

## PRESS RELEASE

for immediate release

Andreas Breyer  
Manager Media Relations

Mobile +49 151 1242 8585  
E-Mail [press@emva.org](mailto:press@emva.org)

24 February 2025

### EMVA expert forum at LogiMAT 2025

#### Three keynote speeches on the topic of “AI-based image processing is changing logistics”

*Barcelona, 24 February 2025.* Machine vision plays a decisive role in the optimization of logistics processes. At this year's LogiMAT, three keynote speakers will show how AI and machine vision can optimize logistics processes at the EMVA expert forum “AI-based machine vision is changing logistics” on Tuesday, 11.03.2025 from 15:00-15:50 in the LogiMAT Arena in the Atrium, East Entrance:

Dr. Michael Suppa, CEO, Roboception GmbH will be speaking on the topic of “*AI-based Perception of Unknown Flexible Items*”. The presentation by Shane MacNamara, Senior Vice President Research & Development, SICK AG is entitled “*AI: Game-Changer in Image-Based Solutions for the Logistics Industry*”; and Adrian Vich, Application Engineer, Stemmer Imaging ES will present on the topic of “*Revolutionizing Efficiency and Precision Across Logistics Operations*”. The expert forum will be moderated by Arndt Bake EMVA Treasurer and General Manager GTM EMEA, Basler AG.

The event will be simultaneously translated and is free of charge for LogiMAT visitors.



## About EMVA

Founded in 2003, the European Machine Vision Association (EMVA) is a non-for-profit and non-commercial association representing the Machine Vision industry in Europe that is open for all types of organizations having a stake in machine vision, computer vision, embedded vision or imaging technologies: manufacturers, system and machine builders, integrators, distributors, consultancies, research organizations and academia. The EMVA hosts four international vision standards, and all members – as the 100% owners of the association – benefit from the dedicated networking, standardization, and cooperation activities of the EMVA. [www.emva.org](http://www.emva.org).