Rhopoint Instruments introduces the Rhopoint Aesthetix IVS:

*Marrying Perception-Based Measurement with Established Standards*

Hastings, UK, Jan 2024

Rhopoint Instruments, a recognized leader in the realm of appearance measurement, is delighted to announce the arrival of its most recent innovation, the Rhopoint Aesthetix IVS (Instrument Vision System). Deriving its name from "Aisthēsis", the Greek word for "perception", the image-based device combines the high-tech prowess of dual camera technology while offering a new level of appearance measurement to describe how technical quality aspects are perceived by consumers. In a harmonious blend of traditional and state-of-the-art technology, the Rhopoint Aesthetix not only pioneers perception-based measurement but also offers backward compatibility with existing international standards. This compatibility ensures that users can transition seamlessly to advanced technology while maintaining continuity with their established processes and protocols.

**Dual Camera Technology and Cutting Edge Research**:

The Aesthetix's high-definition dual camera system enables a level of precision that captures the subtleties of surface characteristics below human visual resolution and merges them with human visual perception. Based on the latest academic research, Rhopoint has created a measurement framework that captures all the important quality aspects of a surface that affect perception, including gloss, haze, colour and texture, offering new ways to measure reflective contrast, sparkle and coarseness, surface waviness and topography. Measurements, surface maps and images are displayed and analysed in a comprehensive software package suitable for research and quality control applications.

**All-in-one**

The ultimate measurement toolset, the Aesthetix combines the features of multiple single devices into one device only, providing measurements for a comprehensive and complete understanding of surface appearances, elevating industry standards for material analysis while reducing maintenance costs.

**A Bridge Between Innovation and Tradition:**

“Integrating the new dimension of perception-based measurement while adhering to established international standards, the Rhopoint Aesthetix is a testament to our dedication to innovation and our respect for the tried and true," says Tony Burrows Managing Director at Rhopoint Instruments. "It's a powerful tool that provides our clients with a new understanding of surface appearance and a measure of the visual appeal of products to the consumer”.

**Availability:**

The Rhopoint Aesthetix will shortly be available for purchase. Detailed specifications and ordering information will be found on www.aesthetix-ivs.com or through direct contact with sales@rhopointinstrument.com.

**About Rhopoint Instruments:**

With a history spanning over 35 years, Rhopoint Instruments has been at the vanguard of delivering precision appearance measurement instruments, consistently setting new benchmarks for quality and reliability.

**Contact:**

Dawn Mendez, Group Marketing Manager

Rhopoint Instruments Ltd.

dawn.mendez@rhopointinstruments.com

www.rhopointinstruments.com