

## Press release

18 March 2011

### EXPO21XX opens trade fair No. 16

**EXPO21XX** is expanding! By Opening the trade fair **SENSORS & CONTROLS 21XX** (<http://www.expo21xx.com/sensor/>) starting in March 2011, **EXPO21XX** extends its portfolio of industrial trade exhibitions. The trade show specializing in sensors, metrology and process control, offers international manufacturers and suppliers a platform to display their solutions to a professional audience. In addition to the whole variety of sensors such as Rotary, Safety, Micro & Nano Sensors the visitors will discover sections for surface analysis & industrial vision at **SENSORS & CONTROLS 21XX**.

According to the expectations of the sensor industry whose professional associations predict a record year, **EXPO21XX** is confident about the success of the **SENSORS & CONTROLS 21XX**. Already on opening date, **EXPO21XX** lists 105 companies which present their products at the online exhibition.



Picture: Screenshots of the hall "Sensors & Controls 21XX"

Markus Baumgartner, managing director of the **EXPO21XX Ltd.**, is optimistic. "The sensor industry virtually demands an own specialized online-exhibition, as surveys from potential exhibitors indicate. Due to increasing demand for sensor technology and the innovative capacity of the industry sector, we expect a high number of visitors and potential exhibitors."

Particularly interesting highlights are the Robot Vision Systems, which can be found in the hall **"Quality Control"** ([http://www.expo21xx.com/sensor/sensor\\_quality\\_control.htm](http://www.expo21xx.com/sensor/sensor_quality_control.htm)). By utilizing state of the art 3D stereo sensors, which are virtually working on the same principles as the human eye, robots are enabled to see and recognize by measuring objects in space using distinctive points, corners and edges. To achieve even higher precision, multiple sensors can be used simultaneously. Related to this section are thermal imaging cameras which will be used in border protection and coast line surveillance. Applied in vehicles, such camera systems significantly reduce the risks driving by night. They enable drivers to detect and monitor potential hazardous objects on or near the road and help the user to recognize pedestrians, animals or obstacles when the view is obstructed. Another important field of application is the building construction industry where thermal imaging is used to recognize problems in the insulation or to find anomalies in the building configuration helping to avoid energy waste and damages in the structure.

Inside the exhibition hall **"Industrial Vision & Cameras"** ([http://www.expo21xx.com/sensor/industrial\\_vision\\_sensor.htm](http://www.expo21xx.com/sensor/industrial_vision_sensor.htm)), one will be impressed by the cutting edge solutions in the field of High-speed cameras. While conventional movie cameras film with 24 to 30 frames per second, the show-cased high speed cameras are able to render movies with remarkably fast image rates of 1500 frames per second at full resolution, showing breath-taking images. Such camera systems are perfectly suited for super slow motion applications such as material behaviour or shock absorbing testing or other applications which the human eye is not able to recognize.

## **About EXPO21XX**

**EXPO21XX** is an online exhibition platform was founded in 2000 to bring the conventional trade fairs to the internet. Conventional trade fairs demand that you display your brands or products short-term at one location, mostly for a few days or a week. **EXPO21XX.com** serves as a better alternative by bringing the products online to help manufacturers virtually and yet profitably launch their products. The essences of the products are presented through quality videos, images and descriptions.

More than 3500 exhibitors from America, China, Russia, and South Africa to Europe present their products and solutions in over 360 exhibition halls. The products include but not limited to electric motors, sailing yachts, agricultural machinery and industrial robots. **EXPO21XX.com** is continuously working to open other areas of research to enable and promote innovative ideas as well as interdisciplinary and developmental projects. Further, it plans to develop other new business areas and exhibition tools to expand and improve the presence of participating companies and institutes to the global market.

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