

**Details**

Title	Japanese company seeks commercial agents in the EU to promote its infrared multispectral colour night vision camera
POD Reference	BOJP20181023001
Summary	A Japanese manufacturer has developed an infrared multispectral colour night vision camera able to shoot even in complete dark providing clear colour images. It is more efficient compared with a normal high resolution camera, and the cost is one-tenth part of the average cost of a conventional camera, which means 90% cheaper. The company would like to expand into EU markets and is looking for partners under a commercial agency agreement.
Description	<p>The Japanese company has developed an infrared (IR) colour night vision camera enabling colour shooting in 0 lux illumination environment (complete darkness). It is based on a special technology to pick up colour images from IR illumination which the company owns.</p> <p>The colour night vision camera can take multi spectrum IR images and generate colours using co-relationship between visible light and IR. This phenomenon was invented and patented by a leading industrial national research institute in Japan and the company is authorised to use the technology under an exclusive agreement.</p> <p>The camera is easy to use as a set with a lens, an IR illuminator and a controller. It is of very high quality using three 1/1.8" area Complementary Metal-Oxide Semiconductor (CMOS) sensors with a resolution of 3.17 Megapixels and a full HD global shutter sensor. It is compact as 55mm x 55mm x 60mm.</p> <p>In Japan the target users of the camera are optical researchers and engineers working in universities and corporations. The camera can provide not only clear colour images but also multi-spectrum IR images to analyse the imaging data.</p> <p>Potential applications and uses of the colour night vision technology are in;</p> <ol style="list-style-type: none"> <li>1) Infrastructure (highway, tunnel, railway, river, smart city, etc.),</li> <li>2) Industrial sectors (surveillance, automotive, medical, smartphone, home security, robotics etc.)</li> </ol> <p>In the EU, the company is expecting automotive and surveillance applications sectors to be the most promising end-users, although individual consumer can also be targeted.</p> <p>The technology has received high attention and 2 major Asian electronic companies have invested in the company in the past years.</p> <p>To further develop its presence internationally, the company is now looking for commercial agents in the EU that would help them reach target users and develop the market in the EU. The high level of the product will sure be of benefit to the partner as well, as it will likely increase its customer base and increase of business opportunities.</p> <p>The conventional method suggests that a high resolution camera can increase light sensitivity with the noise reduction</p>

**Advantages  
and  
Innovations**

and the frame accumulation. The company colour night vision camera enables shooting even in dark environment by irradiating invisible objects with near infrared rays.

With the exclusively licensed technology of the company, colour images are produced with the colour elements of infrared rays in consequence.

The camera has the following advantages in comparison to conventional technology (e.g., high resolution camera)

High resolution camera vs. Color night vision camera

- |                      |                            |
|----------------------|----------------------------|
| - No light, no image | - No light but clear image |
| - Expensive          | - Economical               |
| - Bad at motion      | - Good at motion           |

In a pitch-dark environment, shooting with a conventional high resolution camera is not possible while the company's product enables shooting in such an environment.

Smooth movement images can be very difficult to capture with a conventional high resolution camera as the frame rate drops with image accumulation. The Japanese company camera can capture smooth motion at the normal frame rate.

In addition to all the above advantages, the company's product costs one-tenth part of the total cost of a conventional high resolution camera.

**Attachments**



camera display

**Keywords**

Market Keywords	07004008 Other consumer products 07006 Other Consumer Related (not elsewhere classified) 08005 Other Industrial Products (not elsewhere classified)
NACE Keywords	C.27.9.0 Manufacture of other electrical equipment

**Partner Sought**

Type and Role of Partner Sought	<p>The potential EU partner is expected to have a well-established network with engineers and researchers of universities and corporations or contact within the automotive and surveillance industries. The partner will support the internationalisation of the company allowing it to reach EU markets for the first time.</p> <p>Through the partnerships with the company, the partners will likely be able to increase their customer base as well as the</p>
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	number of business opportunities by dealing with a one of a kind technology product.
Type and Size of Partner Sought	251-500 SME <10 SME 11-50 SME 51-250
Type of Partnership Considered	Commercial agency agreement

**Client**

Type and Size of Client	Industry SME <= 10
Year Established	2010
Turnover (euro)	<1M
Already Engaged in Trans-National Cooperation	No
Languages Spoken	English
Client Country	Japan

**Dissemination**

Restrict dissemination to specific countries	Austria Belgium Bulgaria Croatia Cyprus Czechia Denmark Estonia Finland France Germany Greece Hungary Ireland Italy Latvia Lithuania Luxembourg Malta Netherlands Poland Portugal Romania Slovakia Slovenia Sweden United Kingdom
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