

# New Scale News

April 2012

Greetings!

This is "The Year of Focus" for instrument designers! We've seen huge demand for small, precise optical focus systems in everything from biometric scanners to medical diagnostic devices. Not to mention smart phones.

Wondering what smart phones have to do with it? Check out the webcast below, or stop in to see us in Baltimore (at DS&S next week) or Bremen (at Actuator 2102 in June).

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## ~ Micro motion for optical instruments ... inspired by your smart phone

New Scale founder and CEO/CTO David Henderson discusses how the latest technology for smart phone cameras is enabling smaller, more precise products for non-consumer imaging applications.

"Most of us carry around in our pockets a smart phone that represents some really incredible technology in miniaturization," Henderson said. "The latest smart phone cameras are almost as good as what you can buy as a separate point-and-shoot camera. Now, the technology developed for smart phone cameras is enabling a whole new generation of non-consumer imaging products."

Find out how.

### View the webcast

Available for on-demand viewing at the *Laser Focus World* website. 30 minutes plus Q&A.

[View the webcast](#) (registration required).

### Download the presentation

The webcast presentation (slides and transcript) are available for download from New Scale Technologies.

[Download the presentation](#) (1.4Mb PDF)



**NEW SCALE TECHNOLOGIES**

**Micro Motion for Optical Instruments**  
...inspired by your smart phone

Presented by  
David Henderson  
Founder, CEO and CTO  
New Scale Technologies  
[www.newscaletech.com](http://www.newscaletech.com)

### Webcast topics include:

- Image sensor market trends: growth in non-consumer applications
- Technologies used in phone camera focus, including piezo motors, position sensors and drive ASICs
- How to apply focus technologies developed for phone cameras in non-consumer applications
- Five key parameters to consider in choosing or designing a focus system
- Elements of a "smart system" for focus

## ~ Partner Profile: Applied Image

**Applied Image** provides standard image calibration tools and custom opto-imaged components, useful to developers of imaging systems using New Scale's M3-F focus modules. Established in 1978, this Rochester, NY company has built up an impressive product line including ISO test targets, sine patterns, reticles, image analysis, and robotic and vision calibration standards.



## ~ Meet us at SPIE Defense, Security and Sensing

### **SPIE Defense, Security and Sensing**

April 23-27 | Baltimore, MD  
Booth #908 (Applied Image)

New Scale is joining Applied Image at the SPIE Defense, Security and Sensing conference in Baltimore. Stop by the booth or [contact us](#) to arrange a meeting at the show.



## ~ See us at Actuator 2012 in Germany

### **Actuator 2012**

June 18-20 | Bremen, Germany



New Scale is exhibiting as well as presenting at Actuator 2012, the premier international conference on actuators and drive systems. Don't miss:

*Micro-scale Smart Actuator Modules for Imaging Systems*  
Presented by New Scale founder and CEO/CTO David Henderson  
Session B2.8 (Piezoelectric Motors)  
Monday, June 18  
18:50 - 19:10

Stop by our stand or [contact us](#) to arrange a meeting at the conference.

## ~ Contact us

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