

WUR Agro Food Robotics programme embarks on next phase as Vision + Robotics

Wageningen, 9 November 2023 - In a strategic move to better align with the core mission and multidisciplinary expertise of the team, the Agro Food Robotics programme at Wageningen University & Research (WUR) has officially rebranded itself as "Vision + Robotics."

WUR's Vision + Robotics programme brings together a diverse team of technological experts from the various domains within WUR, such as marine, livestock, agriculture, horticulture, and food. Uniting their collective knowledge and skills to address the challenges and opportunities in the world of computer vision, robotics, machine learning and artificial intelligence. This rebranding is a reflection of their broader vision and goals as they continue to lead advancements in this rapidly evolving field.

"In the past 7 years, the programme has expanded: both in the size of the team and the variety of research projects coming in from all corners of WUR, not only agriculture and food, but also livestock and fisheries, for example. We believe that this rebranding captures the essence of our programme more effectively. We are dedicated to the research and development of cutting-edge technologies that integrate computer vision and robotics, and the new name, 'Vision + Robotics', encapsulates this. We are inextricably part of WUR and our strong link with agri-food is very clear," said Erik Pekkeriet, programme manager of Vision + Robotics.

To strengthen the programme's position as leading research partner for high-tech solutions in the WUR research domains, Vision + Robotics also launches its new content platform, visionrobotics.eu. Here, industrial and business partners, researchers, and the wider community will be kept up to date with the latest developments, insights, and research in the fields of computer vision, robotics, and machine learning and AI. The platform will serve as a hub for knowledge sharing, fostering collaboration, and innovation among experts.

For more information about WUR's Vision + Robotics programme and to explore the content platform, please visit <https://visionrobotics.eu>

Media contact:

Erik Pekkeriet
Programme Manager Vision + Robotics, Wageningen University & Research
erik.pekkeriet@wur.nl
+31 (0)317 483372

Meshy Ujvari
Marketing Communications Adviser Vision + Robotics, Wageningen University & Research
meshy.ujvari@wur.nl
+31 (0)317 483181