# Zebra Technologies to acquire Photoneo, enhancing machine vision capabilities



Zebra Technologies has announced its plans to acquire Photoneo, a prominent developer and manufacturer of 3D machine vision solutions. This strategic move is aligned with the rapid growth of the 3D segment within the Machine Vision market, which is currently recognised as the fastest expanding area in the industry. The acquisition will enhance Zebra’s footprint in this sector.

The combination of Photoneo’s cutting-edge 3D machine vision technologies with Zebra’s advanced sensors, adaptable software, and AI-driven image processing capabilities promises to deliver a distinctive range of products. This integrated portfolio is designed to tackle complex use cases, particularly those in high-value applications, including bin picking, depalletizing, the creation of digital twins, and the inspection of objects essential to sectors such as automotive manufacturing and logistics.

Photoneo's intelligent sensors have carved out a significant niche within vision-guided robotics, as they are certified to work with some of the largest robotic manufacturers. These sensors are particularly well-suited for various robot-arm applications, including bin picking tasks. Photoneo stands out in the marketplace due to its use of parallel structured light technology, which excels in complex 3D scenarios by delivering faster, more accurate, and higher-resolution results that are both robust and effective, encompassing both hardware and software.

Bill Burns, CEO of Zebra Technologies, articulated the objectives behind this acquisition, stating, “This acquisition addresses the needs of customers globally who want to maximize the potential of machine vision within their frontline operations.” He went on to highlight that this merger would leverage Zebra's established expertise in autonomous data capture, inspection software, and deep learning AI capabilities, thereby broadening their portfolio of advanced 3D sensors and machine vision software.

Previously, Zebra has made key investments in the Machine Vision sector, such as the acquisition of Matrox Imaging in June 2022, which enhanced its offerings of fixed industrial scanners and machine vision sensors. Through this acquisition, Zebra reinforced its position as a leading provider of machine vision hardware in conjunction with a comprehensive range of software development libraries, now centralised within the Zebra Aurora software suite.

Looking towards the future, an OEM partnership between Zebra and Photoneo was initiated in 2024, which successfully expanded Zebra’s array of 3D vision products.

Jan Zizka, Co-founder and CEO of Photoneo Brightpick Group, expressed optimism about the acquisition, stating, “Zebra Technologies will provide an ideal environment for Photoneo to further accelerate its innovation.” He further remarked that the synergy of Photoneo’s world-class 3D sensors with Zebra’s extensive reach and top-tier 3D software will enable customers to unlock significant business value through machine vision in a range of innovative applications.

The acquisition is anticipated to bolster Zebra’s growth profile while advancing its machine vision solutions portfolio. The financial details of the acquisition have not been disclosed, but Zebra intends to finance the purchase using its cash reserves. The transaction is currently subject to closing conditions and is expected to be finalised by the first quarter of 2025.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://brightpick.ai/zebra-technologies-to-acquire-photoneo-from-photoneo-brightpick-group/> - This article supports the claim that Zebra Technologies is acquiring Photoneo to enhance its machine vision capabilities and expand its portfolio in the 3D segment.
* <https://therecursive.com/slovak-photoneo-aquisition-zebra-3d-vision-brightpick-group/> - This article corroborates the strategic acquisition of Photoneo by Zebra Technologies, highlighting the integration of Photoneo's 3D machine vision technology with Zebra's advanced sensors and AI-powered image processing.
* <https://www.activesilicon.com/news-media/news/zebra-technologies-to-acquire-photoneo/> - This news piece confirms Zebra Technologies' acquisition of Photoneo, emphasizing the enhancement of Zebra's machine vision portfolio and its impact on bin picking, depalletizing, and inspection capabilities.
* <https://www.zebra.com/us/en/about-zebra/company-profile.html> - This page provides background information on Zebra Technologies, including its role as a global provider of software, robotics, machine vision, automation, and digital decisioning solutions.
* <https://www.photoneo.com/en/products/phoxi-3d-scanners> - This webpage details Photoneo's PhoXi 3D scanners, which are renowned for their high resolution and accuracy in 3D machine vision applications.
* <https://www.zebra.com/us/en/solutions/industries/automotive-manufacturing.html> - This page highlights Zebra Technologies' solutions for automotive manufacturing, which will be enhanced by the acquisition of Photoneo.
* <https://www.zebra.com/us/en/solutions/industries/logistics.html> - This webpage discusses Zebra Technologies' logistics solutions, which will benefit from the integration of Photoneo's 3D vision technologies.
* <https://www.matrox.com/imaging/en/products/software/zebra-aurora.html> - This page provides information on the Zebra Aurora software suite, which was enhanced by the acquisition of Matrox Imaging in 2022.
* <https://www.zebra.com/us/en/about-zebra/newsroom/press-releases.html> - This webpage lists press releases from Zebra Technologies, which may include announcements related to strategic acquisitions like Photoneo.