Image processing service portfolio

**Matrix Vision Rebrands as Balluff MV GmbH**

**Bundled knowledge under one roof: Matrix Vision and Balluff combine their competences in the field of image processing - and further expand the service portfolio. The Oppenweiler location will be retained.**

Matrix Vision GmbH, founded in 1986, was acquired by the Balluff Group in 2017. While the two companies have maintained their separate brand identities in the field of camera-based sensing/machine vision, starting October 16, Matrix Vision will formally be part of the Balluff brand and rebranded as Balluff MV GmbH.

“We now offer our vision portfolio to customers under one brand, including everything from standard industrial cameras to embedded vision and software for industrial image processing," said Balluff’s Rainer Grundmann, head of project management and of the brand’s transition. “Our goal as a sensor and automation specialist is to further expand and position our joint vision products and services internationally.”

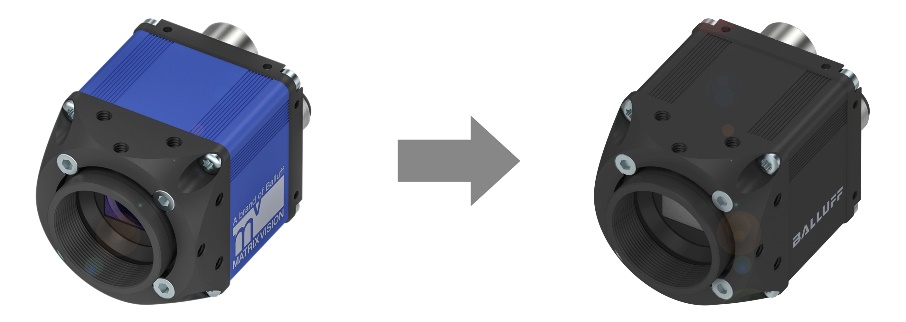
**Our products will maintain their high quality and functionality**

This transition has no impact on the technical functionalities of our portfolio. “We guarantee their compatibility with other products,” Grundmann said. “For example, our camera software can seamlessly support both Matrix Vision cameras and the new versions under the Balluff brand.“

The existing location of Matrix Vision in Oppenweiler, Baden-Württemberg, and will continue to serve as the competence center for image processing. There will be no changes for the approximately 120 employees who are now working for Balluff MV GmbH. “There will be no layoffs,“ emphasized Grundmann.

**Now in black and white**

With regard to product design, “All our vision components will now feature a black housing with the white Balluff logo,” explained Dietmar Unser, marketing manager at Matrix Vision. Because Balluff, as the future manufacturer, is integrating the existing products into its global distribution network and online shop, the product names will also be adjusted according to the Balluff nomenclature. For information about the vision portfolio, visit the [Balluff website](https://www.balluff.com/en-gb) starting mid-October.

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***Caption:*** *Vision portfolio under one brand: Matrix Vision becomes Balluff in October. The product design will change, but the technical functionalities will remain the same.*

**About the company Balluff**

Founded in 1921 in Neuhausen a. d. F., Balluff has established itself as a global leader in innovative technology, quality, and cross-industry expertise in industrial automation. With 3,900 employees worldwide, this fourth-generation family-owned company offers a comprehensive portfolio of high-quality sensor, identification, and image processing solutions, including networking technology and software. In 2022, the Balluff Group achieved a revenue of approximately 567 million euros. In addition to its central headquarters in Neuhausen a. d. F., Balluff has sales, production, and development locations around the globe, operating 38 subsidiaries and having additional representations in 61 countries. This ensures customers rapid worldwide availability of products and high-quality consulting and service directly on-site.