**With Smart Mobility to the Traffic of the Future
VITRONIC at the ITS European Congress in Lisbon**

**Wiesbaden, 05/12/2023**

**The ITS European Congress, which will take place in Lisbon from May 22 to 24, is the largest international event focusing on Smart Mobility and the digitalization of transport. In line with this year's motto "ITS: The Game Changer", VITRONIC, a leading provider of industrial machine vision systems, will present innovative sensor technologies and tolling solutions that drive the mobility transformation at Lisbon Congress Centre, booth B25+B27.**

Digital technologies and data are changing traffic and the transport industry. At the ITS European Congress 2023, companies and organizations from the broad spectrum of smart mobility will come together to exchange ideas, discuss new approaches and present innovations in the field of intelligent transport systems (ITS). "The common goal is to create an intelligent infrastructure that advances the traffic transition by integrating various traffic technologies," explains Boris Wagner, Head of Business Unit Traffic at VITRONIC.

**Intelligent sensor technology**

At the event, the internationally operating solution provider VITRONIC will present AI-based sensor technology that optimizes traffic flow and increases traffic safety at intersections through real-time detection and precise differentiation of individual road users. The focus in this regard is on the protection of the so-called "Vulnerable Road User" (VRU) such as pedestrians and cyclists – a step towards Vision Zero, road traffic without traffic fatalities.

**Flexible tolling solutions**

As a further congress highlight, VITRONIC is presenting tolling solutions that, in addition to traffic management and safety, above all provide sustainable support for infrastructure financing. Whether lidar- or video-based, mobile or stationary - flexibility is the basis for the comprehensive application possibilities of the tolling systems.

These and other traffic technologies can be seen at the ITS European Congress, Lisbon Congress Centre (Portugal), from May 22 to 24, 2023 (booth B25+B27).

**About VITRONIC**

VITRONIC is the world's leading innovation driver for machine vision, enabling its customers to master the challenges of tomorrow.

The family-owned group of companies develops forward-looking solutions in the form of specialized products and software for image-based quality inspection, identification and process optimization, which find application in the growth sectors of automation and traffic engineering.

VITRONIC solutions make an important contribution to helping shape a safe and sustainable world. The existing limits of what is economically feasible are constantly being questioned in order to achieve the highest quality and productivity, for example in the production of automotive and pharmaceutical companies. Worldwide, Auto-ID solutions in logistics centers and at cargo airports, take over the reliable and efficient recording of shipments and thus ensure a transparent flow of goods.

In the transport sector, VITRONIC offers leading technology for increased safety on the roads, for optimizing traffic flow and for recording road usage.

Open and honest dealings with our customers form the foundation for jointly exploiting technological and process potential to the full. Joint success forms the basis of long-term cooperation with companies such as B. Braun, BMW, Daimler, DHL, UPS, Toll Collect, Fresenius and Sanofi as well as with public clients.

Since its foundation in 1984, VITRONIC has been growing continuously for almost 40 years. The current annual turnover (2022) is 208 million EURO and the company is currently represented on five continents in over 80 countries with approximately 1,300 employees.

Development and production of VITRONIC systems are located at the company headquarters in Wiesbaden. VITRONIC subsidiaries in North America, Europe, Asia and Australia, as well as a worldwide network of sales and service partners, provide local support to international customers.

|  |  |
| --- | --- |
| **Press contact:**  |  |
| Alexandra DuennesTel: +49 151 68962114Alexandra.duennes@vitronic.dewww.vitronic.de | VITRONIC Dr.-Ing. Stein Bildverarbeitungssysteme GmbHHasengartenstr. 1465189 WiesbadenTel: +49 611 7152 0Fax: +49 611 7152 133 |