

**FOR IMMEDIATE RELEASE:**

## New MINI Hawk imager with 3 megapixel sensor for direct part mark reading

**RENTON, WA, October, 2010** — Microscan, a global technology leader for track and trace solutions, announces a new three megapixel resolution configuration in the popular [MINI Hawk series](#) of compact direct part mark (DPM) imagers. The powerful new three megapixel MINI Hawk is the smallest and highest performance autofocus imager in its class for reading small DPM marks straight out of the box.

This MINI Hawk is specifically designed for reading small 2D [direct part marks](#) widely used in medical device and [electronics manufacturing](#) industries. Electronic components such as printed circuit boards (PCBs) typically have very little space to add barcodes for traceability. Small 2D Data Matrix codes are ideal for this type of application; however they require a product with enhanced DPM reading capabilities to capture this critical data. The fully integrated design of the MINI Hawk makes it easy for electronics and other manufacturers and their suppliers to read these codes. Also available in high speed and high resolution configurations, the imager can also consistently read symbols that are damaged, distorted or otherwise challenging due to direct part marking.

As Kyle O'Brien, Manager, Product Management, explains, "This new MINI Hawk is the next product in our [HAWK DPM product line](#) that makes DPM reading fast and easy. The ultra-compact form factor of the MINI with integrated lighting and autofocus makes integration into any industrial application a snap. By integrating Microscan's high performance X-Mode decoding technology for both 1D and 2D bar codes, the MINI Hawk can solve any 1D or 2D barcode track, trace, and control application."

Microscan has also released a new version of its X-Mode Decode Firmware. X-Mode technology provides best-in-class decoding algorithms for both 1D and 2D codes with aggressive direct part mark (DPM) reading capabilities, along with easy setup and deployment of imagers in any application. With this release X-Mode adds improved 1D and 2D decoding speed, as well as symbologies such as Aztec Code, Micro QR, Pharmacode, and a wide variety of postal codes.

Visit [Microscan's Online Community](#) to see videos of the MINI Hawk in action. For more detailed information on the MINI Hawk, 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.

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