

Electro Optics

Your partner for advertising
and marketing solutions

Electro Optics provides a **community** platform that combines **expert** journalism, **knowledge** sharing, and collaboration to deliver **critical market insights** for photonics professionals.

Through curated content, workshops, and **networking opportunities**, we help **system integrators** and OEMs stay ahead of technological advancements, understand market dynamics, and drive **innovation** in a rapidly **evolving industry**.



Our Mission

System integrators and OEMs working with photonics technologies benefit from a community platform that combines knowledge sharing, collaboration, and journalism to provide critical market insights. Featuring virtual and in-person workshops, online panel discussions, a globally distributed magazine and digital email, this platform aggregates and interprets key industry trends through expert journalism. By offering curated content alongside opportunities for learning and collaboration, it helps professionals stay ahead of technological advances, gain a deeper understanding of market dynamics, and maintain a competitive edge. The platform also facilitates partnerships and the exchange of best practices, optimising product development in a rapidly evolving industry.



System integrators and OEMs in photonics face challenges from technological advancements, shifting trends, and customer demands.



Electro Optics offers a multimedia platform combining expert journalism with newsletters, workshops, and panel discussions to deliver industry insights.



The platform provides contextualised analysis of megatrends like AI, quantum computing and sensor technology to help businesses



Networking opportunities foster collaboration among OEMs, integrators, suppliers, and end users to drive industry innovation.



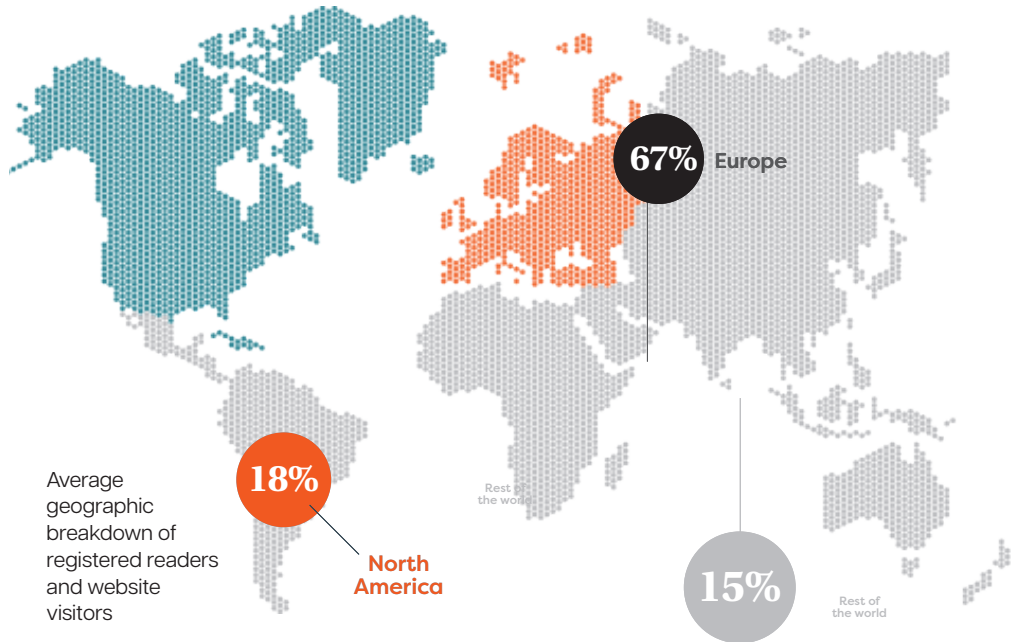
Global newsletters keep participants updated on trends and competitor actions, with expert journalism offering actionable insights for strategic planning.



The platform helps system integrators and OEMs stay competitive, influence standards, and develop scalable, innovative solutions in a fast-moving industry.

Our Community

Sample registered audience organisation



AMD



ASML



SHARP

NOKIA



Honeywell

Medtronic

ABB

AOITM
APPLIED OPTOELECTRONICS, INC.

35K Average monthly audience

Key marketing solutions

- Branding and display advertising
- Product and technology marketing
- Thought leadership
- Content partnerships
- Guaranteed targeted lead generation
- Panel discussion webinars
- Hosted white papers
- Digital round tables

As your strategic marketing partner in machine vision, we can leverage our first-party data and extended network to deliver tangible results for your campaigns.

Contact us today to request a full detailed list of options and book a meeting with our sales team to explore how we can work together

Case Study

In 2024, we worked with Zebra Technologies on an exciting brief that was designed to create exclusive leads from a content package ...



“It was great to partner with Imaging & Machine Vision Europe on the Visionaries project in 2024. As its platinum partner, we worked with the brand on a roundtable with many inspiring participants, and created a successful White Paper from that work”

Tom Lambert - Zebra Technologies



Frontiers

Frontiers, brought to you by Electro Optics, provides OEMs and integrators with an opportunity to demonstrate their innovative photonics projects in a new awards scheme.

OEMs and integrators are under continual pressure to innovate and improve their offerings. Frontiers shines a spotlight on the best innovations across multiple sectors, drawing attention to what good looks like in this complex and fast moving field.

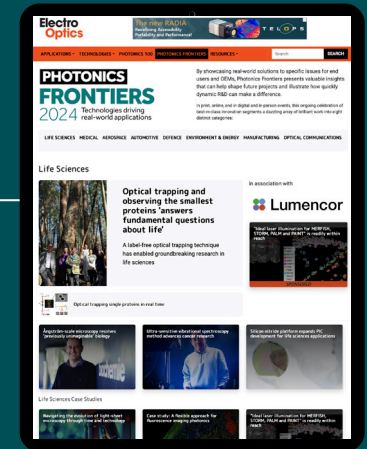
We will shortlist 2-3 projects per category to cover as part of Frontiers 2025, and 1 project will be selected by our independent jury to win the Frontiers Award.

Entries will be sought for the most innovative projects that use photonics that solve problems across the most popular industry sectors. Submissions will be reviewed by a panel of independent judges, with recognition being given to entries that can demonstrate the following criteria:

- Clear use of photonic technology to solve a specific problem
- Demonstrable, previously unidentified improvement or change for the user
- Opens up growth opportunities/sectors/markets for use of photonics
- Can provide supporting comments, images and documentation to prove the project is live
- High quality entry - well written, detailed and with supporting evidence

The awards recognise projects rather than products - this is about completed projects that use photonic technologies at their core. As such, entries are welcomed from integrators, OEMs, academia and end users (rather than technology vendors directly).

Talk to us today about our exciting sponsorship opportunities that align with this critical audience.



2025 Content Focus

Photonic and optical sensors

Next-generation photonic sensors: Innovations and applications

High-performance photodetectors for scientific research

Innovations in single-photon detection

Optical sensors: Innovations and applications in industry

Optical components for high-precision instrumentation

Custom optics solutions: Addressing unique challenges in imaging

The role of optical filters in environmental sensing

Applications of optical devices in biomedical imaging

Optical solutions for high-speed data transmission

Optics in imaging: designing the perfect lens for your application

Ultrafast and high-speed imaging: capturing unseen

Mobile robots and surveillance technologies: enhancing security and efficiency

Cobots in industrial manufacturing: how vision systems enhance robotic performance

Optical technologies and innovations

Quantum photonics: Unlocking new possibilities

Cutting-edge optical components for modern applications

Precision optics: Enhancing performance in high-tech systems

Innovative solutions in optical coatings and filters

Optical metrology: Techniques and applications

High-performance filters for optical systems: Trends and techniques

Advanced optical systems for industrial automation

Optical technologies for environmental monitoring

Spectroscopy and analytical techniques

Spectroscopy solutions: Enhancing analytical capabilities

Advancements in spectroscopy: Transforming analytical techniques

Innovative solutions for portable spectroscopy

Understanding light sources for spectroscopy: Trends and innovations

Data analysis techniques for spectroscopic measurements

Integrating spectroscopy with automation in industrial applications

The future of spectroscopy: Emerging technologies and applications

Building a successful spectroscopy lab: Best practices and tools

Future directions and trends

Future directions in time-resolved photoluminescence

The future of light sources in single-cell analysis

The future of laser technology: Emerging trends and opportunities

Emerging trends in optical fabrication and manufacturing

Understanding light management in optical applications

Optical design software: Enhancing efficiency and accuracy

Imaging technologies

Advanced imaging technologies for medical diagnostics

Advanced fluorescence imaging techniques

Innovative light engines for fluorescence microscopy

Tailoring light for advanced imaging techniques

Illumination technologies for high-throughput screening

High-resolution microscopy: Optical solutions and innovations

Enhancing imaging with multispectral and hyperspectral light sources

Optical imaging techniques for enhanced material characterisation

Environmental monitoring and sustainability

Photonics in environmental monitoring: Challenges and opportunities

Enhancing environmental monitoring with spectroscopic technologies

Optical coatings for environmental monitoring: Enhancements and innovations

Innovative light solutions for environmental monitoring

High-performance filters for optical systems: Trends and techniques

Advanced optical systems for industrial automation

Biophotonics and healthcare applications

Biophotonics: Innovations in life sciences and healthcare

Laser applications in biotechnology and medicine

Emerging trends in biomedical optics

Photonics in biomedical applications: Advancements and challenges

Integrating light sources in biophotonics research

Sustainable lighting solutions in biophotonics

Laser technologies and applications

Advancements in laser technology: Trends and applications

Optimising laser performance: Techniques and best practices

Optical components for laser applications: Innovations and trends

High-power laser systems: Challenges and solutions

Integrating laser systems in manufacturing processes

Thermal management solutions for laser systems

Electro Optics

Contact us today to book a meeting with our sales team and request a full detailed list of options and pricing.

Sales@europascience.com

