

## e2v



**Sebastien Teysseyre**  
e2v Marketing Manager, High Performance Imaging Solutions

With origins dating all the way back to the 1940s, e2v is a well-established and trusted name when it comes to high-reliability solutions for systems in the medical, aerospace, defence, and industrial markets. Here, Pleora catches up with this valued customer by speaking with Sebastien Teysseyre, a Marketing Manager within e2v's "High Performance Imaging Solutions" division.

**Pleora:** *More than 60 years of success as a high-technology company is no easy feat. What would you credit as a key factor in e2v's success?*

**e2v:** Yes, I'd say we are pioneers in the business of imaging. Whenever there was a high barrier in technology to be overcome, we were interested in developing a solution. Over the years, we have consistently provided high-end solutions to the market and the only way to do this is by investing heavily in research & development. So, I would say that the amount of effort we put into R&D activity is a key factor.

**I understand that e2v is a very large company, but could you please provide me with an overview of the product area that integrates Pleora's technology?**

Okay, sure. We have three different series of line scan cameras to address the market. An entry-level camera, named DiViINA®, which is our most cost-effective solution. It offers simple functionalities that can address the needs of 60 to 80 per cent of mid-range machine vision applications. From there, we have AViVA® 1 and AViVA 2 cameras, which offer upgraded sensor sensitivity and advanced functionalities. And finally, we have a very high-end product which is the ELiXA® series camera.

**Of these three camera lines, which offer GigE Vision-compliant interfacing technology?**

At present, the DiViINA and the AViVA series do. However, we are interested in pursuing a 10 Gigabit Ethernet interface for our fastest cameras once the technology is ready.

**Why is it important for e2v to offer GigE Vision solutions?**

We take pride in offering the most complete portfolio of line scan cameras in the world. In order for us to make this claim, we certainly need to include GigE Vision-compliant technology.

### Company Profile

**Company:** e2v

**Headquarters:** UK

**Technology:** Line scan cameras

**Established:** 1947

**Sector:** Industrial cameras

**Size:** 3,000+ employees

**Customers:** OEMs

**Export markets:** Worldwide

**Pleora Product(s):** iPORT NTx-Mini Intellectual Property, eBUS SDK

**Website:** [www.e2v.com](http://www.e2v.com)



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***Why is the line scan camera market interested in GigE Vision interfaces?***

This market segment asks for GigE Vision for the longer cable reach, the ability to eliminate the use of frame grabbers, and its overall cost-effectiveness.

***e2v initially worked with another company to integrate GigE Vision into its offerings. But in 2009, e2v decided to work with Pleora. Why?***

Well, it was a performance-driven decision. The fact that Pleora is a market reference when it comes to GigE Vision solutions and that, as a company, you offer a variety of integration options, made Pleora more suited to our customers' needs.

***Did e2v ever consider developing their own GigE Vision solution, rather than working with Pleora?***

No, this is not something we would be interested in. We focus our R&D activity on what we do best — sensor development. Sensor performance is our business and in order to get a product to market faster, we are very happy to have this partnership with Pleora.

***GigE Vision is the standard, but actual performance levels will vary depending on the vendor. When it comes to Pleora as a GigE Vision vendor, what features or capabilities have been important to e2v?***

There are many things, but I should mention the GPIO (General Purpose Input/Output) management. With a line scan camera, it's key to trigger the image acquisition with external signals. The way Pleora has managed it has been very quickly embraced by the market. It is very easy to use and handled in a comprehensive way. This is a very nice feature for us at e2v.

***On a day-to-day basis, how is the experience of working with Pleora?***

I'd have to say that there is some frustration when it comes to development; sometimes we would like to get certain technologies quicker than when Pleora actually has them available. However, the important fact is — and the feedback I hear from our development team — that it's of a very positive nature. There is a good, open communication channel and our team feels that they can easily ask questions and get answers back. There's a lot of interaction.



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First Published: November 2011