

Press Release

Management change at Instrument Systems Korea

Jaeho Choi takes over management of the Korean subsidiary of light measurement technology manufacturer Instrument Systems.

Munich, October 2023 – *Jaeho Choi takes over as Managing Director of Instrument Systems Korea as of 1 October 2023. With his many years of professional experience in the fields of display, optics and sensing, he will be responsible for strategically strengthening and further expanding the company in the coming years in this very dynamic business environment. The subsidiary of Instrument Systems exclusively markets the complete Instrument Systems portfolio in Korea. It has strong engineering capacities and a production facility for components and systems for light measurement technology. Jaeho Choi succeeds former Managing Director Dr. Jin Sung Kim, founder and former owner of Kimsoptec. Along with Jürgen Tiepermann, CFO of Instrument Systems, and Dr. Markus Ehbrecht, CEO of Instrument Systems, he will form the new Board of Directors.*

Jaeho Choi assumes the position of Managing Director at Instrument Systems Korea as of 1 October 2023. He succeeds Dr. Jin Sung Kim, founder and former owner of Kimsoptec. Along with Jürgen Tiepermann, CFO of Instrument Systems, and Dr. Markus Ehbrecht, CEO of Instrument Systems, he will form the new Board of Directors. Jaeho Choi has many years of professional experience in the fields of display, optics and sensing as well as in management. After his electronics studies (1996) he took over various activities as R&D engineer at SKC and in the sales department of Oerlikon Optics Korea. He became Director of Global Sales at Trueyes in 2017 and joined IGS Inc. as Managing Director in 2021.

In his new role as Managing Director of Instrument Systems Korea, in the coming years Jaeho Choi wants to step up efforts to tap the strategic potential of the future-oriented markets in Korea: “I look forward to the new tasks and challenges in a very dynamic business environment and would like to contribute to taking Instrument Systems Korea to the next level. We will continue the successful cooperation with Instrument Systems Munich and bring the teams in both companies closer together.”

Dr. Markus Ehbrecht welcomes Jaeho Choi to his new position and looks forward to further developing the Korean subsidiary together with Choi. Ehbrecht would like to thank Choi’s predecessor Jin Sung Kim “for driving the growth of Instrument Systems Korea with his deep expertise, based on decades of experience and commitment.”

Instrument Systems Korea, formerly Kimsoptec, was founded in 2005 and is a sought-after partner for technical consulting in display measurement technology in Korea. The company exclusively distributes the complete Instrument Systems portfolio in Korea, including technical consulting and customer service. With its 47 employees (as of October 2023), Instrument Systems Korea has strong engineering capacities and operates a production facility for components and systems for light measurement technology that complement the product portfolio of Instrument Systems. Through its sales channels, Instrument Systems Korea successfully addresses system integrators and manufacturers within the supply chains of the world's largest providers in the ICT market as well as key accounts of Instrument Systems.



Photo: Jaeho Choi has been the new Managing Director of Instrument Systems Korea since October 2023.

Text material and photos:

<https://instrumentsystems.owncloud.online/s/ox2MoFVo6uQkOzL>

Company portrait Instrument Systems GmbH

Instrument Systems GmbH, founded in Munich in 1986, develops and produces high-end light measurement technology that is indispensable for the manufacturers of consumer electronics, (AR/VR) displays, μ LED wafers, VCSEL/laser systems, automotive lighting and LED/SSL modules. All solutions benefit from our CAS series of high-precision spectroradiometers that are recognized and in use all over the world. In combination with 2D imaging colorimeters, integrating spheres and goniometer systems, they enable high-precision and accurate measurements in the entire range from UV to IR, traceable to PTB or NIST. Today, Instrument Systems is one of the world's leading manufacturers of light measurement technology. At its Berlin facility, the "Optronik Line" of products is developed and marketed for the automotive industry and traffic technology. Our subsidiary in Korea supplements the product portfolio with the "Kimsoptec Line" for the Korean light & display market. Instrument Systems has been a wholly-owned subsidiary of the Konica Minolta Group since 2012.

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