

# Industrial Vision News

Discover the versatility of DALSA

## Get more VISION

DALSA's Next Generation Smart  
Camera Technology



- Sensor
- Light Control
- Processing
- Opto-isolated I/O
- Factory communications
- Protective enclosure
- Developer and Operator interfaces

On October 1st, we will announce our exciting new smart camera based vision system, BOA. Designed specifically for factory automation, BOA delivers the performance, flexibility, robustness and size to satisfy a wide range of single point industrial applications...at a very affordable price!

As our marketing tag line indicates, the highly integrated BOA system is differentiated from other smart technology by offering greater value than any competitive product in its class. It incorporates multiple processing engines (CPU + DSP), requires no software installation (application embedded) and is packaged to simplify factory integration. The 44 mm cube style format of BOA and IP67 rated enclosure allow it to easily fit into existing production lines, machinery or moving equipment without additional protective housing.

BOA gives your customers more:

- Industrial strength, small footprint enclosure
- 360° direct mount capability (M4 screws)
- Simple low-cost cabling – standard M12 factory-style cord sets
- Single cable solution using “passive Power over Ethernet”
- Interchangeable C mount lens with protective cover
- Embedded software – eliminates version control problems
- Low overall cost of deployment

*Continued on page 2*

## Announcing BOA, *(continued from page 1)*

Building on the strength of our software, we have improved and embedded the iNspec application software for BOA. The new iNspec Express style interface is even easier to use and more powerful than its predecessor. The GUI has been optimized to provide greater application control, easier navigation (less clicks!) and runtime editing. The new iNspec software is fully supported by a functional emulator that can optionally be installed on a local PC for offline development. BOA will ship with a CD that includes the emulator software, manuals and associated utilities such as "iDiscover", a program that runs on a PC to search for BOA cameras that are reachable on the LAN.

BOA is a major product announcement for DALSA as it represents the first "smart" camera the company has ever produced. As such, we are planning to showcase it at the upcoming Vision Show in Stuttgart Germany, November 3-5. This is the largest European trade show for the Vision Industry and is very well attended. We expect to uncover (discover) some interesting opportunities for BOA at this global event.

### Marketing Collateral & Advertising

We have developed a colorful 12-page sales brochure for the BOA product, along with a companion 2-page datasheet. Initial quantities of the brochure will be distributed to each of our partners in October. DALSA is setting up self-serve online fulfillment for you to order additional copies (details of to follow). We will work with partners on brochure translation.

We are also in the final stage of redesigning our Vision Solutions brochure. This brochure provides a complete overview of DALSA Industrial Products, including capabilities and applications. Content is largely based on the existing brochure with the addition of BOA and complementary DALSA products.

Over the last couple months we have been busy readying the press for this upcoming announcement. We have conducted a number of press briefings and expect a good amount of coverage in October and November. Coincident with this, we will be kicking-off our advertising campaign across the major vision and automation outlets worldwide. This includes a balance of print, online and email programs that are being orchestrated from the DALSA main office.

### Part Numbers, Pricing & Availability

The updated price book is being emailed to the principle contacts of our channel partners. BOA vision systems typically comprise the camera unit (**BVS-0640M**), a small panel breakout module (**A-BVS-PL-100**) and the associated factory cord sets. For wash down or harsh environments, optional lens covers of various lengths are available. Our pricing strategy for BOA is very aggressive against comparable products in its class.

Initial production units (mono 640x480) will be available in early October. Demand is expected to be high, so we strongly encourage you to get your demo units on order quickly so you can start selling. These demo units are very important to have on hand for visiting customers and evaluating projects.

The complementary color version is expected to be released before end of year and higher resolution models are in design for early 2010 availability.



# DALSA

## Web Site Integration

With the introduction of BOA comes another significant transition in our business evolution. Also on October 1st, we will be integrating the goipd.com website into the corporate DALSA site. This may not be a complete surprise to most of you since we have been avoiding updating the old site for several months. Our new site will offer a fresh look, easier navigation and corporate consistency. Customer prospects visiting the site will quickly gain appreciation for the company DALSA, its technologies, products and the diversity of the industries we serve.

At the outset, content on the new [www.dalsa.com/ipd](http://www.dalsa.com/ipd) site will be in transition. Most of the relevant content will be up-to-date, but some areas will be changing over the coming weeks. As an example, more “self help” content will be added to the partner site on the new BOA product.

### Important Partner Access Information!

While we are on the partner site topic, the new site will require you to have a Username/Password login that is consistent across the DALSA.com site. Those of you who already have such a login for the DALSA site will use that to access our partner site on October 1st. Those of you who only have an IPD partner login will need to create a new login before you can access the new partner site. An email will be sent to all of our partners in the coming days with instructions on how to update your login information. We encourage you to do this quickly to have access to important partner and product information.

## In Summary

The BOA vision system represents a new dimension in product offerings from DALSA that we expect will open significant new opportunities for us and our partners. We also believe that we have a very competitive position in the market. DALSA is a well founded company with a lineup of technology and products that are unmatched in our industry.



Email: [info@goipd.com](mailto:info@goipd.com)  
[www.goipd.com](http://www.goipd.com)  
 700 Technology Park Drive, Billerica, MA 01821  
 USA Tel: +1 978.670.2002 Fax: +1 978.670.2010