

**FLIR Launches Industry-First Deep Learning-Enabled Machine Vision Camera: Firefly DL***FLIR Firefly Deep Learning Machine Vision Camera for Original Equipment Manufacturers, Engineers, and Makers is Now Available for Purchase*

**ARLINGTON, Va., October 22, 2019** – FLIR Systems, Inc. (NASDAQ: FLIR) today announced the launch of the FLIR Firefly® DL, the industry’s first deep learning, inference-enabled machine vision camera with FLIR Neuro technology. With its small size, low weight, minimal power consumption, and deep learning capabilities, the FLIR Firefly DL camera is ideal for embedding into mobile, desktop, and handheld systems.

The Firefly DL with deep learning enables original equipment manufacturers, engineers, and makers to quickly develop and deploy solutions to challenging automation tasks. Additionally, system makers can reduce the cost and complexity of their work by deploying a trained neural network directly onto the camera, eliminating the need for a host system to complete the tasks of classification, and object detection and localization.

Firefly DL combines machine vision performance with the power of deep learning to address complex and subjective problems, such as recognizing faces or determining the quality of a solar panel. The Firefly DL camera is the first FLIR camera to use FLIR Neuro technology, which enables users to deploy their trained neural network directly onto the camera, making inference on the edge and on-camera decision-making possible. FLIR Neuro provides an open platform and supports popular frameworks, including TensorFlow and Caffe for maximum flexibility. Neuro is ideal for classification, and localization and detection functionalities.

FLIR Firefly DL is available for purchase today through authorized FLIR distributors globally and online for $299. To learn more about the FLIR Firefly DL and how to build your first deep learning classification system, please visit [FLIR.com/Firefly-DL.](https://www.flir.com/products/firefly-dl)

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***About FLIR Systems, Inc.***

*Founded in 1978, FLIR Systems is a world-leading industrial technology company focused on intelligent sensing solutions for defense, industrial, and commercial applications. FLIR Systems’ vision is to be “The World’s Sixth Sense, creating technologies to help professionals make more informed decisions that save lives and livelihoods. For more information, please visit* [*www.flir.com*](https://www.flir.com/) *and follow* [*@flir.*](https://twitter.com/flir?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

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