

**FOR IMMEDIATE RELEASE:**

## **Microscan to Demonstrate ID & Inspection Solutions for Today's Packaging Challenges at Pack Expo 2013**

**RENTON, WA, August 28, 2013** — Microscan, a global technology leader in barcode, machine vision, and lighting solutions, announces that it will showcase its latest identification and inspection solutions for product traceability and quality compliance in Booth #S-7455 at Pack Expo 2013, taking place in the Las Vegas Convention Center, September 23-25. The company will demonstrate how its barcode readers and smart cameras can be incorporated into packaging lines and machinery to monitor, track, and record critical data on products, labels, and secondary packaging.

Manufacturers need to detect mislabeled products, mismatched packaging containers, poorly printed text, and unreadable barcodes early in the process, allowing for corrective action before products make it into the supply chain. Microscan's AutoVISION™ machine vision will be highlighted during in-booth product demonstrations. The product line, which includes the Vision MINI and Vision HAWK smart cameras along with the AutoVISION™ machine vision software interface, was developed to simplify the setup and deployment of machine vision applications. The intuitive software incorporates high-performance features such as barcode quality verification; decode tools for 1D and 2D barcodes; OCR and OCV; automated job changeover; and Microscan Link for one-click connectivity to PLCs and other control systems.

Also on display at Pack Expo will be Microscan's broad range of advanced data collection products including laser barcode scanners, 2D imagers, 1D/2D scan engines, handheld readers, and vision smart cameras excelling in applications from basic barcode reading to complex machine vision inspection, identification and measurement. With more than 30 years of proven performance, Microscan remains committed to continuous innovation and development to help manufacturers ensure the quality of packaging while at the same time maximizing production flow.

For more information on Pack Expo and free show admission, compliments of Microscan, visit [http://info.microscan.com/2013PACKEXPO\\_FreePass.html](http://info.microscan.com/2013PACKEXPO_FreePass.html). Learn more about Microscan's packaging automation solutions and AutoVISION™ product suite in Booth #S-7455, or 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.

## **Microscan Contact**

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