FOR IMMEDIATE RELEASE

Basler AG Launches New Website

**The Basler website has been relaunched with a new UX design, revised sections and improved navigation. Products, solutions and information are now just a few clicks away.**

**Ahrensburg, October 12, 2023** –Basler AG, a leading supplier of image processing components, has completely redesigned its website baslerweb.com. The goal was to offer users a smooth customer journey that is both visually and technically modern. The focus is on a few clicks to products, solutions and relevant information as well as a good overview and navigation.

Depending on the user's intentions and level of knowledge, the new website has different entry points: Nearly 3,000 vision components can now be ordered directly from the product area, application examples show concrete solutions for vision challenges, and Basler's "Vision Campus" learning hub provides basic information and background on the topic of image processing. Helpful tools such as the "Vision System Configurator" are now available in a revised version. "It was important for us to set new standards with the new website, both visually and in terms of usability. The new look, revised structures and short click paths reflect the core values of our brand, namely innovation and simplicity," says Anke Wübbelmann, Executive Director Communications at Basler.

The website is available in German, English, Simplified Chinese, Traditional Chinese, Korean, Japanese, and other country versions. In addition to nearly 3,000 products, it contains more than 600 additional content pages with articles and technical articles on all aspects of vision technology.

**Image caption: Basler AG's redesigned website with a new UX design, more than 3,000 products, solution concepts and information about vision technology.**

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.

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