

FOR IMMEDIATE RELEASE:

Microscan Introduces MicroHAWK Barcode Readers

RENTON, WA, September 14, 2015 – Microscan, a global manufacturer and pioneer of auto ID solutions from the world's first laser diode barcode scanner to the Data Matrix symbol, revolutionizes barcode reading once more at an incredibly small scale. An innovation of user-focused engineering, [MicroHAWK](#) is the world's smallest, most intuitive industrial barcode reading platform ever to reach the market. MicroHAWK features a fully-integrated barcode imaging engine, three industrial-rated miniature barcode imagers, and the new WebLink browser-based configuration interface. Together, this comprehensive barcode reading platform decodes any symbol in any application with unprecedented flexibility, compatibility, and ease of use.



In MicroHAWK, the most ground-breaking engineering in Microscan's history of industrial identification development converges at a scale that goes beyond miniature to micro. An entirely new ground-up device and interface design, the MicroHAWK product suite reimagines barcode reading as a pervasively accessible technology, free from device compatibility obstacles or specialized knowledge. This "Simply Incredible" platform sets new benchmarks for flexibility, performance, and user experience in barcode reading at a size and scale unrivaled in the industrial automation market.

"MicroHAWK was designed as a convergence of technology innovation and feedback from our customers," says Andrew Zosel, Vice President of Engineering and Marketing at Microscan. "It is as small as possible without sacrificing performance and capability. The result is a platform that is both easy to use and flexible enough to support all of our customers' applications. It's simply incredible."

At the heart of every MicroHAWK barcode reader is the world's smallest fully-integrated barcode imaging engine. From decoder, to sensor, to speed, to illumination, the engine can be configured with any combination of features and packaged into a MicroHAWK model (ID-20, ID-30, or ID-40) with ideal dimensions, connectivity, and industrial-rating for any installation. This incredible agility allows users the freedom to optimize a barcode reader to precisely match their needs. From the tiny ID-20 OEM Barcode Reader with simple USB connectivity, to the flexible IP54-rated ID-30 Miniature Barcode Reader with corner-exit cable, to the ID-40 Industrial Ethernet Barcode Reader – the world's smallest IP65/67-rated imager – any MicroHAWK reader can be uniquely configured for ideal value and performance.

The agility of MicroHAWK extends to the WebLink setup and control interface. Both MicroHAWK and the incredibly intuitive WebLink UI were engineered to allow anyone with or without barcode reading experience to easily install a device into new or existing systems to outperform competitive operations for speed, precision, and adaptability to changing criteria. WebLink is the world's first web-browser-based interface for industrial barcode reading. There is no software required to use WebLink. From any web-enabled device, users can access the IP address of their MicroHAWK reader in a web browser to view decoded data and barcode images in real time. Using basic information about a barcode reading job, (barcode type, application type, number of codes, etc.), the WebLink interface automatically adjusts the settings of the connected MicroHAWK reader to train and optimize for the expected codes and reading conditions.

MicroHAWK offers unlimited configuration capabilities and features to precisely meet any requirement. In one incredible, accessible platform, Microscan's new MicroHAWK family expands the range of applications for barcode reading and data communication exponentially across the factory and across all experience levels, enabling faster, leaner, more simplified manufacturing operations.

To learn more about MicroHAWK barcode readers and the WebLink user interface, visit www.microscan.com/microhawk. For more information about Microscan, visit www.microscan.com.

About Microscan

Microscan is a global technology leader in precision data acquisition and control solutions serving a wide range of automation and OEM applications. Founded in 1982, Microscan has a strong history of innovation that includes the invention of the first laser diode barcode scanner and the Data Matrix symbology. 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 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 subsidiary of [Spectris plc](http://www.spectris.com), a leading supplier of productivity-enhancing instrumentation and controls.

Microscan Contact

Corporate Headquarters, U.S.
Shaina Warner, Marketing Specialist
+1 425 203 4963; swarner@microscan.com

###