

## Press release

13 August 2013

### OPTICS 21XX - A stage for high-performance lenses and precision mechanics

After great successes with ROBOTICS 21XX and VISION 21XX, EXPO21XX has expanded its campaigns to include [OPTICS 21XX](#), a platform for industrial image processing products and supplementary parts.

There are currently twenty-four halls that focus on lighting solutions, [laser systems](#), Photonics, high-performance lenses, industrial optics, precision mechanics and medical technology. The layout of the halls is easy to navigate thus giving the industries that uncomplicated accessibility.

When it comes to the industrial applications of optical components, know-how and partnership are all that counts. Markus Baumgartner, CEO of EXPO21XX, stated: "Due to our experience, we know exactly the high demands of industrial applications to optical components. We do not only go lengths to support the exhibiting companies, but we also approach and value them as true partners. We encourage this, because online exhibition is much more about revenue."

The [Optical Components](#) section offers information on multi-task optical devices. A couple of examples would be the telecentric zoom lenses, which are ideal for filmmakers and often used in television cameras due to their precision and clear images. In contrast, telecentric measuring lenses with their robust design and vibration insensitivity provide high-end image processing which are ideal for use in heavy-duty industrial environment.

The [Microscopy](#) hall displays some of the latest microscopes that are imbued with high resolution and multi-angle zoom technique for fast and smooth observation. The [Imaging Software](#) hall displays software tools for industrial, scientific imaging and recording applications.

OPTICS 21XX gives potential customers an insight into this highly technological market and what should be expected in the future.



Online trade fair for Optics, Photonics & Laser >>

**OPTICS 21XX**

## **About EXPO21XX:**

**Connecting your business - EXPO21XX is the place where your customers are!**

EXPO21XX is an online exhibition platform which was founded to bring conventional trade fairs to the internet. Trade fairs demand that you display your brands or products short-term at one location, mostly for a few days or a week. EXPO21XX serves as a better alternative by bringing the products online to help manufacturers virtually and yet profitably launch their products. The essences of the products are presented through quality videos, images and descriptions.

Today more than 3500 exhibitors mainly from America, Europe and Asia are displaying their products and solutions in over 400 exhibition halls. The products include but not limited to electric motors, sailing yachts, agricultural machinery and industrial robots. EXPO21XX offers an extensive business network connecting the leading technological companies from industrial manufacturing, services, consumer goods and research. EXPO21XX.com is continuously working develop other new business areas and exhibition tools to expand and improve the presence of participating companies and institutes to the global market.

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