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ISSUE 8 - APRIL 2018

CONNECTING THE MACHINE VISION WORLD

When it comes to connectors and cables, Alysium Tech is at the centre of the action. We asked **Thomas Detjen**, Head of Sales & Marketing, why Alysium is a key player when it comes to the machine vision market

Thomas Detjen pointed out that Alysium does not just supply leading products, but aims to provide a complete solution for its clients.

He said: "So, our goal is always to not only provide just an assembly. We want to provide a solution for our customers, which solves possible troubles before our customers face them."

The company was founded in 2004 by Matthew Simons and is headquartered in Nuremberg, Germany, with production centres in Malaysia and China.

Alysium is a market leader in the fields of connectors, cables and cable assemblies. It supplies a wide range of industrial markets, including machine vision and automotive, and focusses on turn-key solutions for industrial OEMs.

Detjen explained their approach: "Because we have our own experts and engineers, we are not only just an assembly house. We can design from the raw cable, through to the connectors and everything according to the customer's demand.

"Plus, we have, for example, a mechanical and electrical leading product family for the machine vision world: the A+ Assemblies. Those assemblies are one of the best in regards of possible cable lengths in the applications, for example USB3 up to 8M passive, and are also of a patented design."

Detjen explained further that when it comes to keeping up with the machine vision

sector, the company has three strategies to keep customers happy. Firstly, there's the state-of-the-art, market leading materials such as A+ and these are available within 36 hours, worldwide, if needed. Secondly, a customer can configure their own assemblies online and they can provide an order starting with just 20 pieces a lot. And thirdly, the solution provider.

Detjen: "Here we are the pain-stopper inside of our customers applications. Developed and produced on customers demand. Here we have expanded our product range over the last few years and can provide now also the receptacle side, for example for TypeC applications. So, one-stop-shop, from the receptacle to assemblies."

The company is in the mid of an innovative product launch. Detjen again: "For the USB3.1 Gen1 Machine Vision market, our A+ Product family is perfect with the release of a brand new "Plug&Play" active optical USB A to MicroB Assembly.

"Lengths up to 50m are possible without extra power supply. The assembly can be used in Chain Wire and, or Torsion applications and is tested to withstand even within noisy environments."

A live demonstration will be shown at The Vision Show in Boston and the product will be available by the beginning of July in standard lengths.

As for the future, Detjen is very optimistic: "We have been preparing ourselves for some years now for the

new changing requirements from the market side. We are expanding our knowledge into the Active Optical World, which will absolutely be a huge part of the market over the coming years, such as USB3.1 Gen2 and CameraLinkHS. Added to that, we are continuously listening to our customers; we want to understand their pain points and want to support them, to give their application total success."

Detjen finished off with these thoughts: "Of course, fantastic products are not everything. We are working on all fronts on further improvements, it doesn't matter if it's the availability of material. No-one wants to wait for an assembly of up to four to five weeks, when a camera is available in five days.

"There is still lots to do. The future will be fantastic!"



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ALYSIUM

A+ USB3.1 Gen1 AOC: up to 50m Plug&Play

The A+ USB 3.1 active optical Cable is used to transmit 5Gbps over distances up to 50M through a USB3.1 Standard A plug and to the device through a USB3.1 micro-B Plug with locking screws, compatible with the USB3 Vision Standard. The Assembly will power the Device through the cable from the Host and is ready for HighFlex and Torsional applications.

A+ USB 3 Gen1

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16 May 2018