

FOR IMMEDIATE RELEASE:

Microscan to Showcase Advanced Auto ID and Machine Vision Technologies at IAS 2012

BEIJING, CHINA, October 25, 2012 — Microscan, a global leader in barcode, vision, and lighting technologies, will demonstrate its [track, trace and control solutions](#) for the automation industry in Booth W1C018 in Hall 1 at the Industrial Automation Show 2012 (IAS 2012) trade show to be held at Shanghai New International Expo Centre (SNIEC) from November 6 to 10, 2012.

Microscan will be showcasing the latest [AutoVISION™ machine vision product suite](#). 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 also demonstrate high speed industrial barcode reading solutions such as the QX-870 and MS-9; and the QX HAWK, MINI HAWK, and other 2D code and direct part mark (DPM) decoding solutions. Microscan's wide range of advanced vision, barcode reading, and lighting technology helps manufactures meet traceability requirements, reduce costs, and ensure accuracy in their process.

Microscan prides itself on bringing ground-breaking solutions to market since its start in 1982, when founder Mike Mertel integrated a laser diode into a barcode scanner, producing a smaller, faster, and safer barcode reading solution. Today, Microscan represents the convergence of multiple separate, equally innovative histories. With the 2008 acquisition of Siemens Machine Vision business, Microscan's genealogy not only includes Mertel's pioneering auto ID line, but a history in machine vision that spans more than three decades and milestones such as the invention of the popular 2D code, Data Matrix.

For additional information on Microscan's history and products, please visit Booth W1C018 at the IAS show or 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.

Microscan Contact

Microscan/Spectris Group China Ltd., Beijing Representative Office

Hui Fan, Marketing Manager APAC

+86 10-5993-5712, hfan@microscan.com

GLOBAL HEADQUARTER OFFICES

Corporate & Americas
Renton, WA USA
Tel: 425.226.5700
info@microscan.com

Asia-Pacific
TechLink, Singapore
Tel: 65.6846.1214
asia@microscan.com

Europe-Middle East-Africa
The Netherlands
Tel: 31.172.4233.60
emea@microscan.com