

# XENICS, PART OF PHOTONIS GROUP IS EXPANDING IN NORTH AMERICA

PRESS RELEASE

MERIGNAC, FRANCE AND LEUVEN, BELGIUM – 14 SEPTEMBER 2023

## **XENICS, PART OF PHOTONIS GROUP IS EXPANDING IN NORTH AMERICA TO ENHANCE CUSTOMER SUPPORT AND MARKET REACH.**

**High-end imaging solutions provider deploys resources on the West Coast US. Frédéric Aubrun, Senior WW VP Sales and Marketing of Photonis Advanced Imaging Business Unit is also appointed as the Sales Director for North America, to focus from his new US based location on customer proximity, increased sales and additional support capabilities.**

Xenics, a company of the Photonis Group, is starting a new chapter in its already 23-year company history by deploying additional resources in North America. With this step, the company is consolidating its efforts to enhance local sales and support for its growing customer base. These additional deployments complement the already existing resources in the South-East and North-East regions of the United States.

Frédéric Aubrun, located on the West Coast, takes responsibility for the North American local sales and support team management of advanced imaging activities as well as expanding the company's footprint, increasing the customer base and the local resources in the North American regions. Under his management, the team has built a successful track record in Europe and APAC since he joined Xenics in 2018, in term of customer satisfaction, support efficiency and market responsiveness. In addition to his responsibility in the North American market, Frédéric Aubrun will continue to support a limited number of focus sales accounts in the Europe region as well.

Due to the specifics and high dynamics of the camera market in North America, local resources in the same time zone are critically important to assist users and customers through their evaluation, test and implementation stages. On top of supplying the best-in-class products in the industry, the service and support provided by the team will add significant value to our customers, users and partners to maximize the performance of their systems at the right cost. These are mandatory levers for our customers to make their system more competitive with high performance.

"Indeed, the expansion of Photonis advanced imaging solutions in the North American market is a significant step towards our commitment in providing the best solutions and support to our customers, users and partners in this important region," said Paul Ryckaert, Executive GM, Photonis Advanced Imaging Business Unit.

**Xenics Photonis Group**

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## ABOUT XENICS

Xenics is a pioneer of infrared technology with a proven track record of more than twenty years. Xenics designs, manufactures and markets infrared imagers, cores and cameras of best-in-class image quality to support machine vision, scientific & advanced research, transportation, process monitoring, safety & security and medical applications. Xenics offers a complete portfolio of products for the SWIR and LWIR ranges. Xenics has joined Photonis group since December 2022. More at: [www.xenics.com](http://www.xenics.com)

## ABOUT PHOTONIS

Founded in 1937, Photonis is a European leader in the design, manufacture and distribution of very high technology solutions in the fields of detection, imaging and light. Photonis solutions push back the limits of the visible world by revealing the imperceptible. Photonis thus contributes to fundamental scientific discoveries in strategic industries with very high added value (defense, energy and critical infrastructures, surveillance, nuclear, biology, space, scientific research). Photonis employs 1,400 people in France, the Netherlands, the United States, Asia and the Middle East, divided between 11 production sites and 3 sales offices. More at: [www.photonis.com](http://www.photonis.com)

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