

**FOR IMMEDIATE RELEASE:**

## **Microscan to Showcase Latest Additions to its AutoVISION™ Machine Vision Product Line at Pack Expo 2012**



**RENTON, WA, September 27, 2012** — Microscan, a global technology leader in barcode and vision traceability solutions for packaging and production environments, announces it will showcase the latest AutoVISION™ machine vision product suite in Booth #1472 at next month's Pack Expo 2012, taking place in Chicago's McCormick Place Convention Center, October 28-31. The AutoVISION™ line, which includes the Vision MINI and Vision HAWK smart cameras along with an intuitive software interface, provides simplified setup and deployment of machine vision applications, along with a powerful tool set for reliable, high performance inspection and identification. Recent enhancements to the line include the addition of a two megapixel Vision HAWK C-Mount camera and expanded capabilities in the AutoVISION™ operating software. Microscan will showcase these, along with its wide range of advanced vision, barcode reading, and lighting technology, developed to help manufacturers ensure accurate data collection in end-of-line packaging processes.

Manufacturers in the pharmaceutical, food and beverage, and consumer goods packaging industries are turning to machine vision to improve product quality and safety, ensure compliance with labeling regulations, and increase efficiency. "Today, packaging systems are under strong demands to ensure the quality of packaging while at the same time maximizing production flow," comments Juan Pablo Biermayr, Microscan Global Packaging Market Manager. "Because of this, many packaging manufacturers are focusing on the latest vision technologies for automated applications to monitor, track, and record critical data for identification and quality inspection."

Microscan's AutoVISION™ product suite provides a complete vision toolset in a compact and easily integrated package. With powerful decode tools for reading barcodes and text codes (OCR), AutoVISION™ helps manufacturers meet their traceability requirements while automating inspection tasks such as cap alignment, label positioning, fill level verification and more.

For more information on Microscan's AutoVISION™ machine vision product suite and packaging application solutions, visit [www.microscan.com](http://www.microscan.com).

## **About Microscan**

Microscan is a global leader in technology for precision data acquisition and control solutions 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 technology leader in automatic identification and machine vision with extensive solutions for ID tracking, traceability and inspection ranging from basic barcode reading up to complex machine vision inspection, identification, and measurement.

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 [Spectris](#) company.

## **Microscan Contact**

Corporate Headquarters, U.S.

Cathy McBeth, Global Commercial Marketing Manager

+1 425 203 4972; [cmcbeth@microscan.com](mailto:cmcbeth@microscan.com)

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