



It is indeed easy, but what is easy is difficult.

Johann Wolfgang von Goethe

CEO's Note

Dear Reader,

Sometimes it's despairing: you have a good idea and you see a clear and simple way to implement it. But on the way to the goal you realize that you still need this and that to get there. And this then repeats itself with great regularity. And every time the whole thing gets a little more complicated. But you're so into the details that you can master this new challenge. Until something pops up again that you didn't expect. This then continues indefinitely. I know this all too well!

What helps me to get off the hamster wheel? This is always very difficult, but my experience is that sometimes it is necessary to stop and look at the situation from a certain distance. Typically there are two solutions: Either you stop the exercise and reorient yourself, or you find a way to simplify it, which still allows us to achieve the desired goal. Because more complexity certainly doesn't help.



Michael Hartschen: Author of the book 'Simplicity'

This also applies to the products we offer on the market. Customers love simple products. Don't believe this statement, dear readers? At least one example from Switzerland underlines this clearly: compulsory health insurance. It is mandatory, i.e. prescribed by the state, and the state dictates the tariffs. But a considerable number of (private) insurers are fighting for the market. And there are many different models available for this, so that the whole thing becomes completely opaque. Consumers are completely confused and don't know which model from which insurer is best for them. The same concept of uncertainty can be found with telecom operators or with airlines. Plannability and transparency are different.

A friend of mine wrote an interesting book about simplicity. The title: Simplicity! Michael Hartschen and his co-authors get to the point. Worth reading.

KISS: Keep it Simple, Stupid!

Beat De Coi

ESPROS' epc660 imager proves to be the best for PreAct's LiDAR sensor

[PreAct Technologies](#) has cleverly realized the simplicity of greatly improving a LiDAR sensor's capability using software. This principle lies at the heart of its latest Mojave Flash LiDAR sensor. The key component here is ESPROS' very advanced [epc660](#) chip technology. The epc660's incredibly high sensitivity, and unparalleled capacity to operate even in full sunlight, were crucial for its selection by PreAct.

PreAct Technologies was the first company to recognize that a new generation of cwTOF LiDAR chips can be modified by software to enable them to operate outdoors in bright sunlight, providing far better performance than existing sensors at similar cost points. PreAct creates true Software Defined Systems (SDS) from the physics level. PreAct is just as committed to cost effectively revolutionizing the sensor industry as ESPROS is.

Our epc660 makes the difference

The performance of ESPROS' TOF technology compared to other 3D TOF solutions equates to much better data for SLAM and obstacle avoidance for your AMR, AGV and other mobility use cases, even at full 100+ klux ambient light conditions. The Mojave has the same form and fit dimensions as one of the most popular structured light cameras for ease of testing and implementation.

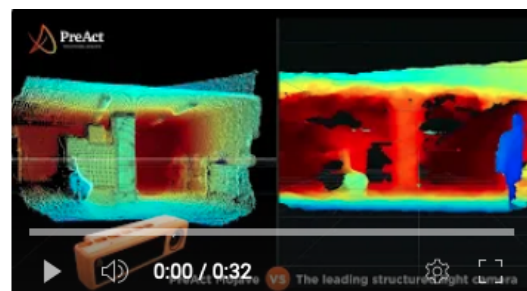
Seeing is believing: The epc660 offers unbeatable detection performance and reliability, clearly beating the best of the rest on offer.

Check out its performance in this comparison video.

For further information please get in touch with us: sales@espros.com.



PreAct's Mojave Flash LiDAR sensor running with epc660



Click here and see the impressive difference

What is your job at ESPROS?

I'm deputy head of Module production and logistics. So making sure we keep to schedule with our production volumes is my focus. I also have another very important role as I'm also in charge of product packaging and logistics. In other words I'm responsible for helping to coordinate what comes in and what goes out.

What do you most enjoy about your job?

I really enjoy looking for ways to improve the production processes as a person in charge I think it's very important to have a very good feel for the work that my team has to perform daily so I like to be involved in the camera assembly when I can. Then I also have to make sure the logistics flow smoothly. This means I have regular contact with every other ESPROS department, meaning I get to know pretty much everybody in the company. Plus working down in the dispatch area means I have the biggest office in the company! My various roles mean I have the greatest of variety in my job. So it is never boring. There's always something to be done.

Where are you from and where do you now live?

I'm from North Macedonia originally, but I currently live with my family in Mels very close to our office.

What do you like to do in your spare time?

I spend much of my free time with my family. The surroundings here in the Sarganserland are so beautiful.

Therefore, my hobbies include: hiking, cycling and in winter I switch to snowboarding.

What superpower would you like to have?

I would like to be able to fly so that I could regularly head home to North Macedonia and avoid all the driving and traffic jams on the motorway. Indeed there are so many traffic jams these days I could fly anywhere and everywhere not just on holidays.



The view of Walensee lake

Photonics next generation

In a dynamic world where application possibilities are almost limitless, there is a critical need for a continuous supply of skilled engineers and developers to keep Switzerland to the forefront of this 21st century technology. That's why the Graubünden University of Applied Sciences in Chur just 20 minutes from Sargans, plays a critical role in supporting that supply.

Workshops explaining the ever expanding potential of photonics, are an essential marketing tool of University of Applied Sciences in Chur. The recent Image Analysis Technologies for Robotics and Automation workshop was organized by the [University of Applied Sciences Graubünden](#), [Swissphotonics](#) and the [Innovation Booster Photonics](#). The aim of the workshop is to provide an overview of the use, current challenges, and perspectives of image analysis technology in the area of robotics and automation. The event proved a highly interesting day for the attendees as they were also given a compelling insight into new applications and markets in the world of photonics. These markets include the following: Automotive, mobile robotics, warehouse logistics and building automation.

Beat De Coi, outlined the areas where the [ESPROS TOF imagers](#) and camera modules can fulfill a wide variety of application needs.

If you are interested in further information, please contact us at: sales@espros.com



Beat De Coi during his presentation

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