



Be happy that no street is named after you. It would only stress you.

Rolf Dobelli

CEO's Note

Dear Reader,

Rolf Dobelli is a great philosopher and journalist, who analyzes human behavior, sets it with a fine blade and expresses it with clear language (see above right). I like to read his articles, because they inspire me. The last one I read was regarding modesty. I'm trying here to provide an excerpt of his article.

Doesn't everyone want to be recognized, perhaps even revered, or possibly loved by everyone? If she or he is then successful, she or he also wants to be put on a pedestal. Hooray, I'm the greatest. But what about in two hundred years? Is there anything left of me then? Who do you think will still know Cristiano Ronaldo in two hundred years? A street is probably named after him. Let's imagine here, we count the year 2223 now? Do you think anyone else knows then, that the guy on the street plate was a famous soccer player? Will soccer still exist then? In other words, no matter how good we are, or at least think we are, we will be forgotten. So please don't take ourselves too seriously. Rolf Dobelli believes that not taking yourself too seriously is a fundamental part of the good life. "There's even an inverse correlation: the less important you take yourself, the better your life." Why? There are at least three reasons, Dobelli says:

Firstly, taking yourself too importantly costs energy. Because you have to operate a transmitter and a receiver system at the same time. On the one hand, you send your self-portrayals out into the world. At the same time, like a radar, you are constantly busy registering how the environment reacts to it. Save yourself this effort. Turn off both transmitter and receiver and concentrate on your work.



Rolf Dobelli (de Correspondent, NL)

Secondly, the more importantly you take yourself, the more easily you fall for the "self-serving bias" (decision making mistakes in the service of yourself). You do things not to achieve your goals, but to improve yourself. A self-serving bias can often be observed among investors. These investors buy stocks in glamorous hotels or sexy tech companies - not because they're good stocks, but because they want to use it to enhance themselves personally. In addition, people who take themselves too importantly, systematically overestimate their knowledge and skills - which leads to serious decision-making errors. (I know, I'm good in this...)

Third, they breed enemies. Those who take themselves too important do not allow others to take themselves importantly. That would devalue the relative position. At the latest when you are successful, people who also take themselves too importantly, will shoot at you. Being the target in shooting range is no fun!

My personal takeaway of Robert Dobelli's article is to identify and thus avoid self-bias leading myself to bad decisions.

"Be happy that no street is named after you. It would only stress you. It is better to live modestly - better by orders of magnitude. Confidence is easy, anyone can do it. Modesty, on the other hand, is difficult, but it is more compatible with reality." (quote from Dobelli)

Beat De Coi

Source: Rolf Dobelli, NZZ, January 27, 2018

epc660 powers the iris IRMA 6 R2 people-counter

How do you make a very successful product even more successful? Improve it with a TOF chip from ESPROS Photonics AG. That's what leading German sensor solutions provider, [iris-GmbH](#), decided to do with its recently launched IRMA 6 R2. Its latest generation of people-counting sensor designed for public transportation systems. The product is based on the ESPROS 3D TOF imager epc660. iris' leading sensors use advanced 3D technology to ensure accurate automatic passenger counting on buses, trams subways and trains. Seven days a week. Around the clock. And around the globe.



iris IRMA 6 R2 people-counter with epc660 inside

The epc660 enables the accurate and reliable counting of all passengers getting on and off. In addition the person or object can also be classified (child, adult, stroller, bicycle, etc.)

The epc660 enables the IRMA 6 R2 to set a new standard for future-proof automatic passenger-counting and object-recognition. The product was officially presented to the market at the UITP Global Public Transport Summit in Barcelona last June. Mounted above the train or bus door, the IRMA 6 R2 utilizes the exceptional performance of the epc660 to offer the following applications: Occupancy rate detection in real time, effective passenger guidance, needs-based control of fleet deployment, vehicle design according to passenger requirements, cost reduction by optimizing routes, precise revenue allocation based on the transportation service provided, matching ridership to ticket sales, transmission of the occupancy rate to traffic control systems or rescue services for emergency purposes.

The epc660 is a fully integrated 3D-TOF imager with a resolution of 320x240 pixels (QVGA). It is a highly integrated system-on-chip camera system, it offers unbeatable, detection reliability in the brightest daylight as well as in complete darkness.

Apart from the actual CCD pixel-field, it includes the complete control logic to operate the device. Data communication is done through a high-speed digital

12-bit parallel video interface. Even for mobile devices, only a few additional components are needed to integrate 3D camera capability. Depending on the system design, a resolution in the millimeter range for measurements up to 100 meters is feasible. 65 full frame TOF images are delivered in maximal configuration.

The high degree of integration lays the basis for a straight-forward camera system design with minimal part count. The extremely high sensitivity of the optical front end allows for a reduced illumination subsystem and reduces the power consumption of the overall system significantly.



epc660 chip on carrier

Flavio Piperno, Head of Production Department Modules (PDM)

What is your job at ESPROS?

I am the department manager of the PDM (modules) department. My responsibility includes the punctual compliance with the delivery dates. In addition, it is my responsibility to ensure the satisfaction of my employees and to promote the continuous development of the department.

What do you most enjoy about your job?

I really enjoy working with people and I particularly enjoy leading a team. I see understanding the diversity of characters and creating a positive working atmosphere in the team as a challenging task that I really enjoy. In addition, I enjoy working with other departments/areas such as production, R&D, PEN, purchasing, etc. The continuous exchange enables me to learn new things every day.

Where are you from and where do you now live?

My father comes from Calabria, my mother from Sardinia and Schiers. I was born in Schiers and therefore have my roots in the south of Italy and in the Prättigau valley in Graubünden the neighboring canton. I currently live in beautiful Bad Ragaz.

What do you like to do in your spare time?

In my free time I spend most of my time on the soccer field. There I am a coach of a top junior football team - the team of South East Switzerland U16. Although I don't have a lot of free time outside of football, I always try to spend time with my loved ones, whether it's through activities together or over

a leisurely dinner that I prepare. Cooking is also a great passion of mine.

What superpower would you like to have?

My favorite superpower would be beaming. Then I could always beam to the beach during my lunch break. 😊



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