#### Press release

Obersulm, 30.10.2013

**IDS appoints Steve Hearn as new Sales Director UK**

Digital camera manufacturer IDS Imaging Development Systems GmbH, market leader for industrial cameras with USB interface, has appointed Steve Hearn as new Sales Director for the UK.

Steve has more than 30 years of experience in the camera and machine vision market and has previously worked as Head of UK Sales and product manager for IDS cameras at Stemmer Imaging UK. His previous career path also included appointments as Business Manager at Pulnix and Sony. The first ten years of his career he was a Radar and CCTV Engineer in the Royal Navy. During the past nine years at STEMMER, Steve already gained extensive experience with IDS products.

‘We are delighted to have Steve joining our team’, explains Torsten Wiesinger, CEO at IDS. ‘He brings a great range of experience and analytical skills to the team. With his in-depth knowledge of the UK’s machine market, we see an excellent opportunity to grow and expand business in this region.

“I’m very excited to be with a company that has established itself as a key technology innovator and market leader in so many fields. IDS has very ambitious plans and I’m delighted to be part of the team to take on the challenge of further enhancing the success and brand recognition on an international level” adds Steve.

Steve reports directly to Torsten Wiesinger, CEO of IDS and will be based near Reading in Berkshire.

Image:

Steve Hearn, IDS Sales Director UK

Contact:

IDS Imaging Development Systems GmbH

Bettina Ronit Hoermann

Media Communications Manager

Dimbacher Str. 6-8

74182 Obersulm

Germany

Tel: +49 7134 961 96 - 154

Fax: +49 7134 961 96 - 99

E-Mail: b.hoermann@ids-imaging.de

Web: [www.ids-imaging.com](http://www.ids-imaging.com)