FOR IMMEDIATE RELEASE

LogiMAT 2024: Basler Presents Vision Solutions for Warehouse Automation

**At LogiMAT 2024 in Stuttgart, Basler AG will present itself as a strong partner for vision technology in logistics. With a comprehensive portfolio of vision components and solutions, the company aims to make its customers' logistics processes faster and more efficient.**

**Ahrensburg, January 26, 2024** - Under the motto "Accelerate your Vision - Mastering Warehouse Automation through Vision Technology", Basler AG will be exhibiting at LogiMAT in Stuttgart from March 19 to 21 as a full-service provider of image processing for automation in logistics. Basler's booth focuses on its 2D and 3D vision product and solution portfolio for warehouse automation, as well as sharing examples of image-controlled robotics and incoming/outgoing goods inspection. The company places great importance on the harmonious interaction of hardware and software. By implementing a vision system in their logistics processes, customers can benefit from a number of advantages: simpler data acquisition for warehouse management, improved quality control of goods, more efficient packing and de-/palletizing, and faster calculation of transport costs.

Basler will show how processes in intralogistics, material flow, and warehouse management can be accelerated with image processing in practical demonstrations at the trade fair stand. In a live cobot pick-and-drop demonstration, the company will show an individual vision solution for detecting, localizing, and measuring objects. Basler's solution includes both Basler hardware and software components, which can be used for barcode scanning and parcel measurement, for example. In addition to their attractively priced, high-performance cameras, Basler's pylon software with vTools for image processing, as well as Basler lenses, lighting, and additional accessories have also been used.

Kathrin Martens, Product Manager and Market Manager for Robotics at Basler, is looking forward to speaking with customers at the trade fair: "We want to present ourselves at LogiMAT as a strong partner for image processing in warehouse automation. In addition to high-quality cameras, Basler has also been offering a complete vision portfolio for many years. We are looking forward to demonstrating the advantages of coordinated components, our many years of experience, and our comprehensive consulting expertise to trade fair visitors."

**Basler at LogiMAT 2024: Hall 5 Stand 5A68**

General information on Basler AG's portfolio in the field of warehouse automation https://www.baslerweb.com/en/industry-applications/warehouse-automation/.

Basler AG is an international leader and experienced expert in computer vision. The company offers a broad coordinated portfolio of vision hardware and software. In addition, it enables customers to solve their vision application issues by developing customer-specific products or solutions. Founded in 1988, the Basler Group employs more than 1,000 people at its headquarters in Ahrensburg, Germany, as well as other sales and development locations throughout Europe, Asia, and North America. The company invests significant resources in the development of innovative, reliable products with an excellent price/performance ratio. Thanks to its global sales and service organization, as well as cooperation with renowned partners, Basler has been delivering solutions to customers from a wide range of industries for over 30 years.

For more information contact us by phone at +49 4102 463 500, by email at sales.europe@baslerweb.com or via our website at [www.baslerweb.com](http://www.baslerweb.com).

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