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## Press Release

### **LASER World of PHOTONICS INDIA 2016:**

#### **Second edition of the Machine Vision Pavilion to focus on quality**

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LASER World of PHOTONICS INDIA, India's only trade fair for the laser and photonics industry, will take place between September 21 and 23, 2016 at the Bangalore International Exhibition Center in Bengaluru. After its success in 2015, the 'Machine Vision Pavilion' will again be an attraction for visitors this year when it focuses on quality applications.

#### **Improving quality and cutting costs**

Machine vision as such helps to optimize processes, improve quality and make production monitoring more efficient. It is unique in its ability to resolve the trade-off between improving quality and cutting costs simultaneously. LASER World of PHOTONICS INDIA 2016 will also showcase solutions for various applications of lasers in the machine vision sector, e.g. in areas such as lenses, cameras, imaging & lighting, and many more besides. It is becoming more important since its applications are wide-ranging and can be found across sectors ranging from the automotive industry, electronics, food, logistics, manufacturing and packaging through to pharmaceuticals, steel & mining, robotics and even wood. In fact, popular government programs such as 'Made in India' and 'Digital India' could receive a much needed boost with the increased use of machine vision during the quality control process.

Mr. Sunil Vaggu, Senior Marketing Specialist – India, at the Cognex Corporation: "As the automation market in India is on a growth trajectory, the market for machine vision systems will also increase. The current market for machine vision systems is worth around US\$ 5-6 million (INR 40 Crores). The future looks promising with the market growing to around US\$ 15 million (100 Crores) in the next 5 years. As of now, there are many concerns related to the machine vision system industry, i.e. application in critical areas such as implementation and knowledge of machine vision system in the manufacturing sector. Major consumers of machine vision systems now include the automotive, pharmaceutical, consumer products and electronics industries."

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### **High visitor turn-out expected**

Since Bengaluru is the industry hub for many industries and R&D centers, LASER World of PHOTONICS INDIA 2016 expects a high visitor turn-out from several industries, e.g. automotive, machine tools, electronics, defense and aerospace, including educational institutions such as research institutes, engineering colleges and polytechnics, to name but a few.

Visitors will be able to see the latest technologies, follow market trends and obtain expertise from companies exhibiting in the Machine Vision Pavilion. Some of the companies participating in 2016 include, for example, Cognex Sensors India, Gridbots Technologies, Primetech Engineering Corporation and Zentron Labs. These companies will display products catering to specific areas such as lenses, imaging cameras, CAD CAM software, sensors, lighting & other accessories.

The organizer of LASER World of PHOTONICS INDIA and CEO of Messe München India, Mr. Bhupinder Singh: "With the 5th edition of LASER World of PHOTONICS INDIA, we are extremely delighted to once again present the very successful Machine Vision Pavilion to business dignitaries and decision makers from the industry. The Pavilion could have a positive impact on the manufacturing growth path in the next 3 to 5 years in terms of quality and cost control. We have added another dimension by creating an effective platform to an already successful trade fair, thus making it worthwhile for the industry and trade visitors alike".

LASER WORLD of PHOTONICS INDIA will be held concurrently with electronica India and productronica India, thus creating attractive synergies and added value for visitors.

**For more information, visit <http://www.world-of-photonics-india.com/index.html>. More details about the Machine Vision Pavilion are available at: <http://www.world-of-photonics-india.com/supporting-program.html#machinevisionpavilion>**

You can find this and other press releases: [here](#)

Photos and logos for LASER World of PHOTONICS INDIA: [here](#)

More information on LASER World of PHOTONICS INDIA: [here](#)

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**LASER WORLD of PHOTONICS worldwide**

LASER World of PHOTONICS INDIA is a part of the worldwide LASER World of PHOTONICS network, including LASER World of PHOTONICS in Munich and LASER World of PHOTONICS CHINA, which takes place in Shanghai each March.

With a total of 2,045 exhibitors and more than 78,200 visitors in Munich, China and India, Messe Muenchen is the world's leading trade fair organizer for lasers and photonics.

**About LASER World of PHOTONICS INDIA**

LASER World of PHOTONICS INDIA is a regional trade fair for laser and photonics in India, taking place every year since 2012, in different places in India. It intends to boost growth of the Indian laser industry by focusing on the industry's leading technologies. More information at: <http://www.world-of-photonics-india.com/>

**About LASER World of PHOTONICS CHINA**

LASER World of PHOTONICS CHINA is the leading regional trade fair for optical technologies in China. It takes place in Shanghai each March and is co-located with electronica China & productronica China. In 2015, the trade fair recorded 40,291 visitors and 715 exhibitors. The next LASER World of PHOTONICS China will take place on March 14-17, 2017. More information at: [www.world-of-photonics-china.com](http://www.world-of-photonics-china.com)

**About LASER World of PHOTONICS in Munich**

Messe Muenchen International has staged LASER World of PHOTONICS every two years since 1973. The World of Photonics Congress, the largest Photonics Congress in Europe, with the active involvement of the world's leading organizations, takes place in parallel. In 2015, the trade fair recorded 31,279 visitors and 1,127 exhibitors. The next LASER World of PHOTONICS in Munich will take place on June 26-29, 2017. More information at: <http://www.world-of-photonics.com/index-2.html>

**About MMI India**

As part of its international strategy, Messe Muenchen founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. was founded to provide Messe München with timely and competent organizational support for its increasing involvement in India. With 10 subsidiaries in Europe and in Asia, and over 60 foreign representatives covering more than 100 countries, Messe München has a network that spans the globe.

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