

How Machine Vision Can Transform Your Business

There's been seemingly endless hype about the technological revolution shaking up the world of business and manufacturing. With AI and Industry 4.0, there's so much hype that it's not always easy to separate fact from fiction.

What we do know is that changing consumer expectations have had a dramatic effect on the way businesses sell goods and services. The advent of online retail has put far greater pressure on firms to ensure that items reach their intended recipients in good time and in good condition.

This is where machine vision systems capable of optical character recognition, or OCR – can play a vital role. As the name suggests, machine vision or OCR technology can interpret information obtained through the use of cameras or other sensors, processing the images it captures to derive useful information from them.

Zebra's cutting-edge range of machine vision cameras, partnered with Aurora software, can handle inspection tasks with ease – because they come equipped with OCR technology. This makes inspection tasks a breeze, freeing up human employees to handle other tasks.

An important point to remember here is that Zebra OCR solutions are effectively pre-trained. What this means is that they don't need to be reconfigured every time you change a font or your packaging, which can save you a lot of unnecessary time and effort.

By contrast, conventional machine learning systems may take anywhere from half a day to several days to get up and running. Zebra's solutions can be configured in a matter of minutes, making them a much easier and more practical choice all-round. Also, there's

no need for user training, so you can set up your Zebra machine vision system straight out of the box.

To sum up, Zebra's machine vision technology can make a huge difference to your business's operations. These systems help keep product standards high and improve compliance, as well as cutting manufacturing costs—saving you money on top of everything else.

Find out more about what Zebra machine vision systems can do for your business. [Get in touch with the Cobalt team today](#) and we'll help you find a solution that suits your needs and budget.