



**PRIMECONCEPT**  
DEEP VISION SOLUTIONS

# **MACHINE VISION DESIGNED FOR INDUSTRY 5.0**

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**THE FLEXIBILITY OF INNOVATION,  
THE CERTAINTY OF RESULTS**



# 40+ YEARS OF DEEP VISION SOLUTIONS

Hit the **innovation** path  
running with an **open mind**

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Primeconcept is a company specialized in the design, **engineering and deployment of turnkey machine vision and industrial identification systems.**

We have 40 years of collective experience and pioneered **deep learning** for machine vision solutions in Italy. This allows us to face and solve problems previously deemed impossible.



## MASTERY OF STATE-OF-THE-ART TECHNOLOGY

As a **Cognex Partner System Integrator (PSI)** we aim for the optimum result

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At Primeconcept we study solutions to perfectly meet the needs of our customers using the best and most advanced technology available on the market.

We are **official partner of Cognex**, the world's leading provider of machine vision and industrial identification products.



We were the sole Italian business partner of ViDi Systems, the developer of the first deep learning-based image analysis software, later acquired by Cognex.

# WE PROVIDE TAILORED MACHINE VISION SOLUTIONS

The **final delivered result** will be a combination of your know-how with ours

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We are accustomed to preparing by listening to you, and we succeed by carefully participation in your project and working with you as **machine vision specialists** at any level of complexity and completeness.

We create solutions and support customers onsite or remotely, providing **tailored training** in order to help them achieve the appropriate **autonomy** and thus consistently save time and money. We are used to introducing not only tools and technologies, but also expertise, specialization, constant communication and support.



## OUR **EXPERTISE** COVERS DIFFICULT CHALLENGES

**We guarantee real results** because your success is our success

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We are specialists in machine vision, not limited to installations and our **problem solving** skills are at the top of the sector. Thanks to our experience on countless assignments, from the simplest to the most complex, we instinctively prevent complications.

By observing your reality creatively, we drive you towards solutions characterized by rapid implementation, with an excellent cost to benefits ratio. We adopt the **“pay-for-performance”** formula and guarantee that the final result always meets 100% of your requirements.

# WE CROSS THE FINISHING LINE BY COVERING ALL BASES

**Our perspective** is formed from multiple points of view

Our **machine vision systems** will bring considerable benefits to your project, increasing any performance not only in the **industrial sector** but also in **non-industrial business areas**. Our solutions solve problems related to the requirements of those who need to make multiple and differentiated discernment procedures become objective and repeatable: it is all about you. Covering all bases also means understanding your reality in its entirety by entering into dialog with your different departments and providing solutions to every special need of each of them.

## SIMPLY START BY TELLING US WHO YOU ARE

Lots of players in the production chain need a **good right-hand man**

**So, who are you?**

- ▶ MANUFACTURER
- ▶ OEM OR MACHINE BUILDER
- ▶ SYSTEM INTEGRATOR
- ▶ ROBOTICS SPECIALIST
- ▶ LOGISTICS OPERATION ENGINEER
- ▶ PROFESSIONAL IN NON-INDUSTRIAL SECTOR

Whoever you are, we will be your right-hand man: we will successfully support your projects, creating **tailored solutions** for each of you. We will thus contribute to the improvement and efficiency of your work, whatever the need within the complex and varied field of **machine vision**.



# BRINGING MIND AND BODY TOGETHER FOR EXCELLENT PERFORMANCE

## A continuous exchange between knowledge and expertise

Our machine vision systems merge with your production company becoming the key element to push efficiency to the highest level.

Our **solutions** are **modelled on your factory floor**, whose language we know well. We get involved with practical running aspects of companies because we want to know our customers and we are ready to do it, having all the possible means to understand their requests.

# ALWAYS ONE STEP AHEAD

## We do not settle for the present but instead aspire to define the future

**Deep learning** applied to **machine vision** makes it possible to free human operators from having to work at manual controls where it was impossible to do so before. It makes machine vision much more usable in dynamic production contexts, becoming the key player in most **Industry 5.0** automation applications.

**3D vision** in its multiple forms also represents a revolutionary technology in this business area, bringing greater efficiency and flexibility into the manufacturing world, towards the smart factory of the future.

## OUR SPECIAL SOLUTIONS

In addition to tailor-made solutions, designed on a case-by-case basis for each individual customer, **Primeconcept** offers a series of special, ready-to-use solutions that meet the needs of modern automation, towards Industry 5.0.

**PrimeCoPilot®** is used to digitize processes, objectify actions – starting with those of human beings, which are subjective in themselves - and harmonize man and machine. PrimeCoPilot® is used to digitize processes, objectify actions - starting with subjective human actions – and harmonize man and machine.

**PrimeCoMate®** makes it possible to remove any subjectivity from quality control, to distinguish real defects from natural variability in products and to free humans from alienating tasks.

**PrimeCoBuilder®** is the machine vision development framework that maximizes flexibility - because it supports any software library and interfaces with any hardware peripheral - and provides a highly intuitive graphical user interface with integrated and customizable reporting system.

**PRIMECOPILOT®**

DEEP LEARNING-BASED MOTION-STEP  
POKA-YOKE PROCESS MONITOR

**PRIMECOMATE®**

SELF-LEARNING, DEEP LEARNING-BASED  
FULLY AUTOMATIC PART INSPECTION

**PRIMECOBUILDER®**

THE FRAMEWORK DESIGNED TO SIMPLIFY  
DEVELOPMENT AND MAKE EVERY MACHINE  
VISION SOFTWARE APPLICATION MORE  
EFFICIENT THAN EVER



# WE LOOK BEYOND THE OBSTACLES. WE GUARANTEE CONCRETE RESULTS

We do not stop where the others stop, but instead look ahead and ride on, always reaching targets, backed up by the most innovative technologies on the market and fueled by the desire of doing our best. Your needs, whatever they are, represent the fuel for our professional drive. Our race starts from here, the finishing line of which will be the answers to your questions by means of tangible and results. All of which will be tailored because every race has its own starting line, its path, its finishing line and more.

**PRIMECONCEPT**<sup>®</sup>  
DEEP VISION<sup>®</sup> SOLUTIONS

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Patent pending. The system described herein is not necessarily designed to meet specific cases.  
The applicability and effectiveness of the system must be verified on a case-by-case basis.

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2007-2022  
**15**  
YEARS OF INNOVATION  
PRIMECONCEPT

