Beckhoff Vision awarded two product design prizes

The Vision hardware portfolio receives the Red Dot Award and the iF Design Award Gold

Beckhoff Vision now includes a complete hardware portfolio in addition to the TwinCAT Vision software solution that was introduced in 2017. From the very beginning, its development was oriented around an optimal design and concepts for industrial use. The expert jury for the renowned Red Dot Award recently confirmed that these goals have been successfully achieved as they honored Beckhoff with an award in the automation category. This prize is only awarded to products that have an excellent design. This was further confirmed with the iF Design Award Gold, the highest distinction in this competition.

The Beckhoff portfolio of Vision hardware includes area scan cameras, C-mount lenses, multi-color LED illumination, and complete vision units that meet industrial requirements perfectly, both as individual components and as an entire machine vision system. The Adrian und Greiser design agency has developed a consistent design concept for Beckhoff that gives this product range a look and feel that marries sophisticated optics and electronics with industrial robustness. Relevant design aspects include the IP65/IP67 anodized aluminum and tempered anti-reflective glass housing, smooth glass surfaces that provide high resistance to cleaning agents and other chemicals, various options for flexible mounting and application, and optional shatter protection. For example, the lenses have a sleek and streamlined look, and are very easy to mount, with reliable, lockable adjustment options.

Beckhoff Automation GmbH & Co. KG
Huelshorstweg 20
33415 Verl, Germany
Phone: +49 5246 963-0
E-Mail: info@beckhoff.com
www.beckhoff.com

Press contact
Vera Schnatmeyer
Stefan Ziegler
Phone: +49 5246 963-136 (vs)
Phone: +49 5246 963-5991 (sz)
E-Mail: press@beckhoff.com
www.beckhoff.com/press

This product design, which is perfectly suited to its application, also won over the Red Dot jury, consisting of around 50 international product design experts. Every year, this award honors industrially manufactured products which are outstanding in terms of their design quality: the products must be aesthetically pleasing, functional, smart, or innovative. Beckhoff Vision prevailed, winning the "Red Dot Winner 2023" label.

The following statement was made regarding the iF Design Award 2023 Gold: "The strong but sensitive type: Beckhoff vision system combines the precision of a laboratory instrument with the robustness of an industrial machine. These products are all about control, and this is reflected in the solidly attractive design language."

➔ **www.beckhoff.com/vision**

Press picture:

Picture caption:
The new Vision hardware components from Beckhoff impress with their robust, attractive design and far more.

Press kit:
www.beckhoff.com/media/downloads/press/pr122023_beckhoff.zip

Beckhoff Automation GmbH & Co. KG
Huelshorstweg 20
33415 Verl, Germany
Phone: +49 5246 963-0
E-Mail: info@beckhoff.com
www.beckhoff.com

Press contact
Vera Schnatmeyer
Stefan Ziegler
Phone: +49 5246 963-136 (vs)
Phone: +49 5246 963-5991 (sz)
E-Mail: press@beckhoff.com
www.beckhoff.com/press