

**FOR IMMEDIATE RELEASE:**

## **Microscan's Vision HAWK Smart Camera Brings Robust Vision Inspection to Packaging Operations**

**RENTON, WA, September 2011** – Microscan, a global technology leader in barcode, machine vision and lighting solutions, announces the new Vision HAWK smart camera. Built for high performance in rugged packaging and production environments, the fully-integrated vision system will be demonstrated at the company's booth, #6145, at next week's Pack Expo 2011, taking place in the Las Vegas Convention Center, September 26-28.

Manufacturers in the pharmaceutical, food and beverage, and consumer goods packaging industries are turning to machine vision to improve product quality and safety, ensure compliance with labeling regulations, and increase efficiency. The Vision HAWK provides a complete vision toolset in a compact, easy-to-integrate package. With powerful decode tools for reading barcodes and text codes (OCR), manufacturers can meet their traceability requirements while automating inspection tasks such as cap alignment, label positioning, fill level verification and more.

Fully integrated lens and lighting, industrial IP65/67 housing, and Ethernet connectivity make the Vision HAWK easy to incorporate into production operations. It features easy set-up and operation with Microscan's intuitive AutoVISION™ software interface, and can be scaled to the more advanced Visionscape platform for complex configurations. The Vision HAWK also includes liquid lens autofocus technology, which can help to reduce downtime by eliminating the need to manually adjust the camera during line changeovers.

More information on the Vision HAWK smart camera is available at <http://www.microscan.com/en-us/products/machine-vision-systems/vision-hawk-smart-camera.aspx>

### **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**

Corporate Headquarters, U.S.  
Laura Hoffman, Director of Marketing  
+1 425-203-4971; [lhoffman@microscan.com](mailto:lhoffman@microscan.com)



*Microscan's Vision HAWK reads text and barcodes, and performs inspections such as cap alignment and fill level verification.*