# AMA Association Awards Ground-Breaking Development in Sensor and Measuring Technology

The AMA Association for Sensor Technology presents this year's 10,000-euro SENSOR Innovation Award on the 7th of June equally to two contenders: One is for "HoloTop and HoloFlash, 3D Sensors with Multi-Wavelength Holography," a joint development of the Fraunhofer Institute for Physical Measuring Technology, Breitmeier Messtechnik GmbH, and ASENTICS GmbH; the other for the "Innovative Magnetic Plant-Based ZIM Pressure Probe" developed by ZIM Plant Technology GmbH.

Both submissions convinced the jury to the same degree. "HoloTop and HoloFlash" bring holographic measuring processes from the lab into industrial applications for the first time. The results are robust, digital-holographic inline measuring systems to be used in quality assurance for safety-relevant components in automotive engineering.

The non-invasive "Innovative Magnetic Plant-Based ZIM Pressure Probe" can detect the water supply of plants with great accuracy. A network of these probes is used to reduce the amount of water required and to increase the productivity of cultivated plants.

"Out of the numerous submissions, these two projects stand out," states Jury Chairman Prof. Dr. Andreas Schütze from the Saarland University. "The scientifically convincing solutions and their practical utility clearly show that sensing and measuring technology are major innovation drivers both in industrial measuring processes and in improved resource conservation."

The SENSOR Innovation Award, endowed with 10,000 euros, is presented annually by the AMA Association for Sensor Technology. Important criteria are the degree of innovation and usability. Individuals and developer teams from enterprises or institutes are welcome to contend for the award. Submissions for the AMA Innovation Award 2012 will be accepted as of September 2011. For information on the conditions of participation, see www.ama-sensork.de.

The AMA Association for Sensor Technology – linking innovators – the network for sensor and measuring technology. Founded in 1980 as the AMA Working Group for Transducers, the Association represents 460 enterprises. Its membership comprises 85 percent industry and 15 percent institutes. Well networked for progress and innovation in sensor and measuring technology, about 2,300 enterprises in the European sensor and measuring industry with 250,000 employees jointly attained a turnover of approximately 35 billion euros.

http://www.sensor-test.de/home-en/ [1]

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