



News Release

Pleora and Basler Collaborate on Gigabit Ethernet Connectivity Products for Industrial Vision

OTTAWA, CANADA, February 25, 2004 – Pleora Technologies today announced a business agreement with Basler Vision Components of Ahrensburg, Germany, to collaborate on Gigabit Ethernet (GigE) vision connectivity products.

Under the agreement, Pleora is supplying Basler with products that extend the maximum cable length permitted between high-performance industrial digital cameras and PCs. The products allow image data generated by Camera Link™ cameras to be transported in real time to PCs over standard GigE connections. These connections reach up to 100 meters, ten times further than Camera Link™ cables. Basler is marketing the products under the “giga-BIC” brand.

“Basler is a strong player in global industrial vision markets,” said Pleora President George Chamberlain. “This agreement improves our access to those markets, particularly in strategic European manufacturing centers.”

About Pleora

Pleora is a privately held company based in Ottawa, Canada that develops and manufactures end-to-end vision connectivity solutions based on industry-standard GigE technology, under the iPORT™ brand. Pleora’s products include IP engines for a comprehensive range of digital and analog image formats, as well as high-performance PC drivers and PC software for vision applications development.

Pleora Technologies Inc.
359 Terry Fox Drive
Suite 230
Kanata, Ontario, Canada
K2K 2E7
Tel: (613)270-0625
www.pleora.com

About Basler

Basler Vision Components designs and manufactures advanced vision components for industrial users. Products include color and monochrome line scan and area scan digital cameras for high-speed and/or high-resolution applications. Product designs are driven by industry requirements offering easy interfacing, compact size, and a strong price/performance ratio.

For further information:

Pleora Technologies

George Chamberlain
359 Terry Fox Drive
Kanata, Ontario
Canada K2K 2E7
Tel: +613-270-0625
Fax: +613-270-1425
Email: george@pleora.com
www.pleora.com

Basler AG

Anke Wübbelmann – Vision Components
An der Strusbek 60 – 62
22926 Ahrensburg
Germany
Tel: +49 4102-463 511
Fax: +49 4102-463 599
Email: anke.wuebbelmann@basler.web.com
www.basler-vc.com