FOR IMMEDIATE RELEASE:

Microscan's AutoVISION™ 2.0 Wins 2013 Ringier Technology Innovation Award for Food and Beverage

BEIJING, CHINA, August 7, 2013 — Microscan, a global technology leader in barcode, machine vision and lighting solutions, announces that its AutoVISION™ 2.0 machine vision software has won a 2013 Ringier Technology Innovation Award in the Food and Beverage Industry category. Richard Cheng, China Country Manager, accepted the award for Microscan during a ceremony at the 2013 Food Ingredients, Health Ingredients, and Natural Ingredients Asia-China Show (Fi Asia-China Hi Ni China 2013) held at the Shanghai New International Expo Center on June 26, 2013. The award acknowledges the contributions of companies who further the development of China's food & beverage industry.

Following a strict selection process by an independent panel of judges and online voter feedback, 22 winning companies were honored for developing efficient solutions that drive innovation in China's food and beverage industry. The awards aim to encourage, acknowledge, and reward companies that provide significant contributions in technological leadership, develop creative ways of meeting industry needs, and raise the standard of innovation in the industry.

Microscan's AutoVISION is the easiest machine vision software available for basic to mid-range vision applications. AutoVISION 2.0 pairs flexible smart cameras with powerful inspection capabilities, including three new tools (Logic, OCV, and Symbol Quality Verification), support for automated job changeover, and easy connectivity to industrial controls with the new *Microscan Link* connectivity wizard. AutoVISION is scalable to the more advanced Visionscape® platform should application requirements expand over time, protecting users' time, effort, and investment.

New features of Microscan's new AutoVISION™ 2.0 machine vision software are especially beneficial to food and beverage packaging applications, where conformance to quality standards, accurate labeling, and process efficiency are top objectives. Included in AutoVISION's intuitive drag-and-drop toolset are inspection tools such as Symbol Quality Verification and OCV, which enable inline verification of barcodes and text to meet both global quality standards and process-specific quality control requirements. AutoVISION's OCR and OCV tools ensure that all packages are marked with accurate,

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legible batch/lot codes, date codes, and serial numbers to meet end customer specifications. Also, match string functionality through OCR and barcode reading ensure mix-up detection to prevent errors when matching labels to product, cups to lids, and similar operations.

For more information about AutoVISION and Microscan's complete line of machine vision solutions, visit 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.

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