Imaging Development Systems GmbH is to implement brilliant ideas as simply as possible. The manufacturer of digital industrial cameras from Obersulm scored particularly high in the TOP 100 in the "Innovatory success" category. The company has grown rapidly over the past few years and is one of the most successful representatives of its sector.



"We want to make life simpler for our customers. They should be able to use the cameras quickly with no need for complex programming", explains marketing manager Oliver Senghaas. This "It's so easy" approach is supported by a well-developed innovation marketing strategy. For example, Chinese customers are addressed in their own language on the website and can find clear information on innovations and features on YouTube. Customers can find information, request price information or place orders immediately via a separate B2B portal 24 hours a day.

IDS uses existing technologies from the consumer sector and develops them further so that they can be used for industrial purposes in the long term. Thus, the company was a market leader in connecting industrial cameras easily via USB. IDS, which was founded in 1997, now has more than 200 employees, who continue to develop new ideas. Thus, the company produces industrial cameras with autofocus systems or stereo 3D image processing for applications in robotics. Other applications include kiosk and access control systems, quality assurance and surface inspection.

**ABOUT IDS**

Imaging Development Systems (IDS) is one of the leading global manufacturers of digital industrial cameras with USB 2.0, USB 3.0 or GigE interface. We serve the apparatus and mechanical engineering markets with comprehensive support and high-quality products that are "Made in Germany". As an owner-managed company, we have subsidiaries in Japan and USA as well as further offices in Europe and Asia. We focus on the company's sustainable expansion, supported by our distribution partners in almost every country in Europe and Asia, and by 200 motivated and qualified employees worldwide.

**ABOUT TOP 100**

Web: [www.top100.de](http://www.top100.de)

**PRESS CONTACT**

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