#### Press release

Obersulm, 2 April 2014

20% jump in sales in 2013!

**IDS forecasts double-digit**

**growth again in 2014**

With a 2013 jump in sales in excess of 20% on the year before, IDS Imaging Development Systems GmbH, the industrial camera manufacturer from Obersulm, has far exceeded the 5% growth predicted by the VDMA for the industrial machine vision sector. For the current year, IDS expects renewed growth of at least 12%.

The above-average growth rate is in part due to an increase in international business. The company's export ratio rose to 40% in 2013 (up from 32% the previous year). In the Asian market, sales to China more than doubled. According to Torsten Wiesinger, Managing Director of IDS, "Asia will remain our growth market in 2014, and we expect another double-digit boost in sales from China this year. In the autumn of last year, we were visited by a delegation from Koken-Kai, the prestigious Japanese entrepreneurs' association – highlighting the current high level of interest in Asia in the technological potential of our industrial cameras."

However, growth forecasts for the US and European markets are also positive. In these markets, IDS is striving to further intensify customer support, and plans to make additional investments in expanding its sales structure. Additional European locations are also in the pipeline. IDS is also driving growth by launching new products, such as the Ensenso N20, a stereo 3D camera with GigE interface. And, by continually expanding its portfolio of USB 3.0 cameras, IDS strives to meet the increasing demands of the machine vision market.

Jürgen Hartmann, Founder and Managing Director of IDS, explains the company's plans for the year ahead as follows: "In 2014, in addition to developing new camera families, we're investing in the expansion of our Obersulm site to ensure that we're ideally equipped to meet our growth targets. This will go hand-in-hand with the hiring of additional qualified employees." A new building with a total of 1,700 m2 additional office and production space is currently in construction on the company's premises.

Pictures:

1. IDS logo
2. Torsten Wiesinger,
Managing Director of IDS Imaging Development Systems GmbH
3. Ideally equipped to meet the growing demands of the machine vision market: USB 3.0 camera family from IDS

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