



Contrast, Inc. Receives its Fourth Flying 40 Award

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The Land of Enchantment has a unique and diverse business landscape that is less well known for its high tech, innovative companies. The Flying 40 Awards began in 1998 to help change this perception, recognizing the achievements of New Mexico's top-performing technology companies while also celebrating their contributions to the state's economy. Contrast, Inc. is proud to be named one of New Mexico's leading technology firms by the Flying 40 program for the fourth time.

While positioned third in the Top 10 Revenue for Companies \$1 Million to \$10 Million, Contrast has been consistently raking in high profits with a small but impressive team. Flying 40 recipients are selected based on a broad study of metrics, such as revenue, team growth and overall financial performance. Even with their high profit margin in 2014, Contrast's revenue increased by a notable 166 percent in 2018. And with only eight full-time employees, Contrast is the smallest company to climb the ranks in this category.

Who is Contrast and what scientific and technical knowledge do they possess to evolve the tech industry? In short, Contrast is an optical design and engineering company focused on creating leading-edge, system-level solutions for a variety of partners in commercial, consumer and military markets. Founded in 2005, they have spent over a decade pioneering and developing custom cameras, optical systems and real-time image processing for clients all over the world.

“Many people are unaware of the technological advances that are being developed right here in New Mexico,” says Nora Tocci, Contrast’s president and CEO. She continues, “Our varied expertise allows us to work on a wide scope of projects; from real-time [High Dynamic Range \(HDR\)](#) camera systems, complex image processing, to innovative lens designs and much more.”

Beyond design and engineering services, Contrast is in the process of launching their 4K smart camera line, adding a manufacturing notch to their growing toolbelt.

“Our [VIA 1-sensor camera](#) fits in the palm of your hand and is a powerful FPGA-based development platform. The VIA eliminates the need for frame grabbers and external hardware, and allows users to tailor the system to suit their image processing needs. We’re currently in production so the VIA model will be in stock and available to the public very soon,” explains Tocci.

On the heels of the VIA is Contrast’s patented 2-sensor camera system, the [ARC](#), which provides real-time HDR video that expands contrast ratios and deepens color palettes. Capturing up to 13 stops of dynamic range, the ARC will stream live, HDR video that can be used to enhance all imaging applications. A three-sensor version, called the [LUX](#), will be equipped with the same patented HDR technology as the ARC but will capture nearly 18 stops of dynamic range on demand. You can learn more about Contrast’s cameras and pre-orders at their [website](#).

“We’re honored to be a part of the Flying 40 program and be among others in our industry that share a common vision for New Mexico’s future,” concludes Tocci.