

IC Market Tracking®
Industrial Cameras
in Europe 2019

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Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2022** based on our econometric forecast model.
- ✓ **A competitive analysis with the provider market shares** and examination of the development during previous years in terms of:
 - The overall market and individual segment market according to
 - Camera Quality
 - Application of the Cameras
 - Distribution Channels and
 - Price Ranges
- ✓ **Additionally you will receive information pertaining to:**
 - Type and
 - Additional Camera Features
- ✓ **Graphic representation, interactive charts and tables** which allow for rapid application and utilization of the provided data.

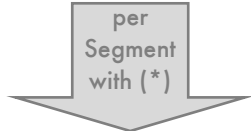


Industrial Cameras in Europe

Benelux	Denmark	France	Germany	Italy
Norway	Poland	Spain	Sweden	United Kingdom

Market by

Camera	Customer Industry	Application	Price Range	Type	Additional Features
Sensor Type	Production and Logistics	Automation	< 150 Euro	Line Scan	3D Imaging
CCD *	Medical	Security and Surveillance	151 - 300 Euro	Area Scan	AI
CMOS *	Traffic Information	Robotics	301 - 600 Euro		Polarization
Others	Automotive	Print and Packaging	601 - 1000 Euro		
	Scientific Research	Quality Assurance	1001 - 3000 Euro		
	Sport and Entertainment	Others	> 3000 Euro		
	Others				
					Distribution Channels
					Direct
					Indirect
Sensor Megapixel					
< 1 MP					
1 - 5 MP					
6 - 10 MP					
> 10 MP					



Every market segment contains an overall market analysis of the previous two years as well as a forecast for the next 3 years except Additional Features (which are included as a current company and sales profile analysis. Market shares are present in the competition analysis and estimated on an overall view and for the sub-segmented areas; Customer Industry and Applications

Definitions, Demarcation, and Abbreviations

Type	
Line Scan	Line scan cameras contain a single row of pixels used to capture data very quickly. As the object moves past the camera, a complete image can be reconstructed by software.
Area Scan	Area scan cameras contain a matrix of pixels that capture an image of a given scene.
Distribution Channels	
Indirect	Wholesale trade, retail trade and all other forms of trade in which goods are purchased and sold by a third party
Direct	Direct sales to the end user from manufacturer; by own sales rep, webshop etc.
Camera	
CCD	Charge Coupled Device
CMOS	Complementary Metal Oxide Semiconductor.
Others	Others include all other types of sensors besides CCD and CMOS, e.g. NMOS.
Price Range	Price is per camera

Definitions, Demarcation, and Abbreviations

Customer Industry

Production and Logistics

Production and Logistics include all customer industries with production and logistics facilities besides the medical and automotive industry.

Others

Others include all customer industries besides the ones listed.

Application

Others

Specification of which type of application the specific camera is used for across industries. Based on customer information.

Others include all application types besides the ones listed.

Additional Features

3D Imaging

3D Imaging of the manufacturing site/line allow faster and more accurate inspection of components. This covers all cameras sold with 3D Imaging as a feature.

AI

Artificial Intelligence. This covers all cameras sold with AI as a feature.

Polarization

The ability to take polarization images, in which the camera are able to provide more detailed photos of e.g. single-colored objects and transparent objects. This covers all cameras sold with polarization as a feature.

Value

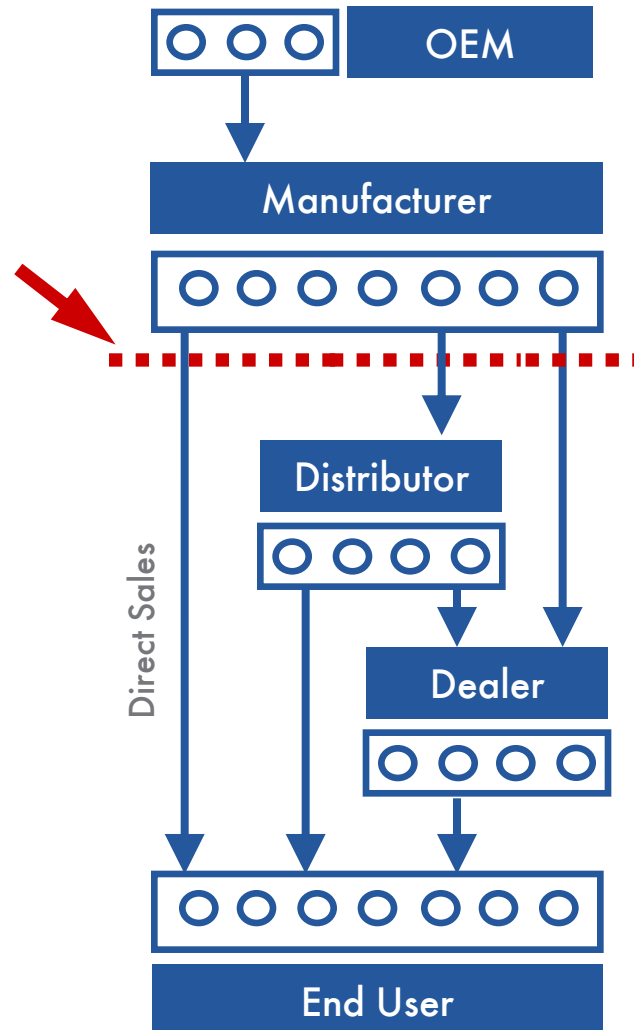
Turnover is stated in 1,000 Euros.

Values are always Net-Turnovers (No List-Prices), discounts included.

Our Method of Measuring Sales

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



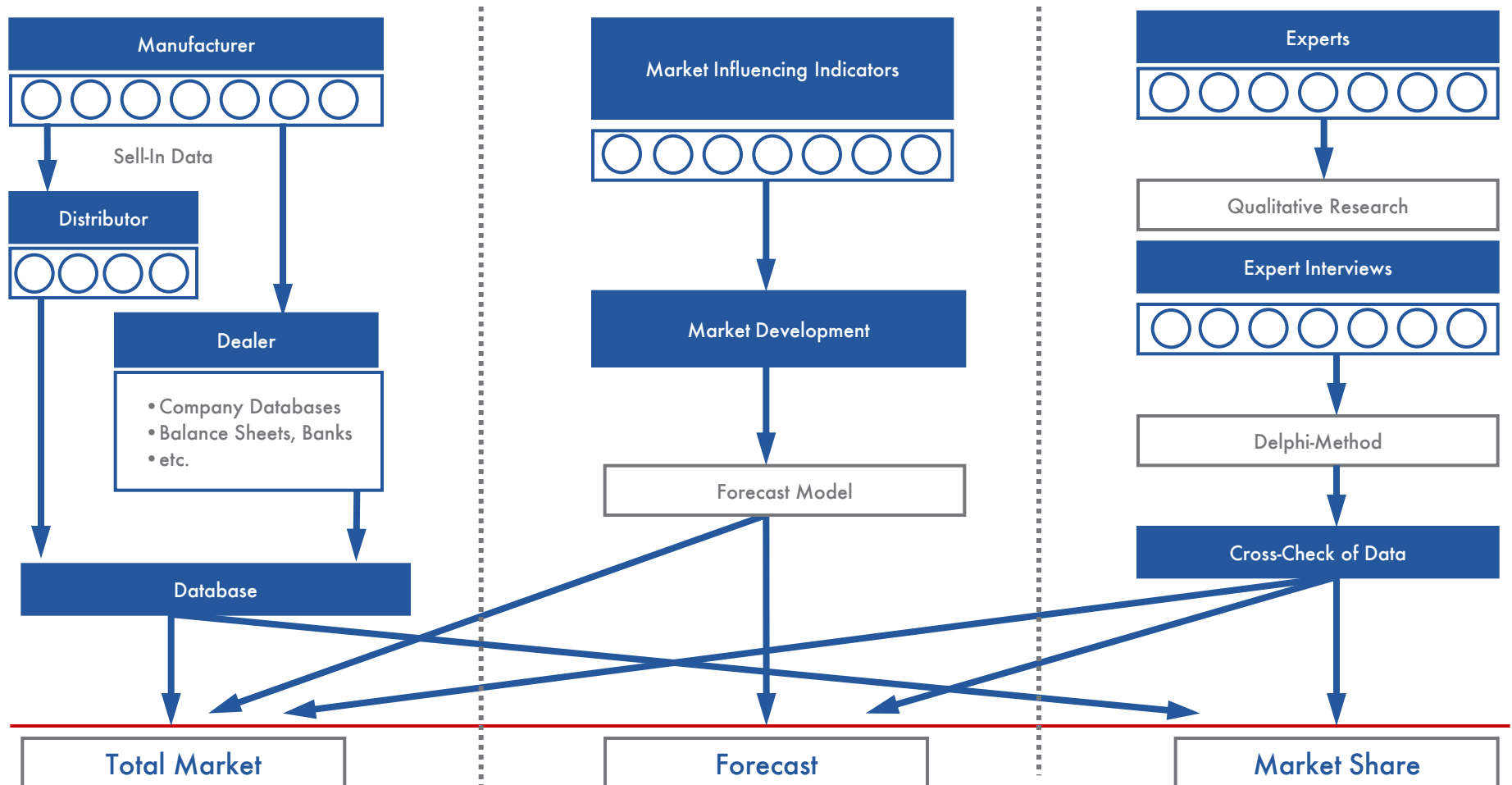
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialized dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

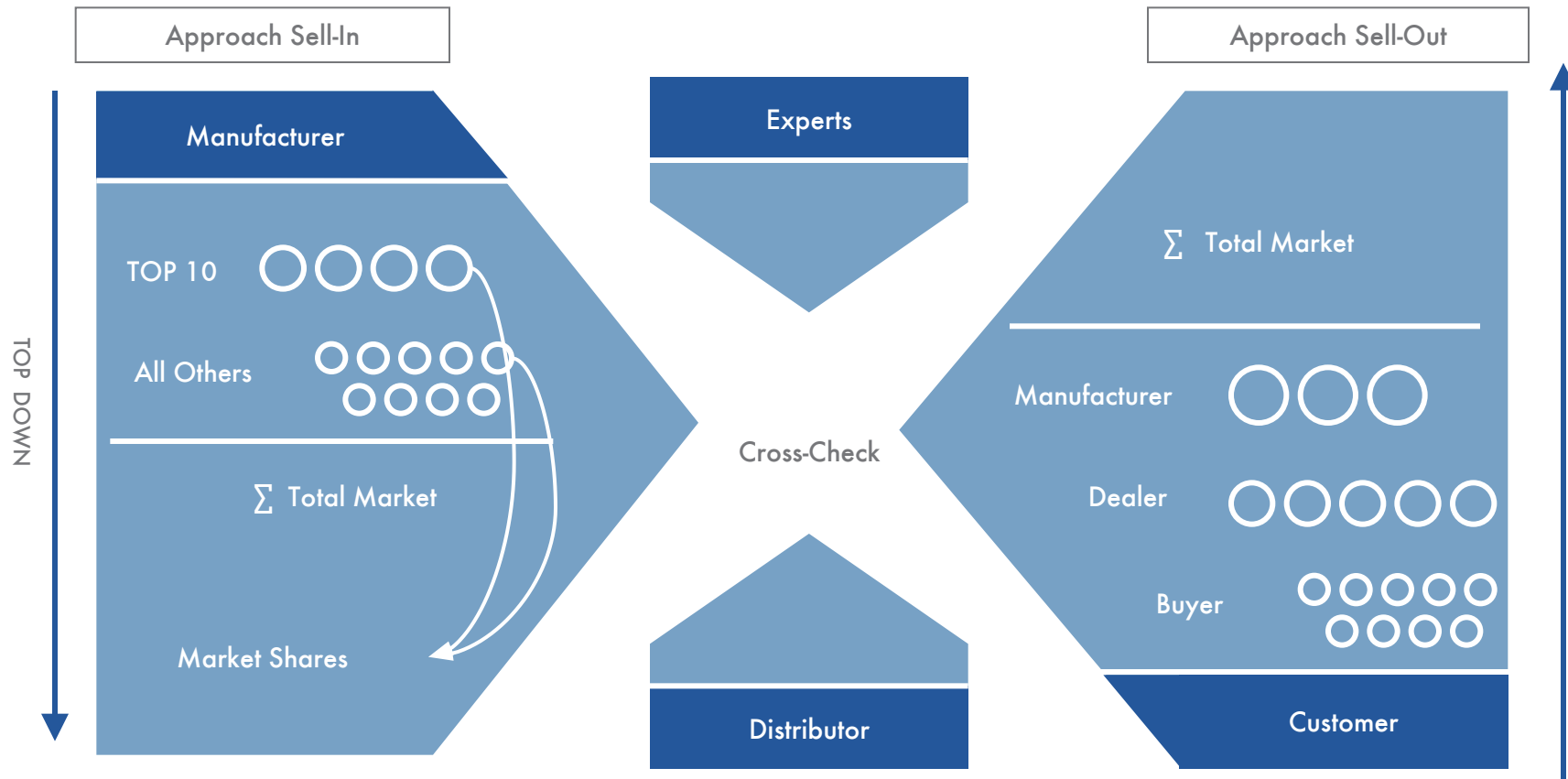
Methodology



Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology

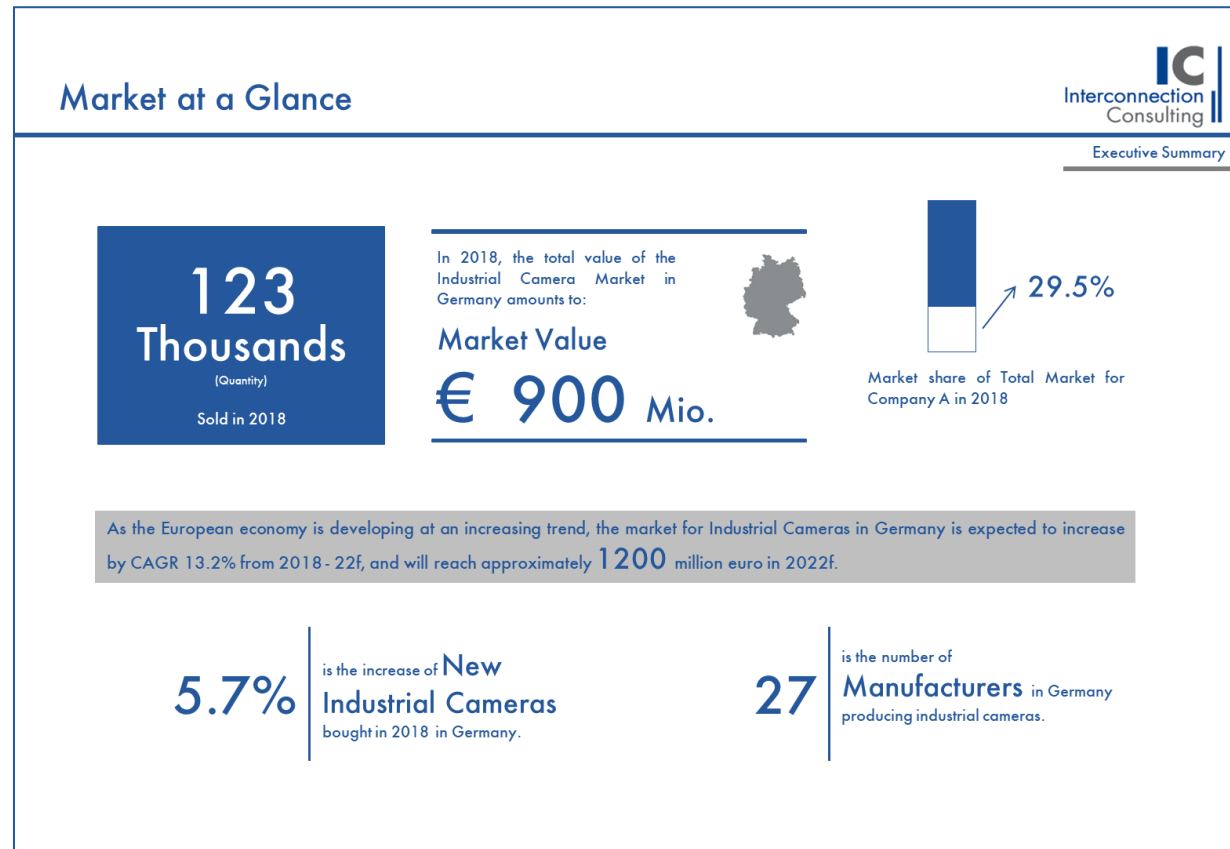


The IC Market Tracking® is modularly built and consists of the following sections:

- The **Introduction** shows the definition and demarcation of services, sub services, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction, key factors influencing the market for industrial cameras are analysed in the **Economic Environment**: You will find the most important data on e.g. commercial sector and country demographics, as well the main economic indicators influencing the market.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as services, sub services, regions and segments. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies within the market for industrial cameras by providing e.g. the market shares in different categories, changes in market position, benchmarks, average prices, etc.
- Finally, all data are documented in the table section, also called **Facts & Figures**. Here you will find all absolute and relative sales figures of the top companies in order to check our results.

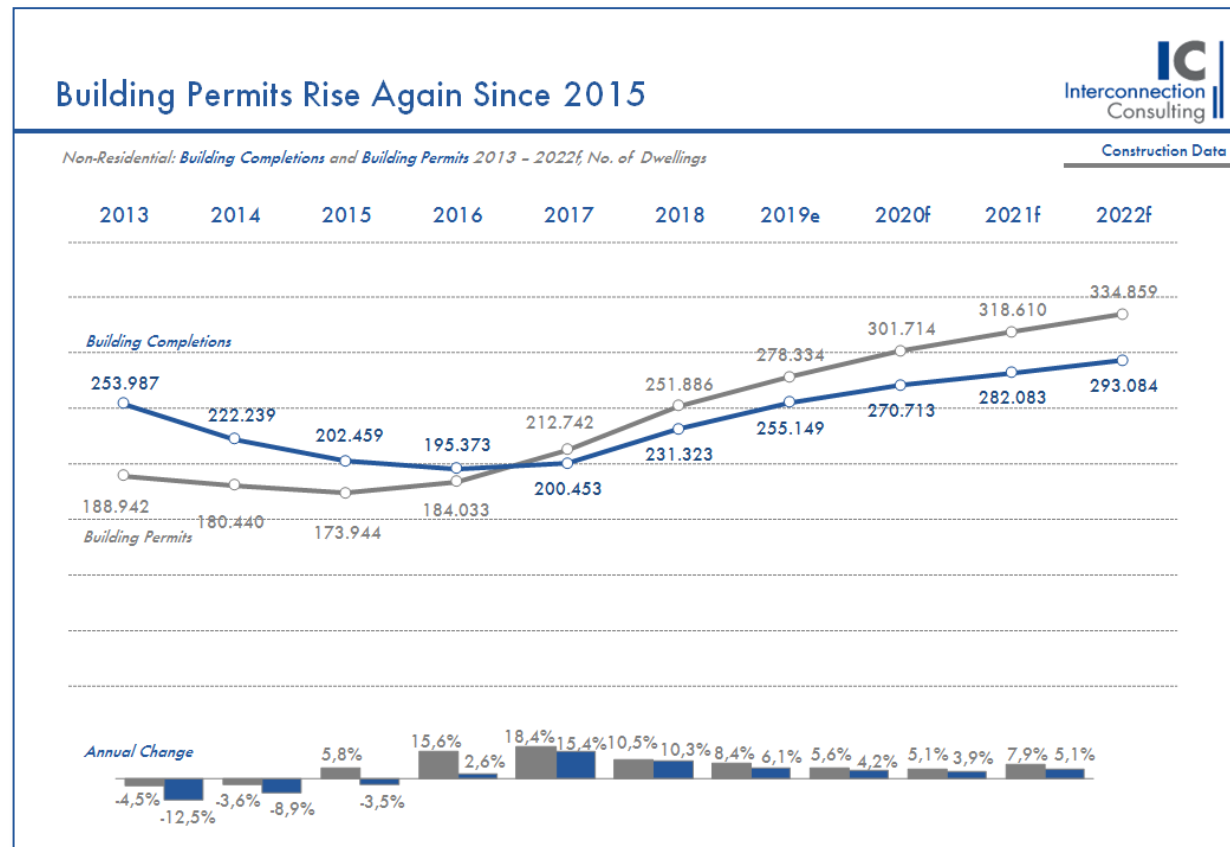
Executive Summary at the Beginning of the Report

- The executive summary comprises all relevant information of the report in precise manner. Forecast and competition situation is highlighted
- *This chart shows dummy figures*



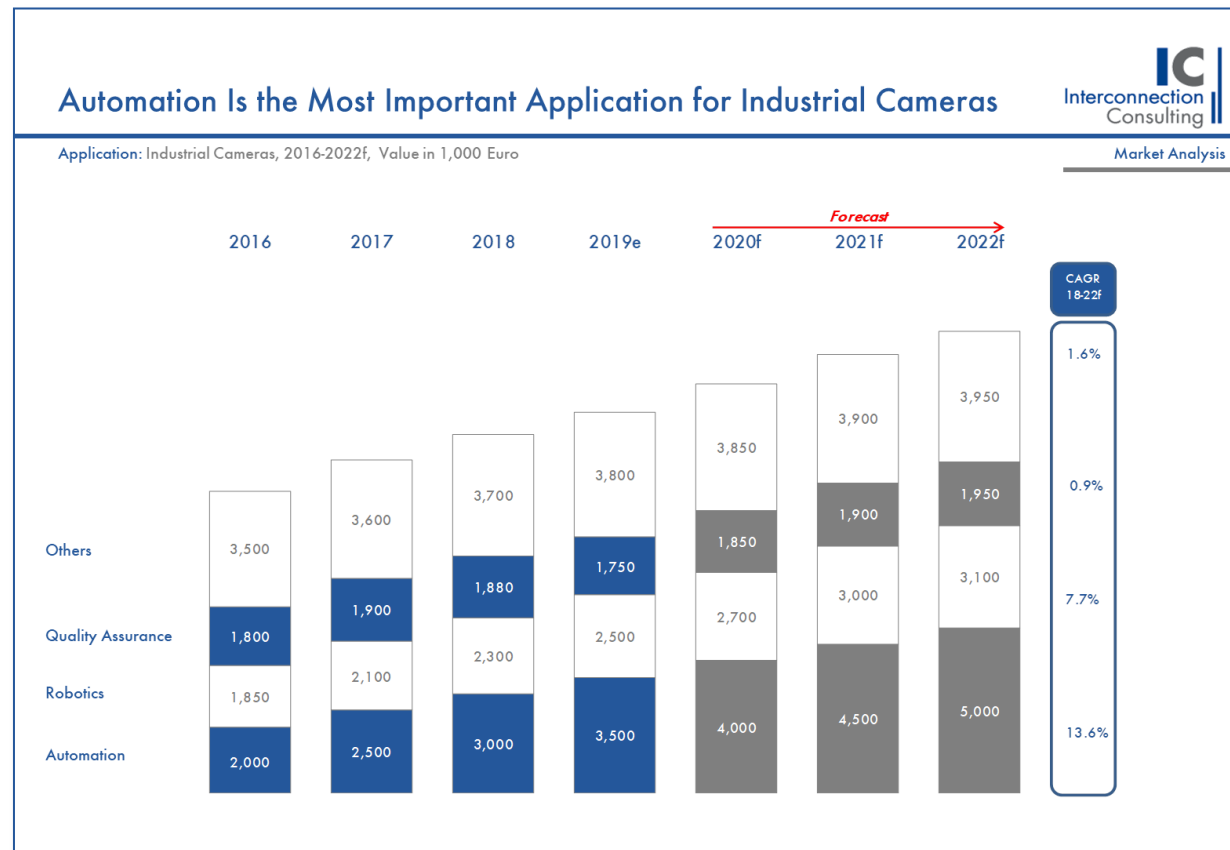
Market Environment Data of Our Forecasting Model

- The data for the market environment consist of main factors such as general economy data, demography, income statistics, construction environment and sentiment indicators.
- *This chart shows dummy figures and may illustrate relevant market environment data.*



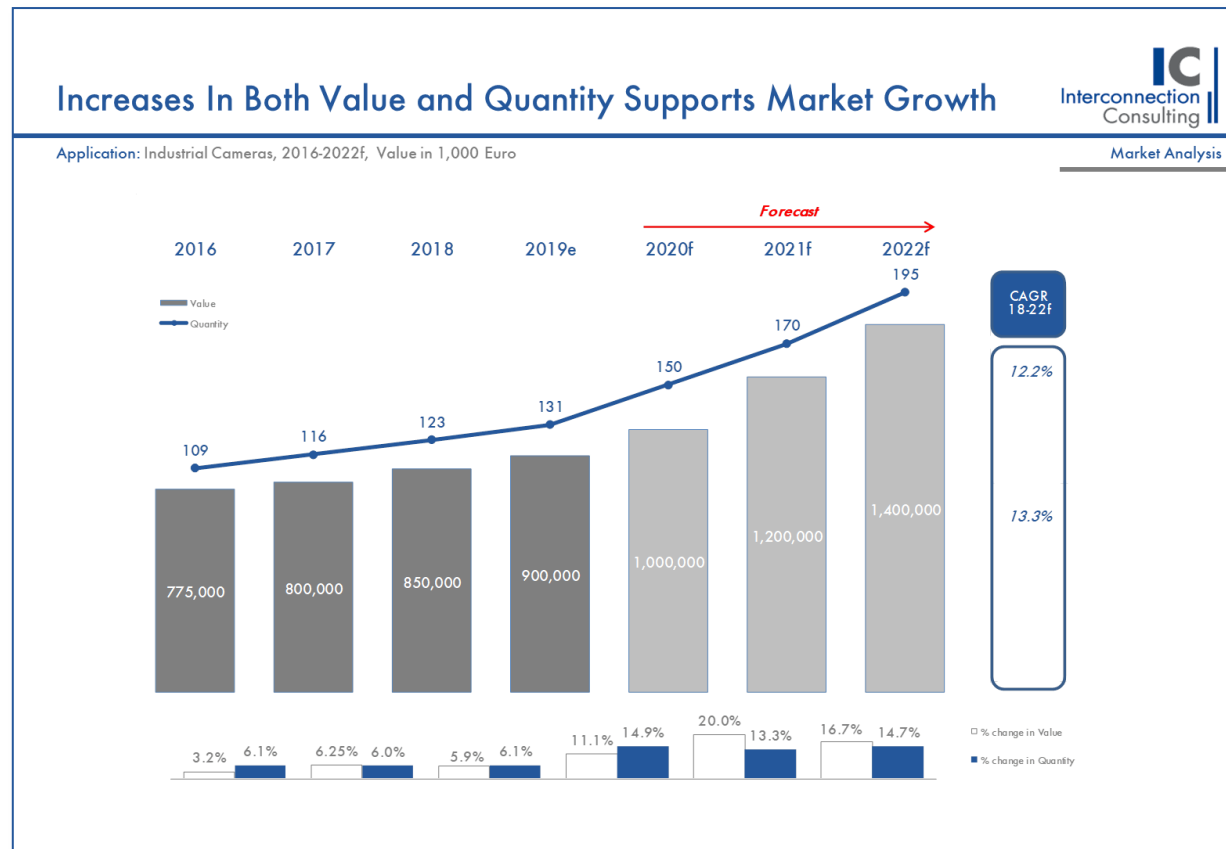
Development Over Time for the Applications of Industrial Cameras

- Overview of the total market until the current year and forecast for the upcoming three years by sub segments.
- *This chart shows dummy figures*



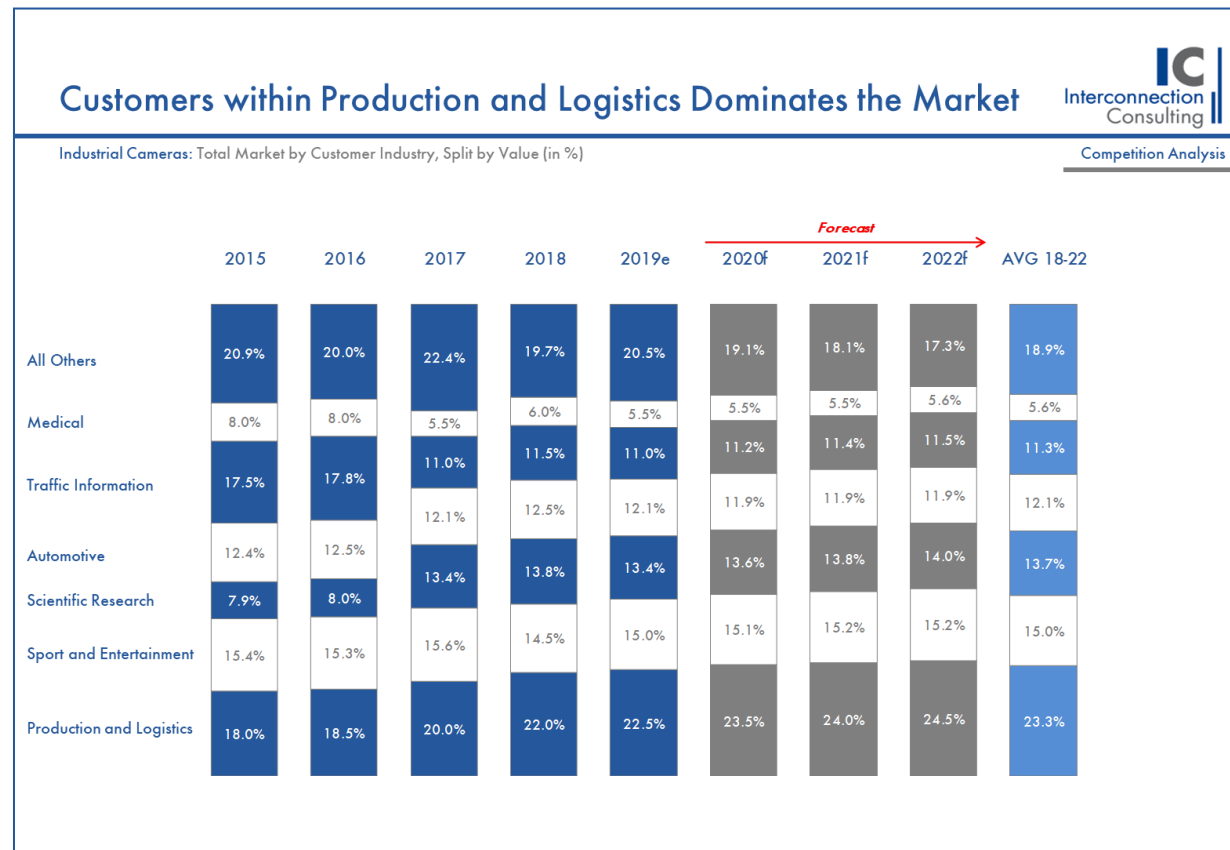
Growth Rate over Time

- Illustrating the growth rate and development over time for all applications of industrial cameras in both value and quantity.
- *This chart shows dummy figures*



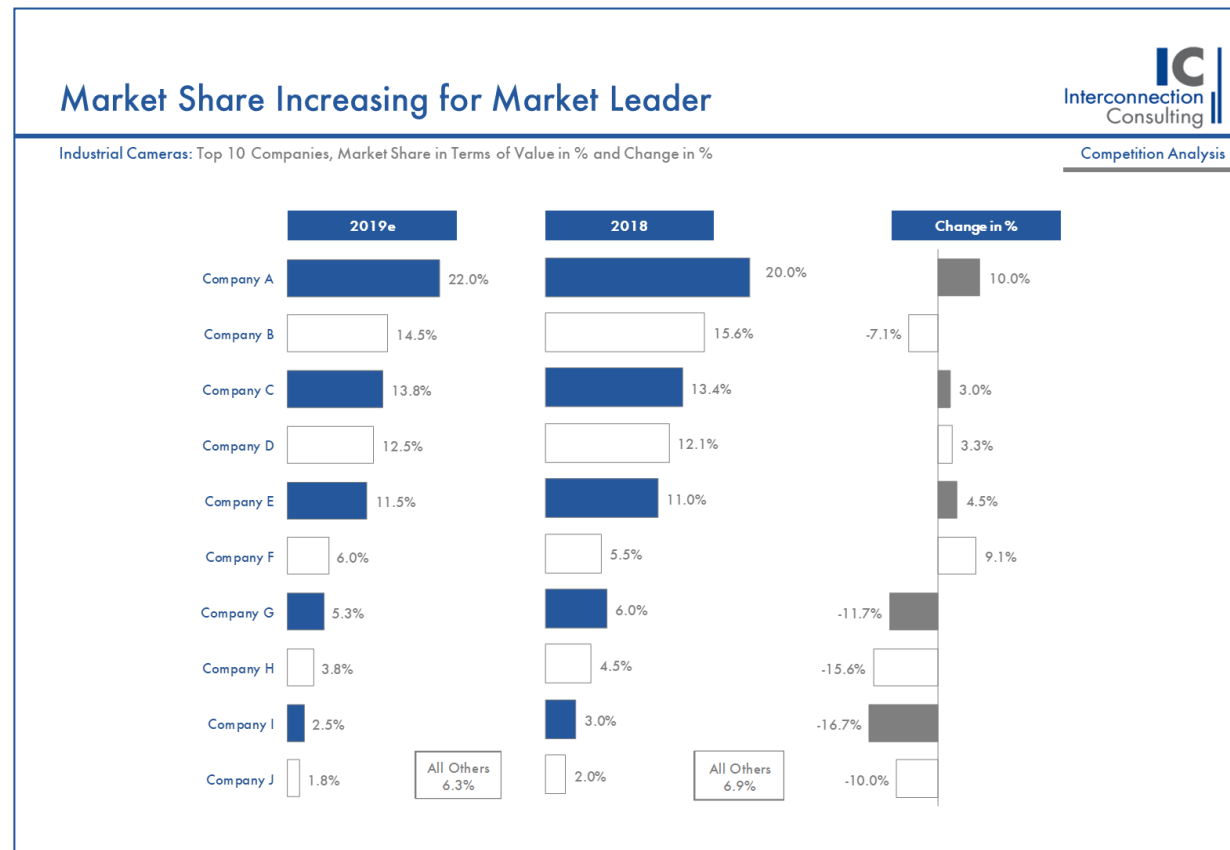
Total Market Overview Between Customer Industry

- Illustrating total market by customer industry/types etc. (split) and it's development over time including three year forecast.
- *This chart shows dummy figures*

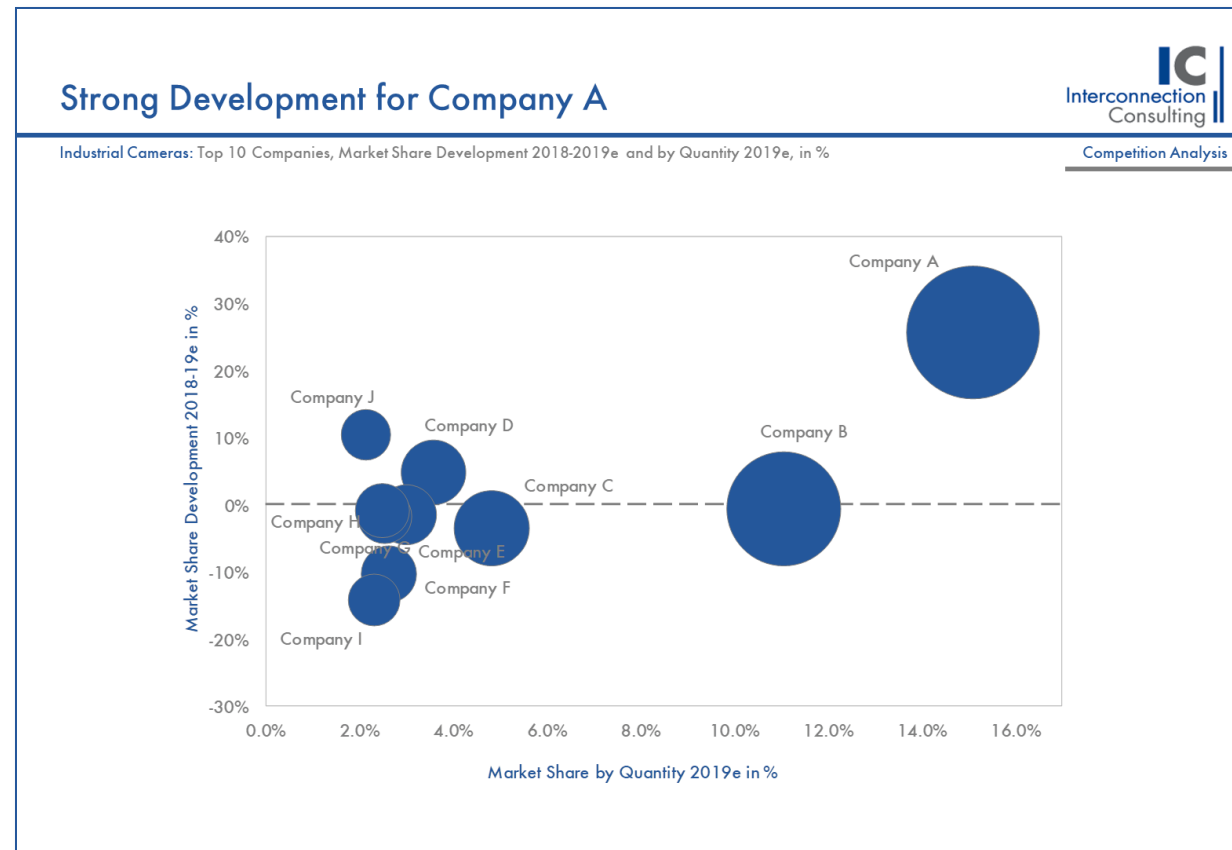


Competition Analysis and Market Shares

- Market Shares of the Top 10 companies in the European Core Markets for Industrial Cameras.
- *This chart shows dummy figures*



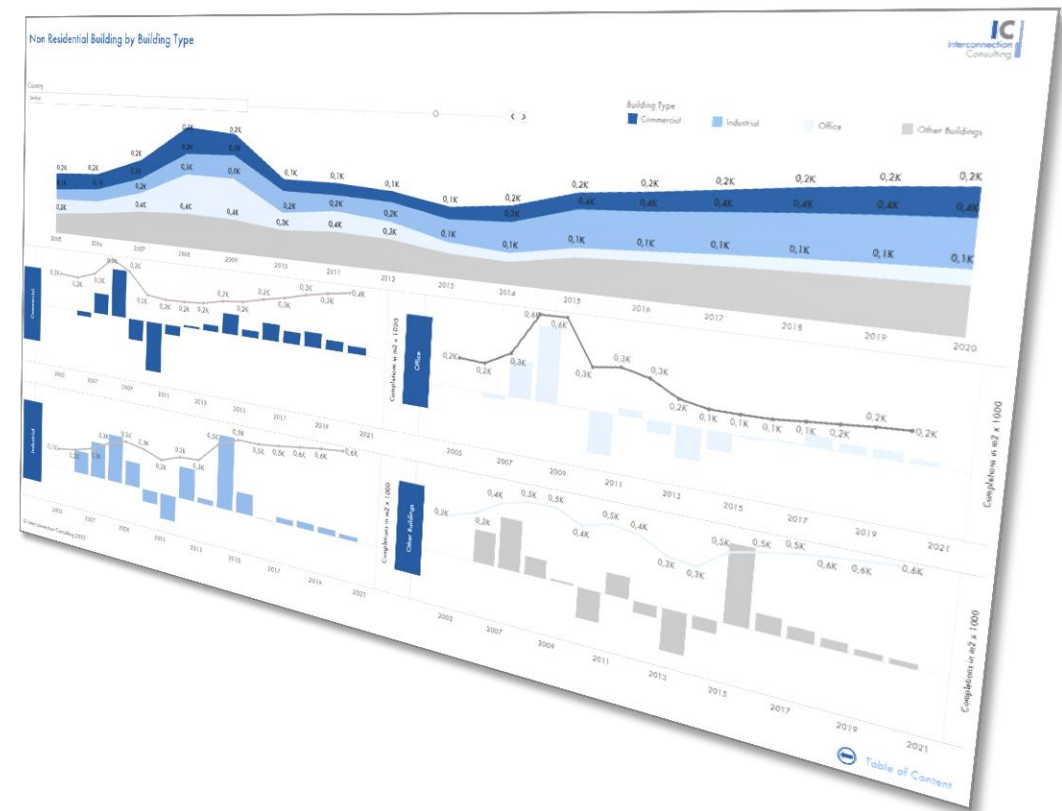
- Market Share Development for the Top 10 companies in the European Core Markets for Industrial Cameras.
- *This chart shows dummy figures*



IC Cockpit-Solution

Online Tool with Interactive Dashboards Presenting the Data

- We provide you also the possibility to implement all data in a dashboard solution based on Tableau.
- Together we will define what the final Tableau-Cockpit should look like to present you the data in the most efficient way for your work.
- In course of a subscription of our reports, fees for the dashboard creations will only occur in the first year. In the subsequent years the updated market data will automatically be uploaded in the software.



Software license costs are EUR 600,- in case of purchase of one country report. Software license costs are included when more than one country report are purchased.

Your Benefits at a Glance

A picture says more than 1000 words

- **Complex correlations** are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards
Updates annually

- Use **interactive dashboards** for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online
accessability

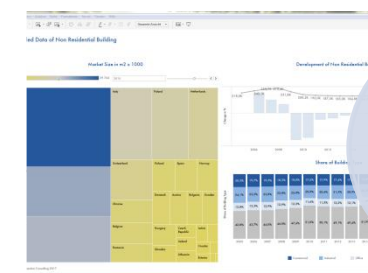
- Market data are available wherever you have internet access
- You can also **export** the data as .jpg, .csv or .pdf file



Data
Benchmark

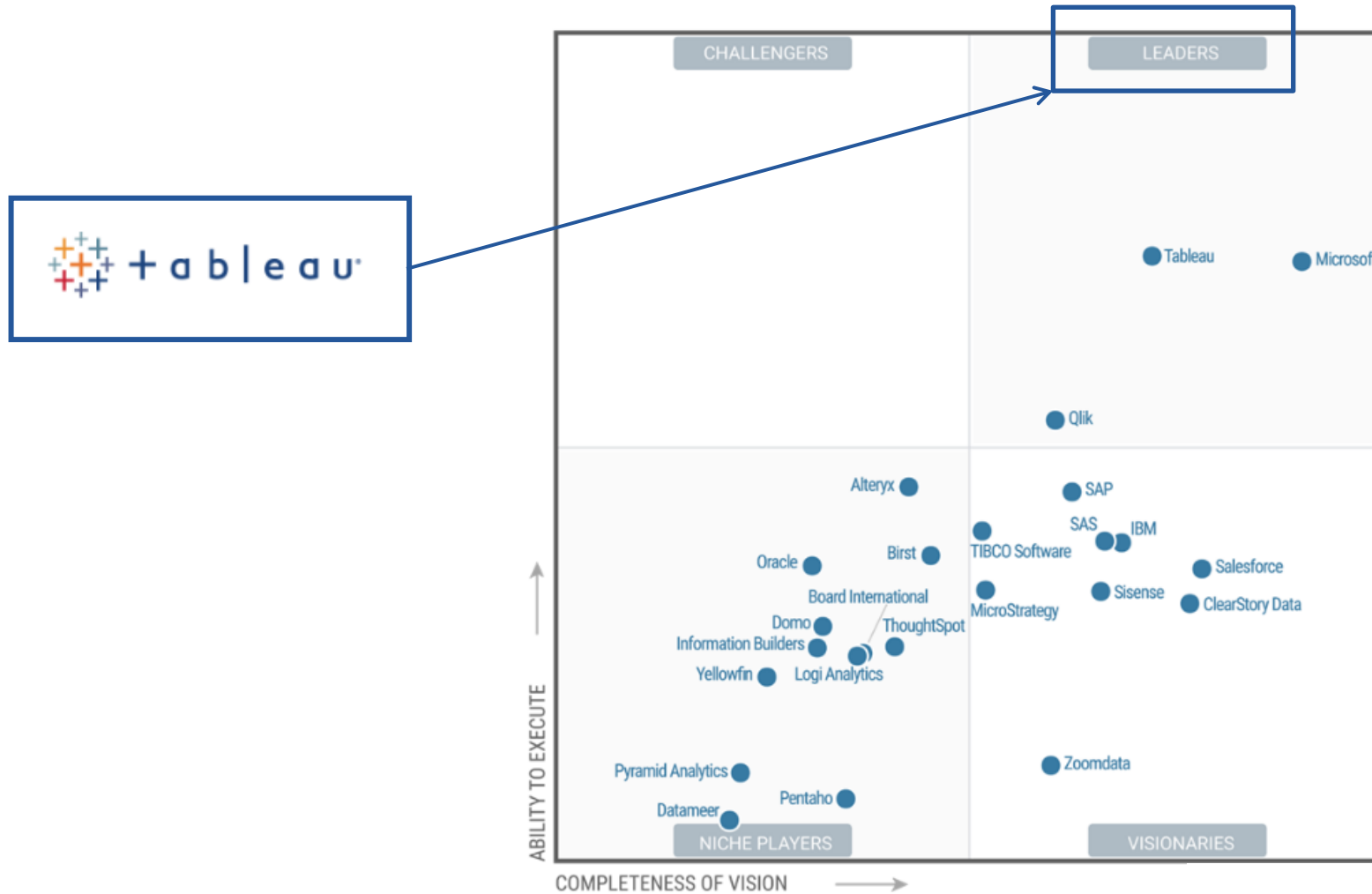


2016-2022f



Market
Shares

IC Management System Implementation with the Best BI Tool on the Market!



Source: Gartner Magic Quadrant für Business Intelligence and Analytics, 2017

	Subscription *	Single Issue	Scale of Discounts			
Single Country	€ 3,350	+25%	€ 6,000	10%		
All Countries	€ 25,125		€ 10,000	15%		
			€ 12,500	20%		
			€ 15,000	25%		
Available Countries	BNX	FRA	ITA	POL	SWE	Other countries available upon request
	DEN	GER	NOR	SPA	UK	

* **Subscription:** Price per edition; 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

**Package Price taking the scale of discounts already into account.
Price includes an interactive PDF Document. All prices shown exclude sales tax

Selected customers of our studies:



Our Market-Intelligence Tools



Our Ad-hoc research team disposes state of the art market intelligence tools to:

- Analyze potential to increase turnover and profits
- Provide an insight about customers needs and opinions
- Identify new promising markets and business segments
- Optimize your pricing strategies taking customer benefits and the competitive landscape into account



If there are any questions please
do not hesitate to contact us!

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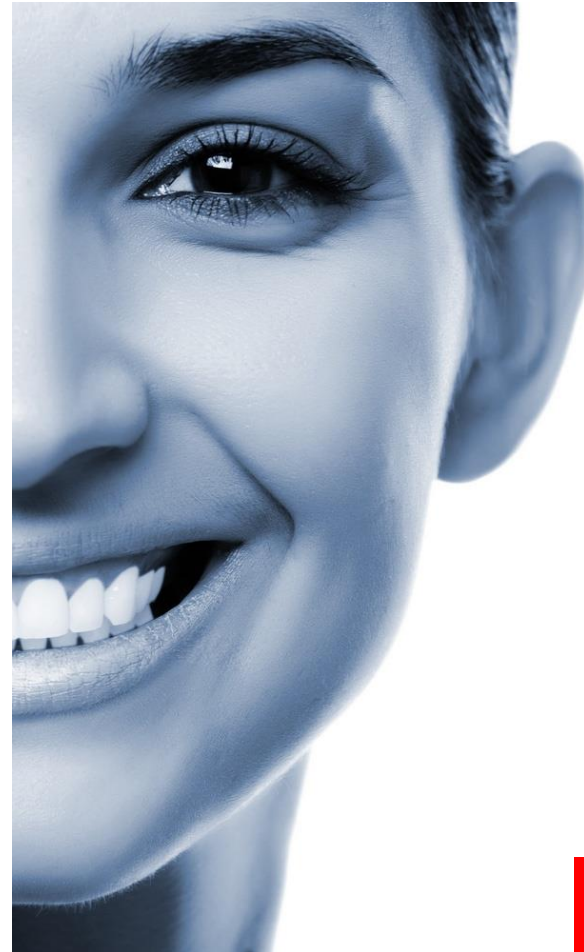
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Inquiry

Yes, we would like to order the IC Market Tracking® Industrial Cameras in Europe 2019

(Please, print out the order form and mark your desired products)

Please choose from the available countries

- | | | |
|----------------------------------|---------------------------------|-----------------------------------------|
| <input type="checkbox"/> Benelux | <input type="checkbox"/> Italy | <input type="checkbox"/> Sweden |
| <input type="checkbox"/> Denmark | <input type="checkbox"/> Norway | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> France | <input type="checkbox"/> Poland | |
| <input type="checkbox"/> Germany | <input type="checkbox"/> Spain | |

- Subscription* EUR 3,350.- / Country
- Subscription* (All Countries) EUR 25,125.-
- Single Issue EUR 4,188.- / Country
- Single Issue (All Countries) EUR 31,410.-

	Single Issue	Subscription*
25% price advantage		✓
IC Cockpit – Online Dashboard Solution (optional)	✓	✓
Interactive PDF	✓	✓
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

Billing Address:
(please fill in the data completely)

Delivery Address:
(necessary if different from the billing address)

Company: _____

Name: _____

Address: _____

Post Code/Zip: _____

Country: _____

VAT identification number: _____

E-Mail: _____

Company: _____

Name: _____

Address: _____

Post Code/Zip: _____

Country: _____

E-Mail: _____

Date	Name	Signature
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Terms of Payment

Payable after receipt of invoice without discount or via Credit Card. General terms of business apply, as agreed; any disputes arising will be settled before a competent Vienna court of law. We claim copyright protection for the work. Distribution to third parties, duplication, publication or revision, even in part, is not permitted. In case of violation the company or persons placing the order agree to pay a contract penalty of one hundred thousand Euros in each case. All prices shown exclude sales tax. Interconnection reserves the right to use the clients' logo as reference until revocation.

Scale of Discounts

The table below specifies the scale of discounts. The price for the package including all countries already includes discounts.

From EUR 6,000.-	10%
From EUR 10,000.-	15%
From EUR 12,500.-	20%
From EUR 15,000.-	25%