

FOR IMMEDIATE RELEASE:

Microscan Demonstrates Combined Auto ID and Machine Vision Platform at the AACC Clinical Lab Expo 2016

RENTON, WA, July 13, 2016 – Microscan, the number-one brand of embedded clinical barcode readers and leading innovator of machine vision solutions for the life sciences, announces that it will demonstrate [MicroHAWK®](#), the world's smallest enclosed imaging devices for barcode reading and machine vision for clinical instruments from Booth #1260 at the 2016 [AACC Clinical Lab Expo](#), August 2-4 at the Pennsylvania Convention Center in Philadelphia, Pennsylvania, U.S.A.



Investing in flexible devices today equips professionals to meet tomorrow's challenges. For more than thirty years, Microscan has continued to set benchmarks in device size, configurability, and performance for maximum component longevity within life science and OEM applications. This focus has made Microscan a leader in embedded imaging devices for clinical diagnostics instrumentation applications worldwide. With more than one million products sold, 100+ technology patents, 300 partners in more than 30 countries, and the most reliable, easily-upgradable devices at the smallest scale, Microscan leads the charge in the changing world of clinical automation.

Microscan imaging devices allow manufacturers and OEMs to upgrade clinical instruments to go beyond barcode reading if needs change in the future – without replacing components or systems. From MicroHAWK®, the world's smallest machine vision smart camera, to the highest-speed embedded laser barcode scanner, MS-3, Microscan offers powerful miniature technologies to meet OEM needs for diverse applications. The MicroHAWK family includes a fully-integrated imaging engine and three industrial-rated miniature imagers with unrivaled flexibility, ease of use, and universal application potential. Manufacturers can easily embed these imaging components to automate processes like specimen and reagent identification and tracking, tube cap presence and absence, cap type and color identification, dimensional measurements such as tube height and diameter, automated alignment and robotic guidance, and FDA UDI compliance validation within their turnkey devices and instruments.

At Clinical Lab Expo, Microscan will demonstrate how MicroHAWK® is taking clinical automation components from mini to micro to omni-capable. Now with Microscan's full range of machine vision tools added to the ultra-compact MicroHAWK platform, Microscan has released the world's smallest fully-integrated machine vision systems. Paired with Microscan's browser-based [WebLink](#) UI, simplified [AutoVISION® Machine Vision Software](#), or the advanced [Visionscape® Machine Vision Software](#), MicroHAWK Smart Cameras (MV-20, MV-30, and MV-40) expand the concept of industrial imaging from barcode imaging alone to the universal imaging of any code, text, or part feature to accomplish any automation task based on visible data. These new cameras are leading the industry for flexibility in the most space-constrained installations, with selectable optics, sensor, lighting, and software in any unique device size and enclosure. MicroHAWK now provides users a single hardware solution with options to

meet any decoding or inspection task, in any integration space, and with scalability to adapt to meet unpredictable requirements in the future. The complete engine and camera platform has been designed with life science and OEM applications in mind, focused on unique feature customizations in enclosed devices that can be manufactured and supported by Microscan's Clinical Solutions Team for years to accommodate instrument lifecycles.

Visitors to Clinical Lab Expo will be the first to discover how the new capabilities of MicroHAWK are empowering diverse clinical applications with the smallest fully-featured imaging components for OEMs. In a single smart camera, MicroHAWK leverages over 1,500 possible hardware/software combinations to enable manufacturers to design the perfect imaging device with the greatest reliability for the life of any instrument.

Visit Microscan booth #1260 at the [AACC Annual Scientific Meeting and Clinical Lab Expo](#) for interactive demonstrations and to discuss custom projects with members of Microscan's dedicated Clinical Solutions Team. Get a free pass to [Clinical Lab Expo](#) on behalf of Microscan and be among the first to see MicroHAWK® Smart Cameras in action, or learn more Microscan at www.microscan.com

About Microscan

Microscan is a global leader in barcode reading, machine vision, and verification technology serving a wide range of automation and OEM applications. Founded in 1982, Microscan has a strong history of technology innovation that includes the invention of the first laser diode barcode scanner and the 2D symbology, Data Matrix. Today, Microscan remains a leader in automatic identification and inspection with extensive solutions ranging from barcode reading, tracking, and traceability up to complex machine vision measurement, guidance, code verification, and print quality grading.

As an ISO 9001:2008 certified company recognized for quality leadership in the U.S., Microscan is known and trusted by customers worldwide as a provider of quality, high precision products. Microscan is a part of [Spectris plc](#), the productivity-enhancing instrumentation and controls company.

Microscan Contact

Corporate Headquarters, U.S.
Meghan Dillon, Marketing Specialist
+1 425-203-4864; mdillon@microscan.com

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