

Background Information

Facts and Figures about Basler AG

Ahrensburg, 2008 – Basler AG in Ahrensburg is one of the worldwide leading producers of vision solutions and components. The key technology of artificial vision developed by the company stands out because of its universal applicability. It opens up very different markets all over the world - optical storage media, flat screens, sealing rings for ABS-systems or solar wafer. Vision solutions offer individual solutions for different categories of quality control, measurement, identification or surveillance and are a substantial element for the optimization of industrial production processes.

Basler addresses the Vision Technology market with two business units:

Basler Components develops and sales standardized vision technology components (cameras) and herewith addresses a great number of other industries like Machine Vision, Intelligent Traffic Control, Medical and Surveillance.

Basler Solutions develops and manufacture solutions to ensure automatic quality assurance for optical equipment in a broad range of industrial applications. You can find image-processing solutions from Basler, for example, not only in the manufacture of optical storage media, flat screens and solar cells, but also in the seal production industry, in food sorting, and in medicine.

Turnover

Development of turnover in € mill.

2007	2006
51.5	52.1

Development of **Basler Components turnover** in € mill.

2007	2006
27.5	23.3

Development of **Basler Solutions turnover** in € mill.

2007	2006
24.0	28.8



Employees (year average)

	2007	2006
Employees	308	303
Employees in R&D (%)	29	30
Employees in Germany	262	269

Markets

The global market for machine vision products primarily concentrates on the high developed industry regions in North America, Europe and Japan as well as the upcoming countries China, South Korea and Taiwan. According to a statistic of the US-based Automated Imaging Association (AIA) Japan and the USA have the largest markets for industrial image processing. The European countries share one fourth of the worldwide turnover-volume of machine vision products.

According to the AIA, the worldwide machine vision market is expected to grow at an average of 11 percent as a minimum per year during the next five years. By 2008 the worldwide turnover with machine vision products is expected to grow by 37 percent to reach 10.0 Bill. US\$.

Locations

- Basler AG (Headquarters), Ahrensburg, Germany
- Basler Inc., Exton, Pennsylvania, USA
- Basler (Asia) Pte. Ltd., Singapore
- Basler Vision Technologies Taiwan Inc., Taipeh, Taiwan
- Basler Representative Office, Shanghai, China
- Basler Representative Office, South Korea
- Basler Representative Office, Tokyo, Japan
- Basler Representative Office, France
- Sales Partners in further 25 countries

Milestones of the company's development

1988	Foundation of Basler Vision Technologies GmbH
1991	Launch of Print Inspection-Solutions for the inspection of CD-printing



- 1992 Launch of Ident Code Readers for the inspection of number- and barcodes on CDs
- 1994 Foundation of the first international location in Malvern, Pennsylvania, USA
- 1995 Foundation of Basler Asia Pte., Singapore
- 1996 Foundation of the Business Unit Sealing Inspection
- 1996 Launch of Basler Vision Solutions for the inspection of sealing elements
- Foundation of Basler Representative Office in Taiwan
- 1997 Foundation of Business Unit Machine Basler Components
- 1998 Foundation of Business Unit Display Inspection
- Relocation to the new Headquarters in Ahrensburg
- 1999 Going Public
- Foundation of Business Unit Web Inspection
- Strategic Alliance with Photobit Corp., USA, technology leader in the sector of CMOS sensors
- 2000 Launch of Basler solutions for inspection of plastic foils
- Retirement of CEO Norbert Basler due to health reasons. Dr. Dietmar Ley becomes new Chief Executive Officer
- 2001 Foundation of Basler Vision Technologies Taiwan, Inc. as an independent daughter-company
- Nomination of Peter Krumhoff as Chief Finance Officer and Axel Dancker as Chief Operations Officer



Selling of the activities of Photobit Corp., and transfer of the strategic alliance to the buyer, Micron Technology Inc.

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| 2002 | Foundation of Technologiepark Ahrensburg for affiliated High-Tech Companies |
| | Foundation of a new representative office in Shanghai |
| 2003 | Turnaround with positive net-result for the whole year |
| 2004 | Record Revenues and Profits achieved |
| | Foundation of a new representative office in Korea |
| 2005 | John P. Jennings new Member of the Board |
| | Foundation of a representative office in Korea |
| | Foundation of a representative office in France |
| 2006 | Foundation of a new representative office in Tokyo, Japan |
| 2007 | Foundation of a second representative office in Korea |
| | Launch of Basler Solutions Solar Inspection |
| 2008 | Launch of Basler Components IP-Camera business |
| | 20 th anniversary of the Basler AG |

Management Board

Dr. Dietmar Ley, Chief Executive Officer, responsible for the Segments Vision Components and Vision Systems, research and development, human resources, finance and operations as well as for the companies overall strategy.

John P. Jennings, Chief Commercial Officer, responsible for sales and marketing as well as for foreign offices.



Further Information:

Basler AG

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