

WILEY



2023 Media Guide **inspect – World of Vision**

Refresh your marketing



According to the VDMA,
industrial machine vision in
Germany **increased by
16 percent** in 2021
thereby reaching a turn-
over of **3.1 billion Euros**.

In 2022 the association
expects revenues of
3.2 billion Euros.

Cooperating with **inspect**
– WORLD OF VISION
makes it possible for you to
gain optimal benefit from
this growth.

Dear advertisers,

The machine vision industry is one of the fastest growing sub-sectors of the automation world. inspect does this pace justice with its total of 13 issues per year, 10 of which appear as print publications and 4 in digital form, so-called e-specials (see page 12). These offer extra options such as video interviews, direct links and interactive picture galleries.

Two that deserve a special mention are the international titles: inspect Europe (formerly inspect international, see page 10) and inspect America (see page 13). They are partly published in digital and focus on English speaking machine vision users and integrators in Europe and North America. They include and highlight any events and their focus topics for our readers in those areas.

The two German language E-Specials Control and Electromobility are also exciting. The former appears in the run-up to the Control trade fair, the latter at the beginning of November. Both contain a comprehensive package of market reports, interviews and product information texts, including all the above mentioned benefits that a digital format makes possible, such as links, videos and image galleries.

With our broad portfolio of printed and digital formats, inspect does justice to every target group and you reach those who you want to reach.

David Löh
Editor-in-Chief of inspect

inspect – World of Vision

inspect is the leading trade journal for applied image processing and optical metrology. With a circulation of 18,000 copies – the highest in the industry (monitored by IVW), the magazine is read by engineers and experts who are also the decision makers regarding the use and procurement components, products and technologies.

Further good reasons for choosing ‚inspect‘ as your information and advertising medium:

- | | |
|------------------------------|---|
| 1. >20 years of inspect | We know the topics that the market focusses on. |
| 2. inspect – World of Vision | We depict the world of image processing – in its entirety. |
| 3. inspect international | We reach all decision makers – internationally too. |
| 4. inspect with clear design | Good reading and best advertising effect. |

inspect award

For the annual inspect award the best innovations are judged by the editors in cooperation with a top-class expert jury. The jury nominate 20 products, selected from dozens of submissions, which the readers of inspect – WORLD OF VISION then vote for and therefore choose the six innovations of the year.

Content

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Overview

Publication frequency

10 x year
(incl. inspect international + Buyers Guide + Pro-4-Pro)

Volume

24th year in 2023

Circulation

18,000

Publishing Director

Steffen Ebert

Product Management

Anke Grytzka-Weinhold

Editor-in-Chief

David Löh

Commercial Manager

Jörg Wüllner

Order Management

Kerstin Kunkel

Subscription

€ 53 (+ VAT)

Single Copy rate

€ 17 (+ VAT, + Postage)
Subscription for students 50% discount

ISSN

1616-5284

Format of the magazine

DIN A4

Analysis

Circulation analysis

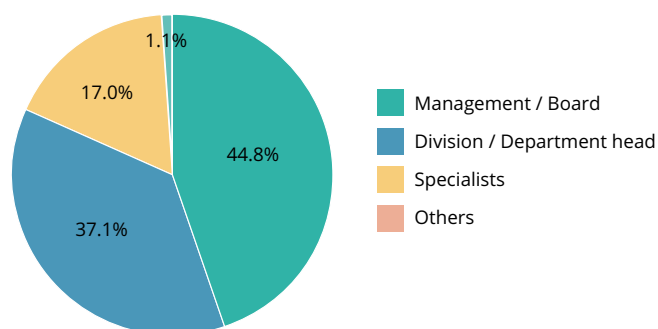
Circulation (IVW QI/2021)	Copies
Printed copies	20,000
Actual circulation figures	19,642
Complimentary copies	17,545
Sold (incl. subscriptions)	2,097
Remainder & Archived copies	358

Breakdown of recipients according to position in the company / area of responsibility

(Basis: Shipping data 2021/2022)

Position / Area of responsibility	%	Recipients
Management / Board	44.8	8,796
Division / Department head	37.1	7,295
Specialists	17.0	3,339
Others	1.1	212
Total	100	19,642

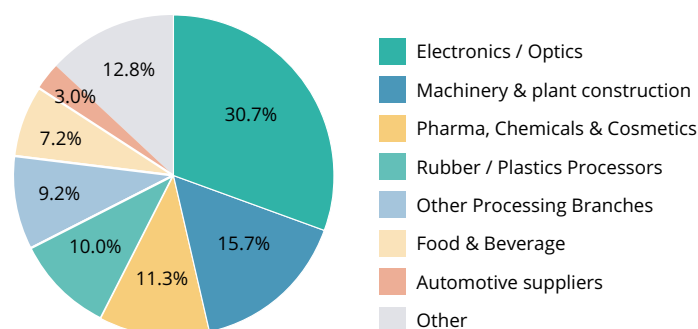
All figures are average values, percentages are rounded up.
Basis: Shipping data 2021/2022.



Breakdown of recipients according to industry

Industry	%	Recipients
Electronics / Optics	30.7	6,028
Machinery & plant construction	15.7	3,090
Pharma, Chemicals & Cosmetics	11.3	2,220
Rubber / Plastics Processors	10.0	1,972
Other Processing Branches	9.2	1,809
Food & Beverage	7.2	1,422
Automotive suppliers	3.0	595
Other	12.8	2,506
Total	100.0	19,642

All figures are average values, percentages are rounded up.
Basis: Shipping data 2019.



Range of Distribution Print + Online

(digital data as of: 30 July 2022)

	Copies
Print	18,000
Social Media (Follower*)	
Xing	3,663
LinkedIn	10,157
Twitter	1,597
WIN-Newsletter (DOI**)	2,336
Total	35,753

* Contacts of the inspect and messtec drives Automation team

** DOI = Double-Opt-In: As each recipient has registered for our newsletter personally, in accordance with data protection regulations, the newsletter has an Opening rate of > 50 percent.

Dates & Contents

Issues	inspect 1 March 	inspect 2 April   	inspect Europe 1 April   	inspect America 1 May 	inspect 3 June
Publication date ¹	03.03.2023	17.04.2023	25.04.2023	09.05.2023	16.06.2023
Advertising deadline	17.02.2023	31.03.2023	14.04.2023	28.04.2023	02.06.2023
Editorial deadline	20.01.2023	03.03.2023	14.03.2023	07.04.2023	05.05.2023
Exhibition Issue for	Embedded World Nuremberg, Germany 14.-16.03.2023	Hannover Messe Hanover, Germany 17.-21.04.2023	Control Stuttgart, Germany 09.-12.05.2023		Automatica Munich, Germany 27.-30.06.2023
		Logimat Stuttgart, Germany 25.-27.04.2023	Embedded Vision Summit Santa Clara, USA 22.-25.05.2023		Laser World of Photonics Munich, Germany 27.-30.06.2023
		Sensor+Test Nuremberg, Germany 09.-11.05.2023	The Battery Show Europe Stuttgart, Germany 23.-25.05.2023		
		Control Stuttgart, Germany 09.-12.05.2023	EMVA Business Conference Sevilla, Spain		
		Embedded Vision Summit Santa Clara, USA 22.-25.05.2023			
		The Battery Show Europe Stuttgart, Germany 23.-25.05.2023			
		 Submit your product by 30.04.2023			 Presentation of the Nominees
E-SPECIAL (16,000 recipients)		Control Distribution: 03.05.2023		 inspect America 1 Distribution: 09.05.2023	
NEWSLETTER for Issue	07.03.2023	18.04.2023	02.05.2023 (english)		20.06.2023
TOPICS	• Embedded Vision • Deep Learning • Robotics	• X-ray / Computer Tomography • Coding & Identification • Thermography & Hyperspectral Imaging • Artificial Intelligence			• Robotics • 3D-Vision • Materials testing • Identification

¹ 1 postal dispatch may take up to 4 days

Basics	Basics for the world of image processing
Vision	Components and Systems: Cameras, Frame grabbers, Objectives, Lighting, Vision-sensors, Smart Cameras, Embedded Systems, Processors & Computer components... Software & Processes: Vision software, AI, Virtual & Augmented Reality, Interfaces & Communication, CoaXpress, GenICam, GigE Vision, USB3 Vision, CameraLink (HS), Profinet, Ethercat... Hyperspectral Imaging: Components, Systems, Software
Automation	Measuring, recognition, guidance – 2D/3D measuring & comparing, form position... Testing – surface inspection, completeness checks, Texture analysis, Colour checks, Size accuracy, Tool monitoring... Identifying – Bar codes, OCR, 2D codes, Geometry...
Control	Material testing – Microscopy/ image analysis, X-Ray, Tomography, layer thickness, hardness, Interferometry, Holography... Measuring devices – Thermography, High-Speed-Cameras, Endoscopy, Laser measuring technology, measuring cameras... Dimensional measuring – Coordinate measuring devices, Profile projectors, Form measuring devices, Topography, Flatness, Track measurement...

Dates & Contents

Issues	Special Issue PRO-4-PRO August	inspect America 2 September	inspect 4 September	inspect 5 October	inspect 6 November	inspect Buyer's Guide December
Publication date ¹	07.08.2023	26.09.2023	22.9.2023	27.10.2023	17.11.2023	15.12.2023
Advertising deadline	17.07. (Ads) 03.07. (PR-Ads)	01.09.2023	08.09.2023	13.10.2023	03.11.2023	01.12.2023
Editorial deadline	19.06.2023	25.08.2023	11.08.2023	15.09.2023	06.10.2023	03.11.2023
Exhibition Issue for	in cooperation with GIT SICHERHEIT  www.pro-4-pro.com		Motek Stuttgart, Germany 10.-13.10.2023	sps smart production solutions Nuremberg, Germany 14.-16.11.2023		 Official Buyer's Guide of the European Machine Vision Association EMVA * Pricelist on page 11 Circulation: 20,000 copies
				Productronica Munich, Germany 14.-17.11.2023		
				 Presentation of the Winners	 Interviews with the Winners	
E-SPECIAL (16,000 recipients)		 inspect America 2 Distribution: 26.09.2023		Electro-mobility Distribution: 07.11.2023		
NEWSLETTER for Issue		19.09.2023	26.09.2023	31.10.2023	21.11.2023	19.12.2023
TOPICS	The special edition PRO-4-PRO published annually before the autumn fairs (circulation 25,000) is a cross-media product that combines print and online: in the form of the printed edition and in connection with the www.pro-4-pro. com platform. System, performance and company portraits are presented, as well as current products, applications and sector solutions. www.pro-4-pro.com.		• Hyperspectral Imaging • Interfaces • Quality assurance • Robotics • Bin-Picking	• Lenses • Lighting • Vision Sensors • Camera Accessories • Vision Software • Embedded Systems	• Thermography and Computer Tomography • Artificial Intelligence • Measuring & Testing	• Product Overviews • Industrial applications • Market data

¹ 1 postal dispatch may take up to 4 days

Basics	Basics for the world of image processing
Vision	Components and Systems: Cameras, Frame grabbers, Objectives, Lighting, Vision-sensors, Smart Cameras, Embedded Systems, Processors & Computer components... Software & Processes: Vision software, AI, Virtual & Augmented Reality, Interfaces & Communication, CoaXpress, GenICam, GigE Vision, USB3 Vision, CameraLink (HS), Profinet, Ethercat... Hyperspectral Imaging: Components, Systems, Software
Automation	Measuring, recognition, guidance – 2D/3D measuring & comparing, form position... Testing – surface inspection, completeness checks, Texture analysis, Colour checks, Size accuracy, Tool monitoring... Identifying – Bar codes, OCR, 2D codes, Geometry...
Control	Material testing – Microscopy/ image analysis, X-Ray, Tomography, layer thickness, hardness, Interferometry, Holography... Measuring devices – Thermography, High-Speed-Cameras, Endoscopy, Laser measuring technology, measuring cameras... Dimensional measuring – Coordinate measuring devices, Profile projectors, Form measuring devices, Topography, Flatness, Track measurement...

Prices & Formats

Advertisements	width / length (mm)	Price € 4c
1/1 Page	210 x 297*	6,720
1/2 Page portrait	90 x 260	4,145
1/2 Page landscape	185 x 128	4,145
Juniorpage	137 x 190	4,410
1/3 Page portrait	58 x 260	2,510
1/3 Page landscape	185 x 85	2,510
1/4 Page classic	90 x 128	1,970
1/4 Page portrait	43 x 260	1,970
1/4 Page landscape	185 x 63	1,970
1/8 Page classic	90 x 128	1,420
1/8 Page landscape	185 x 30	1,420
Job Advertisements	25% discount on regular advertisement prices	

Preferred Positions

Title page + Story ¹		9,200
Inside front/back page ¹	210 x 297*	6,850
Back page ¹	210 x 297*	6,870
1 st page right-hand text ¹	185 x 260	6,810
Title Corner	73 x 51 x 51*	3,160
Postcards ²		160

Advertorials in PRO-4-PRO

Partial title	50 x 33	2,780
Innercover	PR-Text, pictures, Logo	4,720
1/1 page	PR-Text, pictures, Logo	4,125
1/2 page	PR-Text, pictures, Logo	2,070
1/4 page	PR-Text, pictures, Logo	1,065

*plus 3 mm overlap on all sides

1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

2 Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

Bound-In inserts	width / length (mm)	Price € 4c
2-page A4*	210 x 297	4,940

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	Price € 4c
	up to 25 g	310
	up to 50 g	395

Reprints and ePrints

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact:

Nicole Schramm, +49 (0) 6201 606 559,
nschramm@wiley.com

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

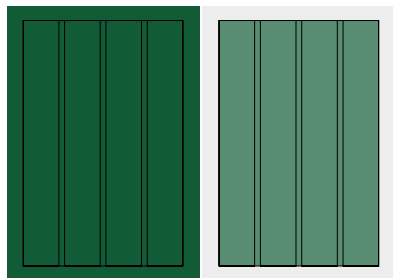
J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE136766623
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2022 and supersedes all previous price lists.

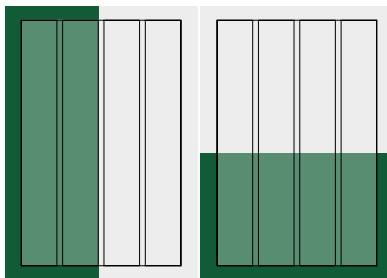
Formats



1/1 Pages
Type Area/Bleed Size

Type Area:
185 x 260 mm

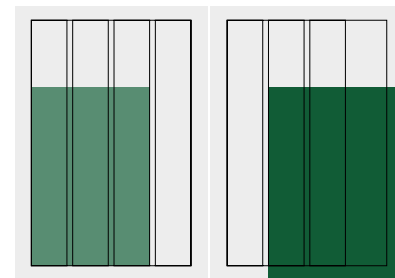
Bleed Size:
210 x 297 mm



1/2 Pages
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

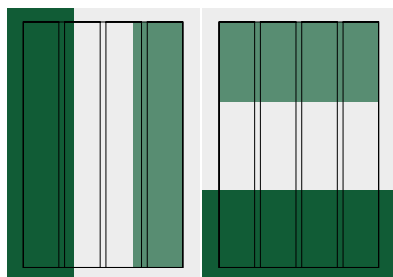
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

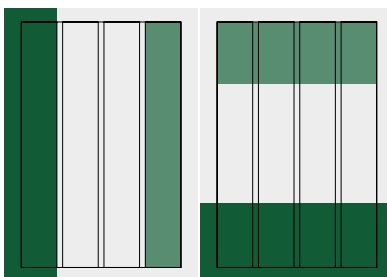
Bleed Size:
147 x 209 mm



1/3 Pages
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

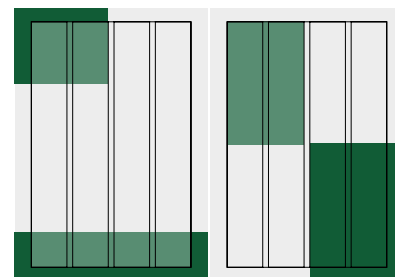
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Pages
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



1/4 | 1/8
Pages Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm
Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm
Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4, column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 18,200 copies

Delivery of bound-in inserts

Delivery quantity: 18,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

Data format

We accept the following data formats:
PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

by e-mail to kerstin.kunkel@wiley.com



Wiley-VCH GmbH
FAO: Kerstin Kunkel
Boschstrasse 12 · 69469 Weinheim
Tel.: +49 (0) 6201 606 731

inspect Europe – Continent wide readership

The English-language edition, formerly called “inspect international”, is now in its sixth year. From this year it is called inspect Europe, in order to underline the focus on the European machine vision market. The print run is 5,500 copies and it is dispatched as an e-paper to thousands of recipients.

The target group consists of European targeted dispatch recipients and users of the English-language portal www.wileyindustrynews.com/en where the inspect Europe is available to download. The English-language LinkedIn channel complements this offer.

In addition to current information on components and systems from the world of industrial machine vision, current technologies and in-depth user reports are an integral part of each issue. Reports on international markets, trade fairs and conferences as well as trends and moods keep our readers up to date at all times. Leading managers and experts also provide insights into their companies, market strategies projects and technologies.



inspect Europe

Publication date	28.04.2023
Advertising deadline	06.04.2023
Editorial deadline	17.03.2023

Events showcased in specific issues

- Sensor+Test, Nuremberg, 9.–11.5.2023
- Control, Stuttgart, 9.–12.5.2023
- Automatica, Munich, 27.–30.6.2023
- sps smart production solutions, Nuremberg, 28.–30.11.2023

Prices & Formats Europe

Advertisements	width / Height (mm)	Price €
1/1 Page	210 x 297**	4,150
1/2 Page portrait	90 x 260	2,785
1/2 Page landscape	185 x 128	2,785
Juniorpage	137 x 190	2,840
1/3 Page portrait	58 x 260	1,610
1/3 Page landscape	185 x 85	1,610
1/4 Page classic	90 x 128	1,400
1/4 Page portrait	43 x 260	1,400
1/4 Page landscape	185 x 63	1,400
1/8 Page classic	90 x 63	1,010
1/8 Page landscape	185 x 30	1,010
Purely digital format	50% of the above prices	
Job Advertisements	25% discount on regular advertisement prices	

**plus 3 mm overlap on all sides

Preferred positions	width / Height (mm)	Price €
Title page + Story ¹		4,520
Inside front/back page ¹	210 x 297**	4,230
Back page ¹	210 x 297**	4,260
1 st page right-hand text ¹	210 x 297**	4,230
Title Corner	73 x 51 x 51*	1,895
Postcards ²		125

*plus 3 mm overlap above and on the right hand page

- 1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.
- 2 Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

Analysis

Breakdown of recipients according to position in the company / area of responsibility

(Basis: Shipping data 2021/2022)

Position	%
Corporate Management	45.1
Business Unit-, Department-, Project Management	37.1
Specialists	16.8
Other	1.0

Breakdown of recipients according to industry

Industry	%
Machinery & plant construction	15.6
Rubber / Plastics Processors	10.5
Pharma, Chemicals & Cosmetics	9.0
Others in manufacturing industry	8.8
Automotive & Suppliers	4.3
Other	16.3

E-Special: 100 % Content, 100 % digital

The most important information first: With our new digital format – the E-Special – you reach more than 16,000 recipients via social media and the WIN Wiley Industry News – the joint portal of the trade magazines messtec drives Automation, inspect and PhotonicsViews.

Range of distribution	Social Media
Xing	3,663
LinkedIn	10,157
Twitter	1,597
WIN-NL (DOI**)	2,336

Total number of recipients 17,753

as of 30 July 2021

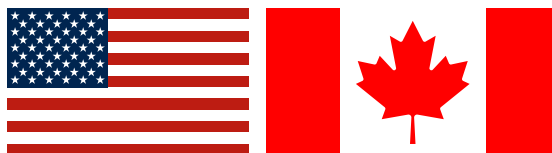
* Total number of contacts of the inspect and messtec drives Automation teams
 ** DOI = Double-Opt-In: As each recipient has registered for our newsletter personally, in accordance with data protection regulations, the newsletter has an Opening rate of > 50 percent.

With numerous, integrated videos and links to relevant websites our e-specials provide you with an attractive and interactive reading experience. Every E-Special has a focus topic. The advantage of digital formats: your ads will be provided with surface and deep links so that potential customers can reach the webpage for your products directly. Are several topics interesting for you? Ask our sales team about the flat-rate option.

Advertising format	Price €
e-Special Cover page + Cover story (max. 4.000 characters) + Interview (10 minutes, digital)	3,100
e-Special 1/1 Advert 4c	2,400
e-Special 1/2 Advert 4c	1,600

Publication date	
E-Special Control	03.05.2023
E-Special Electro-mobility	07.11.2023

inspect America - The Digital Edition



In addition to inspect Europe, *inspect America* completes the international portfolio. It is published twice a year in digital format and in English, and is aimed at machine vision users and integrators in North America. It includes and highlights any events and their focus topics for our readers in those areas. The first issue in 2023 is all about embedded vision. The second issue is broader in terms of content, but the focus here is also on latest technologies, market trends and new products.

As with all digital editions of inspect, inspect America takes advantage of the full range of possibilities digitization brings with it. In addition to design benefits such as animations during page turning, internal and external links are integrated, so that readers always have easy access to the desired information and contact options. Videos of interviews, applications or products are included, as well as interactive elements, such as image galleries.

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INTERVIEW

"The techniques, technologies and applications have advanced tremendously since 2019"

Interview with Jeff Bier, Founder of the Edge AI and Vision Alliance and Organizer of Embedded Vision Summit

Upfront the Embedded Vision Summit, David Lüh, Editor-in-chief of the machine vision magazine inspect talked with Jeff Bier, organizer of the embedded event in California about the Summit, the industry, and trends in embedded vision.

As president of the engineering consulting firm [Bentley Design Technology, Inc.](#), Jeff Bier founded the [California Embedded Vision Alliance](#) in 2011, which has more than 100 member companies today, and organizes the Embedded Vision Summit since 2012. This year's event is special, because it's the first for three years. The techniques, technologies, and applications have advanced tremendously since 2019, says Bier. Besides that he expects over 1,000 participants, who can learn to around 100 lectures and visit a good 60 exhibitor stands. For those who are not planning to come yet, there is more information and the possibility to register here: [https://www.embeddedvisionsummit.com](#)

Inspect: What do you think is different to the last on-site Embedded Vision Summit in 2019?

Jeff Bier: Three years is a long time in our field. The techniques, technologies, and applications have advanced tremendously since 2019. The 2022 Embedded Vision Summit will showcase impressive new applications, innovative building block technologies, and leading-edge techniques – many of which are new compared to 2019.

What can visitors expect?

Bier: The entire focus of the Embedded Vision Summit is providing system and application developers with the practical knowledge and connections they need to successfully incorporate embedded vision into their products. The two main elements of the Summit are the conference program with over 100 lectures and the exhibits with more than 60 booths this year. This carefully designed, high-quality program has enabled the Summit to consistently achieve a 98 percent approval rating from attendees which we are very happy about. The [actual list of attendees](#) can be found on our website.

Similarly, the exhibits are mainly focused on building block technologies like processor, algorithms and software tools which system and application developers can use to build their solutions. You can see the [participant list](#) online.

What are the highlights of the Embedded Vision Summit?

Bier: The biggest highlight in my eyes, is the perfect mix. The Summit is large enough to provide a wide range of session topics and exhibitors, and plenty of opportunity to make new professional connections – but small enough so that an attendee can make very efficient use of their time, and have plenty of opportunities for 1:1 conversations with other attendees. But there are also plenty of topics and technologies, some of the highlights of this year's Summit include:

- [AI-powered edge processing and edge ML](#)
- [The future of peripheral AI](#)
- [Regularly a shortage of skilled engineers is the main bottleneck in developing edge computer vision machine learning solutions to solve many real world problems. Are low-code/no-code development tools the answer? Many companies think they are at least part of the answer, and there's lots happening in this space.](#)
- [ML Ops](#) Implementing processes to more efficiently and reliably develop and deploy ML-based applications.
- [Combining multiple sensor types for perceptual AI](#) Humans and other creatures utilize a variety of senses, while most of today's systems (by with just one or two at a time). What are the advantages and challenges of incorporating audio as well as video into a perceptual AI system?
- [Making deep neural networks more reliable.](#)
- [Making edge computer vision and machine learning ubiquitous.](#) Rapid progress on better processors and tools, enabling edge CV and ML to be deployed even in very power- and cost-constrained devices, and enabling cloud-like performance in edge devices.

Now comes the Corona question: What do participants need to consider in terms of hygiene and safety?

Bier: We are of course monitoring Covid trends closely and adjusting our public health protocols as the situation evolves. At present, the main points of our plan are:

- Attendees must be vaccinated
- Masks are encouraged and provided
- Hand sanitizer will be free and everywhere
- Additionally, we have a color coding scheme on badges which every attendee can signal to other attendees in a simple way whether they are comfortable with close contact.

Please find the complete interview on [https://www.wileyindustrynews.com/inspect-america/spring-2022/](#)

Embedded Vision Summit

What you need to know

When: May 16-18, 2022

Where: Santa Clara Convention Center, Santa Clara, California, USA

What to expect: 100+ Sessions, 60+ booths, 1,000 attendees

Latest information register: [https://www.embeddedvisionsummit.com](#)

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INTERVIEW

Building the future and enabling tomorrow's embedded vision

Interview with Jeff Bier, Founder of the Edge AI and Vision Alliance and Organizer of Embedded Vision Summit

Upfront the Embedded Vision Summit, David Lüh, Editor-in-chief of the machine vision magazine inspect talked with Jeff Bier, organizer of the embedded event in California about the Summit, the industry, and trends in embedded vision.

As president of the engineering consulting firm [Bentley Design Technology, Inc.](#), Jeff Bier founded the [California Embedded Vision Alliance](#) in 2011, which has more than 100 member companies today, and organizes the Embedded Vision Summit since 2012. This year's event is special, because it's the first for three years. The techniques, technologies, and applications have advanced tremendously since 2019, says Bier. Besides that he expects over 1,000 participants, who can learn to around 100 lectures and visit a good 60 exhibitor stands. For those who are not planning to come yet, there is more information and the possibility to register here: [https://www.embeddedvisionsummit.com](#)

Inspect: What do you think is different to the last on-site Embedded Vision Summit in 2019?

Jeff Bier: Three years is a long time in our field. The techniques, technologies, and applications have advanced tremendously since 2019. The 2022 Embedded Vision Summit will showcase impressive new applications, innovative building block technologies, and leading-edge techniques – many of which are new compared to 2019.

What can visitors expect?

Bier: The entire focus of the Embedded Vision Summit is providing system and application developers with the practical knowledge and connections they need to successfully incorporate embedded vision into their products. The two main elements of the Summit are the conference program with over 100 lectures and the exhibits with more than 60 booths this year. This carefully designed, high-quality program has enabled the Summit to consistently achieve a 98 percent approval rating from attendees which we are very happy about. The [actual list of attendees](#) can be found on our website.

Similarly, the exhibits are mainly focused on building block technologies like processor, algorithms and software tools which system and application developers can use to build their solutions. You can see the [participant list](#) online.

What are the highlights of the Embedded Vision Summit?

Bier: The biggest highlight in my eyes, is the perfect mix. The Summit is large enough to provide a wide range of session topics and exhibitors, and plenty of opportunity to make new professional connections – but small enough so that an attendee can make very efficient use of their time, and have plenty of opportunities for 1:1 conversations with other attendees. But there are also plenty of topics and technologies, some of the highlights of this year's Summit include:

- [AI-powered edge processing and edge ML](#)
- [The future of peripheral AI](#)
- [Regularly a shortage of skilled engineers is the main bottleneck in developing edge computer vision machine learning solutions to solve many real world problems. Are low-code/no-code development tools the answer? Many companies think they are at least part of the answer, and there's lots happening in this space.](#)
- [ML Ops](#) Implementing processes to more efficiently and reliably develop and deploy ML-based applications.
- [Combining multiple sensor types for perceptual AI](#) Humans and other creatures utilize a variety of senses, while most of today's systems (by with just one or two at a time). What are the advantages and challenges of incorporating audio as well as video into a perceptual AI system?
- [Making deep neural networks more reliable.](#)
- [Making edge computer vision and machine learning ubiquitous.](#) Rapid progress on better processors and tools, enabling edge CV and ML to be deployed even in very power- and cost-constrained devices, and enabling cloud-like performance in edge devices.

Now comes the Corona question: What do participants need to consider in terms of hygiene and safety?

Bier: We are of course monitoring Covid trends closely and adjusting our public health protocols as the situation evolves. At present, the main points of our plan are:

- Attendees must be vaccinated
- Masks are encouraged and provided
- Hand sanitizer will be free and everywhere
- Additionally, we have a color coding scheme on badges which every attendee can signal to other attendees in a simple way whether they are comfortable with close contact.

Please find the complete interview on [https://www.wileyindustrynews.com/inspect-america/spring-2022/](#)

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MARKET REVIEW

Embedded Vision Will Dominate the Machine Vision Market

Key trends, forecasts and vendors

Embedded vision systems have clear advantages: Image acquisition and processing happens in the same place, smart cameras make integration easy as pie. It is not for nothing that the market has been growing massively for years. Current figures show that this trend is continuing. So will classic image processing become obsolete at some point?

Closer, faster, more direct: These are attributes that distinguish embedded vision from classic image processing. And at the same time, they are the reasons for its rapid rise in recent years. Because embedded systems promise to solve the image processing task better, because the camera does not have to send the data first over sometimes quite long paths through the plant, because the user saves a powerful industrial PC, and because the image processing system can thus become less complex and possibly less expensive.

Embedded Vision Market Continues to Grow Strongly

It is no coincidence that the embedded vision market has been growing strongly for years. And there is

the plant, because the user saves a powerful industrial PC, and because the image processing system can thus become less complex and possibly less expensive.

Stand-alone solution for thermal machine vision

IRSX Series

Smart Infrared Camera for Industry 4.0

Automation Technology

7 inspect America Spring 2022 [Back to Contents](#) [www.AutomationTechnology.de](#)

NEW PRODUCTS

Compact Camera now Available with Senswir Sensors

Wired Visionary [Alumix 1800 camera](#)

Now also available with Sony's InGaAs Swir sensors. The new models of the 1800 series can be used with the Senswir sensors in a wide spectral range from 4000 to 1700 nm. The Alumix 1800 LUC-030 features the M40091 sensor with VGA resolution, while the Alumix 1800 LUC-130 offers SXGA resolution with the M40091.

All models of the Alumix camera series can be operated at housing temperatures from -20 to 65 °C. They are therefore also suitable for applications with changing operating conditions, such as in indoor imaging.

The core modules are optionally available with a USB Vision or MAPI CSI-2 interface with GenCam-compatible function control. With industry-standard hardware and optional drivers, they enable a plug & play feeling when setting up image processing applications beyond the visible spectrum, regardless of whether they are based on a PC or an embedded system.

What you need to know

When: May 16-18, 2022

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inspect America 1 inspect America 2

Publication date	09.05.2023	26.09.2023
Advertising deadline	28.04.2023	15.09.2023
Editorial deadline	07.04.2023	25.08.2023

← 1/4 Page Showcase

Wiley Industry News

WIN NEWS www.WileyIndustryNews.com

Together we are stronger: From the beginning of 2021, the online editorial offices of inspect-online.com, md-automation.de, traffic and Photonics Views will bundle their forces and present you with our new internet presence Wiley Industry News, WIN for short. The portal provides readers with daily news from the automation, photonics and machine vision industries. Among other things, those interested will find stimulating user reports, informative videos or in-depth whitepapers, that will bring you closer to the technology of today and tomorrow. In addition all products and solutions that can help to improve your own production or to extend it. The portal with its modern layout is the central point of contact for anyone interested in hardware and software needed for the tough everyday life in the industry.

Online-Advertisement

Give your company a face and show presence, communicate a product launch – in short: **benefit from our distribution range.** Combine your print advertising with an image campaign on www.WileyIndustryNews.com and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,230 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,120 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,210 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

**the mobile optimized version requires an additional Medium Rectangle format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of www.WileyIndustryNews.com. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

Running Time: 1 month prominent as a Top Feature Story. Additionally, your highlight remains for a total of ***€ 1,590** six months in the portal's database

Combo offer: Feature on Portal + Newsletter **€ 2,160**

*in a rotation scheme with other Top Feature Stories. Text is subject to editorial criteria.

Whitepaper | Application Note

The ideal format to present your expertise in full detail and to generate leads. Application notes, market or case studies are the perfect presentation form for companies, whose content differs from their competitors'.

Scope of Service:

Teaser text, product photos, company contacts, PDF for download **€ 960 / 6 months**

Webcast | Video

This multimedia advertising format is the perfect complement to your banner advertising and whitepapers.

Scope of Service:

Teaser text, product video, company address **€ 970 / 6 months**

Accesses to the website (Google Analytics)

Page Impressions/Month	14,700
Visits/Month	8,450
Unique Visits/Month	6,100

Mean values from the 1st half of 2021

See next page for technical specifications

Newsletter: www.WileyIndustryNews.com

Information about sensors, automation, test & measurement, machine vision and photonics is available in the WIN newsletter, which is sent out weekly. We inform about company mergers, market developments and what else is new in the world of industry. Up-to-date and interesting, just as you are used to from the editorial offices of inspect, messtec drives Automation and PhotonicViews.

We also offer special newsletters in which we report on upcoming trade fairs and current key topics. Product or company specials that focus only on products or information from manufacturers are also possible.

For English-speaking target groups, the editors of inspect send out the official VISION newsletter, which is produced jointly with the Landesmesse Stuttgart, the organiser of VISION – the world's leading trade fair for machine vision.

Newsletter: Banner formats & prices

Date of Publication weekly.

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 940
Medium Rectangle	300 x 250 Pixel	€ 1,230
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,120

Combo offer: Top Feature on website + newsletter € 2,160

Event announcement:

name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 485

Job advertisement:

description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link € 520

Material to be submitted 7 days before distribution date of booked news letter

Newsletter Key Figures 2020/2021	German edition
Number of recipients (DOI)	1,850
Open Rate (MV)	45.2 %
Click Through Rate (MV)	6.3 %
MV = Mean value of 41 newsletters sent out	

Newsletter Key Figures 2020/2021	English edition
Number of recipients (DOI)	770
Open Rate (MV)	48.9 %
Click Through Rate (MV)	6.2 %
MV = Mean value of 10 newsletters sent out	

Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Target-website

please tell us the exact URL, where your banner should be linked to.

Webcast

Data format: any video format is possible
Youtube or Vimeo link possible.

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

Wiley Industry Days

WIN DAYS
14.-16. Feb. 2023

Register for free

www.WileyIndustryDays.com

Medium Rectangle
€ 1,230

Top-Thema



Vision

Mit Spezial-Software Bauteile messen

15.09.2020 -

Opto Engineering hat Horus veröffentlicht, eine Windows-Desktop-Anwendung zur optischen Messung. Dabei handelt es sich um eine Software für die die Echtzeitvermessung von Bauteilen. Das Interface sowie die Abläufe sind ähnlich wie bei...

Full Banner
€ 940

Feature
€ 1,120

Feature



Control

Das Vision-System im -Streichholzschachtel-Format

21.09.2020 -

Der Bedarf in der Industrie an komplexen, entwickelten Bildverarbeitungssystemen. Zugleich schwindet der Platz, diese in den Schaltschränken unterzubringen. Vision...

Exclusive access to your customers
Single Sponsored Newsletter
4,785 €

Newsletter Dates

Regular Newsletter (WIN Ger)

Month	CW	Date	Month	CW	Date
January	3	16.01.23	July	27	03.07.23
	4	23.01.23		28	10.07.23
	5	30.01.23		29	17.07.23
February	6	06.02.23		30	24.07.23
	7	13.02.23		31	31.07.23
	8	20.02.23	August	32	07.08.23
March	9	27.02.23		33	14.08.23
	10	06.03.23		34	21.08.23
	11	13.03.23		35	28.08.23
	12	20.03.23	September	36	04.09.23
April	13	27.03.23		37	11.09.23
	14	03.04.23		38	18.09.23
	15	11.04.23	October	39	25.09.23
May	16	17.04.23		40	02.10.23
	17	24.04.23		41	09.10.23
	18	02.05.23		42	16.10.23
	19	08.05.23		43	23.10.23
June	20	15.05.23		44	30.10.23
	21	22.05.23	November	45	06.11.23
	22	30.05.23		46	13.11.23
June	23	05.06.23		47	20.11.23
	24	12.06.23	December	48	27.11.23
	25	19.06.23		49	04.12.23
	26	26.06.23		50	11.12.23

International Newsletter (WIN engl.)

Month	CW	Date	Month	CW	Date
January	3	16.01.23	August	33	14.08.23
	5	30.01.23		35	28.08.23
February	7	13.02.23	September	37	11.09.23
	9	27.02.23		39	25.09.23
March	11	13.03.23	October	41	09.10.23
	13	27.03.23		43	23.10.23
April	15	11.04.23	November	45	06.11.23
	17	24.04.23		47	20.11.23
May	19	08.05.23	December	49	04.12.23
	21	22.05.23			
June	23	05.06.23			
	25	19.06.23			
July	27	03.07.23			
	29	17.07.23			
	31	31.07.23			

Wiley Industry News
WIN NEWS



Official Industry Newsletter
of the World's Leading Trade Fair
for Machine Vision

inspect
WORLD OF VISION

VISION

Dear readers,

Is the pandemic coming to an end? The signs are there. The vaccination rates in Great Britain, the USA and now also Germany are over 50 percent, the football stadiums fill up for the European Championship and the economy is booming. This has now also moved the VDMA to raise the real production forecast for 2021 from previously plus 7 percent in real terms to now plus 10 percent.

"An unusually low prior-year base, but also a powerful global industrial economy, are helping us to achieve high growth rates. In addition, the machinery and plant engineering sector is benefiting from extensive economic stimulus and growth packages in key sales markets," said VDMA President Karl Haeusgen. [Read](#)

Best Regards,

Florian Niethammer
Project Manager VISION

Andreas Grösslein
Editor / Webmaster B2B Technology

ADVANCED
OPTICAL
METROLOGY

Access in-depth information in the
R&D field of optical metrology

OLYMPUS
WILEY

Top Story



Vision

Sony Launches Visible and SWIR Based Imagers

15.09.2020 -

Sony Semiconductor Solutions has launched two new image sensors that include both the visible and short wavelength infrared (SWIR) ranges in captured images. The IMX990 and IMX991 sensors utilize the industry's smallest 5µm...

Wiley Industry Days
WIN DAYS
14.-16. Feb. 2023
Register for free
www.WileyIndustryDays.com

News



News

W3+ Fair Rheintal cancelled at short notice

11.09.2020 -

The machine vision and photonics trade fair W3+ Fair Rheintal in Dornbirn, Austria, was prohibited by the Vorarlberg provincial government.

GIT Special Edition PRO-4-PRO



Sustainable presence can be so easy – with a **product and/or company profile** in our GIT special edition **PRO-4-PRO**. The reference book with a **circulation of 25,000 copies** is published once a year with the top players from the **automation, security and machine vision industries**.

As a joint publication of the trade journals GIT SICHERHEIT, messtec drives Automation and inspect - World of Vision, the publication is also designed for relevant industry events. For you, this means a **distribution beyond the usual circle of recipients**.

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**Combine!
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portraits as well as products and applications from the above-mentioned industries. The publication is rounded off with overview and basic contributions from the fields of automation, safety and image processing. Qualified enquiries from decision-makers demonstrably meet the suppliers who present themselves in and on PRO-4-PRO.com via the print/online combination.

Product portfolios & company profiles

1/2 Seite Firmenprofil



1/1 Seite Firmenprofil



Dates

Publication date	07.08.2023
Advertising deadline (PR)	03.07.2023
Advertising deadline (classic)	17.07.2023
Editorial deadline	19.06.2023

Advertorial Examples: We will design it for you – just send us your material by 03.07.2023 at the latest.

2/1 page Advertorial



1/1 page Advertorial



Inner cover + picture at contents (see red circle)



Partial Title (see red circle)



½ page Advertorial



¼ page Advertorial



Advertorials

SIZE	2/1 PAGE	1/1 PAGE	½ PAGE	¼ PAGE
PRICE 4C (€)*	8,150	4,125	2,070	1,065

Preferred Positions (will be reserved in the order of booking arrival)

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Partial Title (4c picture on title page or outside back + ½ page advertorial 4c + picture in "contents"); you can book more PR additionally	2,780 €

* Our service includes one PDF correction run. Only from the second PDF on there will be charged 45 € per PDF as handling fee.



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Safety & Security



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devices

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design

Clear
structure



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The Product Portal
for Lead Generation

6 Months / price €

12 Months / price €

Company presentation	500, one-time-fee	
Product entry	335	585
Refresher	295	530

Package deals	Runtime	12 Months / price €
Pro Package	4 Product presentations	1,775
Premium Package	8 Product presentations	3,280
Business Flat	all your product texts that you send us within 12 months	5,315

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17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (**“IAB Terms”**) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

REPRINT TERMS

- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
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- 21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.
- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
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