

## **Hanwha Techwin Rebrands as Hanwha Vision with a Focus on Next-generation Vision Solutions**

*New name reflects commitment to delivering data-driven business insights and driving enhanced operational efficiencies*

**Seongnam, South Korea, March 1, 2023** - [Hanwha Techwin](#) has changed its name to Hanwha Vision, as the company expands its offerings as a global vision solutions provider committed to fully supporting the changing needs of customers and partners.

The rebranding comes at a pivotal time in the company's history, with the continued success of Hanwha's established technologies contributing to rapid growth over the past several years. Now, with the widespread expansion of growth engines including AI, the cloud and thermal imaging, customers are looking for new vision solutions to help them work differently and thrive in constantly changing business environments.

"By building on our core solutions through ongoing innovation, we will continue to alleviate customers' pain points while adding new value through advanced vision solutions," said Soon-hong Ahn, President and CEO of Hanwha Vision. "As we expand our business from surveillance monitoring and post-event analysis, we will provide customized information through 'big data' analytics and actionable solutions that not only prevent incidents but also respond to them in real time. Our new vision solutions will be instrumental in advancing customers' operational strategies."

Hanwha Vision will continue to develop high-performance products that conduct surveillance monitoring, post-event analysis and other key security services. The company is placing a greater emphasis on next-generation vision solutions that contribute to long-term sustainable growth and expansion into high-margin business areas.

"We need to think differently and flexibly adapt to the changing needs of customers and the industry," said Choonghoon (C.H.) Ha, President at Hanwha Vision America. "That requires a complete shift in mindset, recognizing that what worked as recently as two years ago may not work today, and certainly not for tomorrow."

The Hanwha Vision rebranding will also extend to overseas subsidiaries, products, and solutions.

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### **About Hanwha Vision**

Hanwha Vision (formerly Hanwha Techwin) has been leading the global video surveillance industry with world-class optical design, image processing and cybersecurity technologies for more than 30 years. As it broadens its business to become a global vision solution provider, Hanwha Vision will deliver more valuable and meaningful insights to customers by collecting key information and providing big data analytics utilizing AI and cloud technologies. For more information about Hanwha Vision, please visit

[www.hanwhavisionamerica.com](http://www.hanwhavisionamerica.com).

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