

FOR IMMEDIATE RELEASE

Microscan Wins Multiple Prestigious Awards by AutoID-China for “Top 100 Enterprises of Automatic Identification”

RENTON, WA, January 2011 — Microscan has been selected to be the recipient of three awards in the category of “Top 100 Enterprises of Automatic Identification Industry 2010” Award Program sponsored by AutoID-China. The awards recognize Microscan’s accomplishments in excellence and innovation within the [Automatic Identification](#) industry. The three awards Microscan received are: “2010 First Rate Product” for the [Mobile Hawk handheld reader](#), “2010 Innovation Product” for the [QX Hawk industrial reader](#), and “2010 First Rate International Brand Enterprise.”

“After two months of website survey polls conducted by AutoID-China and supported by numerous participants comprised of barcode product manufacturers, system integrators, distributors, industry experts, customers and Internet browsers, the finalists have been selected under the public, through a fair, impartial and authentic procedure, showing authoritative results in the China automatic identification industry,” said Han Song, the Marketing Manager of the program sponsor, AutoID-China. “Microscan entered the program again this year, and has won multiple awards successfully. It fully demonstrates the strong power of the company.”

AutoID-China has conducted the Top 100 Enterprises of Automatic Identification Industry Awards Program successfully for several years. The Top 100 Enterprises evaluation program has become a widely recognized premier program brand with significant influences and reputation in the China automatic identification industry.

Mr. Richard Cheng, the China Country Manager for Microscan said, “2010 was an impressive year for Microscan. Compared with 2009, we not only continued to grow, but also greatly enhanced our brand throughout China in the automatic identification and machine vision markets. Microscan’s recent receipt of these important awards in China is the best witness to our strong performance.” Microscan is a global leader in manufacturing and technology focused on [barcode](#) and [machine vision solutions](#) serving a wide range of automation and OEM applications. Microscan entered the Chinese market in the late nineties, and opened offices in Shanghai, Guangzhou, and Beijing successively with distributor partners throughout China backed by an experienced technology support team globally. This industry recognition confirms Microscan’s global technology innovation and lays a solid foundation for continued leadership in the China automation identification market.

About AutoID-China

www.autoid-china.com.cn is the first-established internet portal in the China automatic identification industry. They have hosted the “Top 100 Enterprises of Automatic Identification Industry” Awards Program, successfully for many years. During these years, more than 50 mass and professional media, such as Sina.com, China.com, Yesky.com, IT168.com, etc., have reported the event extensively. The Top 100 Enterprises evaluation program has become a widely recognized premier program brand with significant influences and reputation in the China automatic identification industry.
(www.autoid-china.com.cn)

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. For more information, visit www.microscan.com.

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