

JANUARY

AD: 12/13/10
MAT: 12/15/10
EDIT: 11/1/10
MAIL: 1/12/11

FEBRUARY

AD: 1/12/11
MAT: 1/14/11
EDIT: 12/1/10
MAIL: 2/9/11

MARCH

AD: 2/4/11
MAT: 2/11/11
EDIT: 1/5/11
MAIL: 3/16/11

APRIL

AD: 3/9/11
MAT: 3/11/11
EDIT: 2/1/11
MAIL: 4/6/11

PRODUCT FOCUS

LIGHTING & ILLUMINATION

FRAME GRABBERS

INNOVATIONS IN
MACHINE VISION:
CAMERAS, OPTICS,
LIGHTING, BOARDS,
ROBOTICS, INTEGRATION,
APPLICATIONS

INFRARED CAMERAS &
DETECTORS

SYSTEM INTEGRATION/ TURNKEY SYSTEMS FOCUS

FACTORY AUTOMATION

SOLAR CELL INSPECTION

2011 BUYERS
GUIDE ISSUE



PHARMACEUTICAL ANALYSIS

AEROSPACE APPLICATIONS

TECHNOLOGY FOCUS

3-D IMAGING

LENSES & IMAGING

SOFTWARE DEVELOPMENTS

EMBEDDED VISION
SYSTEMS

GIGE CAMERAS

HIGH-SPEED CAMERAS

eNEWSLETTERS

- 1/6: FOCUS:
SMART CAMERAS
- 1/13: NEWS & PRODUCTS
- 1/20: FOCUS:
PHOTOVOLTAICS

- 2/3: FOCUS:
CAMERA LINK CAMERAS
- 2/10: NEWS & PRODUCTS
- 2/17: FOCUS:
LIGHTING & OPTICS

- 3/3: FOCUS:
GIGE CAMERAS
- 3/10: NEWS & PRODUCTS
- 3/17: FOCUS:
VISION-GUIDED ROBOTS

- 4/7: FOCUS:
FIREWIRE CAMERAS
- 4/14: NEWS & PRODUCTS
- 4/21: FOCUS:
DEFENSE & SECURITY

WEBCASTS

- OPTICAL FILTERS FOR
MACHINE VISION
- HIGH-SPEED IMAGING

- INTELLIGENT
TRANSPORTATION
SYSTEMS
- GIGE AND GIGE VISION

- MACHINE VISION FOR
SERVICE ROBOTS
- INFRARED IMAGING

- FOOD & BEVERAGE

INDUSTRY EVENTS

- AIA Business Conf
Orlando, FL
Jan 19-21
- Electronic Imaging
San Jose, CA
Jan 22-27
- Photonics West
San Francisco, CA
Jan 23-28
- Lasers & Photonics
Marketplace Seminar
San Francisco, CA
Jan 24

- Machine Vision China
Shanghai, China
(TBD)

- AUTOMATE
Chicago, IL
Mar 21-24

- Defense, Security & Sensing
Orlando, FL
Apr 25-29
- Control
Stuttgart, Germany
May 3-6
- EMVA Business
Conference
Amsterdam, Netherlands
May 13-14

MARKETING EXTRAS

- Photonics West Package
- Showcase Program

- AUTOMATE Package
- Showcase Program

- AUTOMATE Package
- Showcase Program

- Showcase Program

	MAY AD: 4/8/11 MAT: 4/12/11 EDIT: 3/1/11 MAIL: 5/11/11	JUNE AD: 5/10/11 MAT: 5/12/11 EDIT: 4/1/11 MAIL: 6/8/11	JULY AD: 6/13/11 MAT: 6/15/11 EDIT: 5/2/11 MAIL: 7/13/11	AUGUST AD: 7/12/11 MAT: 7/14/11 EDIT: 6/1/11 MAIL: 8/10/11
PRODUCT FOCUS	SMART CAMERAS	MACHINE VISION SOFTWARE	OPTICS & LENSES	CCD & CMOS CAMERAS
SYSTEM INTEGRATION/TURNKEY SYSTEMS FOCUS	FOOD & BEVERAGE INSPECTION AUTOMOTIVE ASSEMBLY	VISION IN AGRICULTURE SECURITY & SURVEILLANCE	WEB INSPECTION SEMICONDUCTOR INSPECTION	BIOMEDICAL DEVICE MANUFACTURING REMOTE SENSING
TECHNOLOGY FOCUS	POSITIONING SYSTEMS TELECENTRIC LENSES & LIGHTING	ROBOTS & VISION OCR/OCV	FIREWIRE CAMERAS IMAGING ON FPGAs/GPUs	MULTISPECTRAL IMAGING SMART CAMERA SOFTWARE
eNEWSLETTERS	<ul style="list-style-type: none"> ■ 5/5: FOCUS: CCD CAMERAS ■ 5/12: NEWS & PRODUCTS ■ 5/19: FOCUS: AUTOMOTIVE MANUFACTURING 	<ul style="list-style-type: none"> ■ 6/2: FOCUS: 3-D IMAGING ■ 6/9: NEWS & PRODUCTS ■ 6/16: FOCUS: GIGE CAMERAS 	<ul style="list-style-type: none"> ■ 7/7: FOCUS: INFRARED IMAGING ■ 7/14: NEWS & PRODUCTS ■ 7/21: FOCUS: FACTORY AUTOMATION 	<ul style="list-style-type: none"> ■ 8/4: FOCUS: FIREWIRE CAMERAS ■ 8/11: NEWS & PRODUCTS ■ 8/18: FOCUS: MEDICAL & PHARMACEUTICAL
WEBCASTS	<ul style="list-style-type: none"> ■ ADVANCED 3-D IMAGING 	<ul style="list-style-type: none"> ■ PHOTOVOLTAICS MANUFACTURING 	<ul style="list-style-type: none"> ■ SMART CAMERAS ■ HYPERSPECTRAL IMAGING 	<ul style="list-style-type: none"> ■ UNDERSTANDING OPTICS & LIGHT
INDUSTRY EVENTS	<ul style="list-style-type: none"> ■ LASER World of Photonics Munich, Germany May 23-26 ■ Sensor+Test Nürnberg, Germany Jun 6-9 	<ul style="list-style-type: none"> ■ 2011 Image Sensing Show Yokohama, Japan (TBD) ■ SEMICON West/Intersolar San Francisco, CA Jul 12-14 	<ul style="list-style-type: none"> ■ NIWeek Austin, TX Aug 2-4 	<ul style="list-style-type: none"> ■ SPIE Optics & Photonics San Diego, CA Aug 21-25
MARKETING EXTRAS	<ul style="list-style-type: none"> ■ Showcase Program 	<ul style="list-style-type: none"> ■ Summer Profile Program ■ Showcase Program 	<ul style="list-style-type: none"> ■ Summer Profile Program ■ Showcase Program 	<ul style="list-style-type: none"> ■ Ad Readership Study ■ Summer Profile Program ■ Showcase Program

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	AD: 8/9/11 MAT: 8/11/11 EDIT: 7/5/11 MAIL: 9/7/11	AD: 9/13/11 MAT: 9/15/11 EDIT: 8/1/11 MAIL: 10/12/11	AD: 10/11/11 MAT: 10/13/11 EDIT: 9/1/11 MAIL: 11/9/11	AD: 11/7/11 MAT: 11/9/11 EDIT: 10/3/11 MAIL: 12/7/11
PRODUCT FOCUS	CABLES & CONNECTORS	VISION-GUIDED ROBOTS	3-D CAMERAS & SENSORS	HIGH-SPEED CAMERAS
SYSTEM INTEGRATION/TURNKEY SYSTEMS FOCUS	AUTONOMOUS ROBOTS	INSPECTING CONSUMER PRODUCTS	IMAGING IN HARSH ENVIRONMENTS	INFRARED INSPECTION
TECHNOLOGY FOCUS	BARCODE INSPECTION	MICROSCOPY-BASED IMAGING	CONTAINERS & PACKAGING	MEDICAL APPLICATIONS
	LED LIGHTING	POSITIONING SYSTEMS	CAMERA DIRECTORY: TRENDS IN CAMERA TECHNOLOGIES 	3-D CAMERAS
	SMART CAMERAS	CCD & CMOS IMAGERS		PHOTOVOLTAICS
eNEWSLETTERS	<ul style="list-style-type: none"> ■ 9/1: FOCUS: CODE READING ■ 9/8: NEWS & PRODUCTS ■ 9/15: FOCUS: GIGE CAMERAS 	<ul style="list-style-type: none"> ■ 10/6: FOCUS: FRAME GRABBERS ■ 10/13: NEWS & PRODUCTS ■ 10/20: FOCUS: 3-D IMAGING 	<ul style="list-style-type: none"> ■ 11/3: FOCUS: HIGH-SPEED IMAGING ■ 11/10: NEWS & PRODUCTS ■ 11/17: FOCUS: FIREWIRE CAMERAS 	<ul style="list-style-type: none"> ■ 12/1: FOCUS: MACHINE-VISION SOFTWARE ■ 12/8: NEWS & PRODUCTS ■ 12/15: FOCUS: VISION-GUIDED ROBOTS
WEBCASTS	<ul style="list-style-type: none"> ■ UAVS AND REMOTE SENSING 	<ul style="list-style-type: none"> ■ SENSORS & IMAGE CAPTURE ■ CHOOSING CABLES, CONNECTORS & EXTENDERS FOR MACHINE VISION 	<ul style="list-style-type: none"> ■ MACHINE VISION SOFTWARE 	<ul style="list-style-type: none"> ■ VISION-GUIDED ROBOTICS
INDUSTRY EVENTS	<ul style="list-style-type: none"> ■ VisionShow Paris, France (TBD) ■ Pack Expo Las Vegas, NV Sep 26-28 ■ Smart Automation Linz, Austria Oct 4-6 ■ MOTEK Stuttgart, Germany Oct 10-13 	<ul style="list-style-type: none"> ■ Photonex (TBD) ■ VISION 2011 Stuttgart, Germany Nov 8-10 	<ul style="list-style-type: none"> ■ SPS/IPC/DRIVES Nuremberg, Germany Nov 22-24 	<ul style="list-style-type: none"> ■ International Technical Exhibition on Image Technology & Equipment Yokohama, Japan (TBD)
MARKETING EXTRAS	<ul style="list-style-type: none"> ■ VISION 2011 Package ■ Showcase Program 	<ul style="list-style-type: none"> ■ VISION 2011 Package ■ Showcase Program 	<ul style="list-style-type: none"> ■ Showcase Program 	<ul style="list-style-type: none"> ■ Photonics West '12 Package ■ Showcase Program