

FOR IMMEDIATE RELEASE

Microscan Wins Several Chinese Automatic Identification Awards

BEIJING, CHINA, March 2012 — Microscan, a global leader in technology for precision data acquisition and control solutions, announces that it has won three awards within the category of “China Automatic Identification Industry 2011,” including the Excellent Global Brand Award of Automatic Identification Industry and two product awards – namely, the Vision Hawk vision system for the Innovative Product Award and QX 870 laser scanner for the Best-Selling Product Award.

[Vision HAWK](#), the world’s first liquid lens machine vision system boasting complete functions by integrating the liquid lens autofocus, vision system, and built-in light source, can be widely applied to automatic production lines within the global manufacturing industry for vision technology. This system has won many industry awards and produced favorable feedback since it was announced to the market in 2011.

Featuring the latest barcode reading technology, the [QX-870 Industrial Laser Scanner](#) can be easily integrated into existing barcode track, trace and control applications. With plug-and-play setup and the most aggressive decode algorithms available, the QX-870 has become an ideal laser scanner for any industrial application. In 2011, this product possessed the highest market share in China’s drug administration industry.

Regarding the Excellent Global Brand Award of Automatic Identification Industry in 2011, Microscan China General Manager Richard Cheng said, “Automatic identification and machine vision products will have a huge space for growth in drug administration and food safety markets. These products feature complex functioning and simple operating; meanwhile, the scalability and standardization of products are also very important. Upholding the values of ‘unremittingly pursuing innovation and winning through wisdom,’ Microscan will continue to develop innovative products that meet the demands of consumers and create sustainable value for our consumers and commercial partners, thus becoming the preferred commercial partner in the global manufacturing industry.”

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, gauging, 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. For more information, visit www.microscan.com.

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