#### Press release

Obersulm, 29 September 2014

Highlights VISION 2014: IDS presents new USB 3.0 cameras.

**USB 3.0 industrial camera with Sony IMX174 sensor**

 **and 13 MP USB 3.0 industrial camera with autofocus**

**Shortly before VISION 2014, IDS has let the proverbial cat out of the bag and announced the launch of two brand new products. At the trade fair, the global market leader in USB industrial cameras will be presenting the latest generation of its USB 3.0 industrial camera CP. The impressive all-round camera has a high quality design and integrated image memory. It is available with either the revolutionary Sony IMX174 sensor or an 18 MP or 4K sensor from Aptina. With the XC, IDS will be launching a 13 MP autofocus industrial camera with USB 3.0 connection. Offering numerous automatic features – including face detection and backlight compensation – the new XC brings the convenience of commercial digital cameras to professional vision applications.**

The CP USB 3.0 camera family is the flagship and the true all-rounder in IDS's range. With its standard industrial dimensions (29 x 29 mm) and its compact yet exceptionally robust magnesium housing, it is suitable for a broad range of applications, in both industrial and non-industrial environments. VISION 2014 will see the launch of the totally revised CP Rev. 2, which features an integrated image memory. The camera is consistently designed for future generations of high-performance sensors. The first models with the revolutionary 2.3 MP IMX174 CMOS sensor from Sony and an 18 MP or 4K sensor from Aptina will be on display at the trade fair. Both sensors work on the BSI (back side illumination) principle. The Sony IMX174 sensor in particular represents the future standard in terms of light sensitivity, dynamic range and color reproduction, and combines its outstanding new features with exceptionally high frame rates of up to 180 frames per second. The CP Rev. 2 USB 3.0 camera series will be available with the proven IDS Software Suite, which supports all the features of the new sensors. A USB3 Vision compliant version is also being developed.

The XC sees IDS launch its first ever USB 3.0 industrial camera with 13 MP resolution and autofocus. It is the first USB 3.0 model in the successful X family and boasts a wide range of features that are normally only available on modern consumer digital cameras, including face detection, 16x digital zoom, backlight compensation and automatic white balance. This makes the camera perfectly suited for changing ambient conditions, for example in access monitoring, kiosk systems and logistics applications.

The robust housing and screwable USB connectors make the XC 100 percent suitable for industrial use, and it will offer – unlike consumer cameras – long-term availability. The new autofocus industrial camera will be supplied with the IDS Software Suite for individual configuration of camera parameters, and in a UVC (Universal Video Class) version.

Characters with spaces: approx. 2.900

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