

ISRA VISION AG: Management expanded – New Executive Director Group Operations

ISRA prepares for next growth steps – intensive focus on efficiency



ISRA VISION AG (ISIN DE 0005488100), one of the world's top companies for industrial image processing (Machine Vision) as well as globally leading in surface inspection of web materials and 3D machine vision applications, reinforces the Executive Board for the important Operations segment with an internationally experienced expert.

As a new member of the Executive Board, Andreas Gerecke takes over the worldwide responsibility for the Operations segment. He has 25 years of experience in international industrial enterprises, among them as Chief Operating Officer at a subsidiary of ABB Deutschland. Gerecke has successfully managed business divisions with revenue dimensions significantly above 100 million euros. Given these experiences, he can provide ISRA with decisive impulses for implementing the aspiring growth objectives.

In his new function as Executive Director Group Operations, Gerecke is responsible, among other things, for further optimization of the production processes – lean production – as well as the targeted expansion of the infrastructure for further growth. Besides preparing the company for the next revenue dimension, his tasks also include strengthening profitability as well as optimizing and stabilizing the cash flow. Furthermore, it is planned to assign the new member of the Management Board further strategic tasks that are currently overseen by the Chairperson.

With this strategic addition to the existing management, ISRA actively continues its growth strategy – which core it is to grow sustainably and profitably, diversified across technologies, regions and markets – with reinforced personnel. The company responds to the different market situations in the individual business areas with targeted marketing and sales measures as well as innovations that support the planned double-digit growth for 2014/2015. ISRA will report on the first quarter of the current financial year on February 27, 2015 and will also release a detailed guidance for the entire year 2014/2015.

Company profile

ISRA Vision AG, together with its subsidiaries, is worldwide leading in surface inspection of web materials. Furthermore, it is one of the globally leading providers of machine vision systems, specialising in the area of 3D machine vision, in particular for “3D robot vision”.

The core competence of the company is the ISRA-BrainWARE®, an innovative software for intelligent machine vision systems. Here, the scientific know-how from the fields of optics, lighting technology, surveying technology, physics, image processing and classification algorithms and a complex system design are combined.

Machine vision is a key technology for visualising systems that imitate the human eye. Today's ISRA applications focus primarily on the automation of production and quality assurance of goods and products supplied

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to large, future-oriented markets such as energy, healthcare, food, mobility and information. The customers mainly include renowned global players from the respective sectors. With more than 25 locations worldwide, ISRA offers customer proximity everywhere and ensures optimum service and support.

In the past sixteen years, ISRA has shown profitable growth with an annual average increase in sales of approx. 25 percent. Currently the company employs more than 600 people worldwide.

Further information are available at www.isravision.com

Additional Information

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