

FOR IMMEDIATE RELEASE:

Microscan Adds New Member to its Management Team to Oversee Channel and Corporate Marketing Strategy

RENTON, WA, August 2012 – Microscan, a global technology leader in barcode, machine vision and lighting solutions, has hired Scott McKay for its newly created Global Director, Channel Management and Commercial Marketing position.

McKay will be responsible for channel strategy, recruitment, training, and program development working with the field sales organization, as well as commercial marketing and operations, functions that have a significant impact on Microscan's channel. He assumes these responsibilities as Andy Zosel, former VP of Marketing and Commercial Operations, takes on a new role at Microscan as VP, Engineering and Vertical Solutions.

"Our worldwide network of channel partners is fundamental to our business model, and we acknowledge the critical role it will continue to play in Microscan's success", states Scott Summerville, President of Microscan. "We felt it important to dedicate a member of the senior management team to ensure that we are closely aligned to our partners and to support this vital function at a strategic level. Scott McKay's educational and career background in channel management, along with his experience as a sales manager and branch manager where he created and deployed sales and marketing programs at the local level makes him an excellent choice to lead this newly created department."

"What an exciting opportunity to lead a global team impacting such critical functions as channel management and marketing", adds McKay. "There is an unquestionable commitment throughout the organization focused on redesigning the channel strategy for sustainable growth".

McKay has a BS degree in Industrial Distribution from the College of Engineering at Texas A&M University and spent the first 14 years of his career at Rockwell Automation. He was most recently responsible for the overall sales direction and channel management in the San Francisco area.

McKay will be based in Microscan's worldwide headquarters in Renton, Washington.

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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**Scott McKay, Microscan's
Global Director, Channel
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