From a two-man company to a pioneer in image processing – milestones in the company's history

Industrial camera manufacturer IDS celebrates 25th anniversary

Company history:
Local hero and global player at the same time

1997
Foundation of IDS Imaging Development Systems GmbH
Jürgen Hartmann founds the company together with Armin Vogt in Obersulm, Baden-Württemberg, Germany. Initially, the focus is on the production of frame grabbers or PC plug-in cards for converting analogue images into digital ones.

1998 - 2003
The first years of the company
Shortly after its foundation, IDS introduces the first generation of the Video Compression Board PIRANHA, which is continuously optimised in the following years. With iGuard, the company also launches digital video management software for security technology. The new company building in Obersulm grows in parallel with the increasing number of employees.

2004
Transformation into a manufacturer of digital industrial cameras
The family-owned company from Obersulm introduces its first industrial camera with USB interface in April 2004. „At first we were ridiculed for this," remembers company founder Jürgen Hartmann. „But we made USB suitable for industry." IDS is thus one of the pioneers to use this technology for its high-performance digital industrial cameras.

2007
From Obersulm into the world
Due to its success on the domestic market, IDS Imaging Development Systems GmbH ventures its first own step into international terrain: IDS opens another subsidiary in Woburn near Boston (USA). At the same time, the manufacturer's first Gigabit Ethernet industrial camera is launched.

It´s so easy!

2010 - 2012
A new USB standard for the 15-year anniversary
IDS is now also present on the Asian market with its new branch in Tokyo (Japan). A location in Paris (France) follows shortly afterwards. On the product side, IDS will present its first USB 3.0 industrial camera at VISION Stuttgart, the leading trade fair for industrial image processing, in 2011.

2013 - 2016
**First 3D industrial camera and
award-winning pioneering work**
IDS has established itself as a manufacturer of industrial cameras. Always on the lookout for new innovative ideas, the first Ensenso 3D camera is launched in 2013. In the same year, it's „IDS goes UK": A sales office is opened in Basingstoke near London (UK). Two years later, one follows in Seoul (South Korea). Both locations become their own branches a short time later. From the very beginning, IDS broke new ground and thus quickly advanced to become a pioneer in the field of industrial image processing. For this forward-thinking spirit, the company was awarded the TOP 100 Award for innovation success, making it one of the most innovative companies in the German SME sector.

2017 - 2019
"It's so easy!"
With IDS NXT, the family-owned company presents a new generation of devices with vision app-based image processing. The special thing: The products are ready for use with AI-powered software. At the same time, in keeping with the company motto „It's so easy", IDS peak, a new hardware-independent camera host software, is introduced that simplifies the handling of vision cameras.

2020
First camera series with artificial intelligence (AI)
23 years after its foundation, big steps are ahead. With the IDS NXT platform, IDS introduces app-based embedded vision systems with artificial intelligence, which facilitates the entry into image processing with Deep Learning and makes it accessible for all companies. The b39 innovation and technology centre is moved into at the founding location in Obersulm. In addition, Jan Hartmann, son of the company founder, joins the management.

2021
**IDS becomes climate neutral -
and introduces the Vision Channel**
„Knowledge becomes more when you share it" - under this motto, the IDS Vision Channel (#IDSVisionChannel) is launched in 2021. In addition to regular online events, practical tools such as calendars or live chats, IDS also offers customers and partners a media library with recordings of past sessions and additional, exclusive content. Despite all its growth, the company does not lose sight of its responsibility for people and the environment. In addition to fairness towards business partners and employees and a strong sense of family, this also includes sustainability. IDS has been completely climate-neutral since 2021. The management is now supported by Alexander Lewinsky. In the same year, the online marketplace visionpier is founded, bringing together suppliers and users. The latter get easy and fast access to concrete solutions for image processing tasks. The provider side, in turn, can save valuable development time through synergy effects from applications that have already been implemented.

IDS

firstclimate
Grüne Energie, Klimaneutral, Wasser

Today

350 employees and many ideas for the next years

By the company's 25th anniversary, the number of employees has risen to 350. What was once a two-man operation has become an established medium-sized company that is firmly anchored in the region and at the same time globally networked. At the beginning of the year, a representative office was established on the High Tech Campus (HTC for short) in Eindhoven. IDS meets current challenges such as the global semiconductor shortage, strained supply chains with regard to essential electronic components and the resulting longer delivery times with flexibility and creativity: Short-term development of new hardware platforms, proactive corrections in development focus and effective supplier management are designed to secure the flow of goods and dampen the effects of the general crisis.

And tomorrow?

„We still have more ideas than we can implement," explains founder Jürgen Hartmann, reaffirming IDS's ambition to continue to lead the way as a pioneer in the future. With its broad-based camera portfolio, IDS intends to penetrate further industries in the coming years. Whether in equipment, plant and mechanical engineering, medical technology, agriculture or logistics - machine vision solutions are used in a wide variety of industries and scenarios to accelerate, control and optimise processes. When artificial intelligence comes into play, the range of applications becomes much wider. IDS cameras set new standards for applications in the areas of traffic & smart city, environment & smart farming and industry & automation.

IDS in numbers

about **1.8 million** cameras have been sold since the first delivery in 2004	more than **11,000 customers** in over 70 countries rely on IDS	IDS has more than **3,200 products** in its portfolio	IDS currently has **6 global locations**	**350 employees** work for IDS every day

IDS Imaging Development Systems GmbH
Sabine Terrasi, Silke von Gemmingen
Dimbacher Str. 10
74182 Obersulm
Germany
P: +49 7134 96196-0
E: marketing@ids-imaging.de
W: www.ids-imaging.de

Flutlicht GmbH - Agentur für Kommunikation
Eva Föhlinger
Allersberger Straße 185/G
90461 Nürnberg
Germany
P: +49 911 47 49 5-0
E: news@flutlicht.biz
W: www.flutlicht.biz