

## Seeing the Light: IEEE Benelux LMAG Explores Color Technology at ADMESY

On March 19, 2025, members of the IEEE Benelux Section Life Member Affinity Group (LMAG) gained colorful insights during their visit to ADMESY N.V. in Ittervoort, Netherlands. This globally recognized company, founded in 2006 by former Philips engineers, has established itself as a leader in advanced measurement instruments for color and light.

The visit began with fascinating presentations by ADMESY CEO Steven Goetstouwers and colleagues on the science behind color perception, exploring how our brain interprets color and the crucial role technology plays in this process. Members learned how the interaction between neurons in the retina and visual cortex shapes our perception of colors and surfaces, providing a neural foundation for understanding ADMESY's technological innovations.

ADMESY showcased their impressive product lineup, including their flagship spectrometers and display colorimeters, that are used by the major monitor, automotive, pc, tablet and smartphone producers in the world for their display quality inspection and calibration in the production lines. The company's optical engines and high-speed sampling electronics deliver unmatched speed and sensitivity for color measurement applications.

The factory tour revealed ADMESY's commitment to repeatable high-quality precision manufacturing, with dedicated facilities including research and development departments and a specialized clean room for sensor and multi-layer highly selective color filter fabrication. Members witnessed firsthand how these high-performance instruments are meticulously crafted to serve diverse industries ranging from smartphone and computer displays to automotive applications and lighting systems.



