

**FOR IMMEDIATE RELEASE:**

## New Microscan Smart Cameras Win 2011 Ringier Technology Award



**RENTON, WA, August 2011** — Microscan, a global technology leader in barcode traceability solutions for the packaging industry, announces that it has been awarded a 2011 Ringier Technology Innovation Award in the Packaging Industry category for its two new machine vision products: Vision MINI and Vision HAWK. The awards were presented to Mr. Richard Cheng, Microscan China Manager, during a ceremony that took place at ProPack China on July 14. Hosted by one of the leading companies in industrial information, Ringier Industrial Media Co., Ltd., Ringier Technology Innovation Awards recognize those who have made the most significant contributions to the advancement of different industries through innovative products and technology.

Microscan's new machine vision products, the Vision MINI and Vision HAWK smart cameras, feature compact, fully-integrated housings for easy integration into the production process, and can be operated by either the intuitive AutoVISION™ interface or the more advanced Visionscape® platform. This scalable format allows users to set up jobs in AutoVISION™ and later migrate to Visionscape® if the application grows in complexity, saving both time and money down the road. Manufacturers can improve efficiency and reduce defects by accomplishing a wide range of applications, including part identification and location, item traceability, and other automated inspection tasks.

Mr. Cheng said in his speech during the ceremony: "Microscan is technology leading company that focuses on product innovation and top quality. We revolutionized the auto ID industry in the early 1980s with the invention of the first laser-diode barcode scanner and the 2D Data Matrix. Playing a leading role in the innovation of new technology and products, Microscan launched Vision MINI and Vision HAWK this year with a view to providing powerful and reliable instruments with high performance in inspection and identification while simultaneously simplifying the application of machine vision in design and configuration."

From basic barcode reading up to complex machine vision inspection, identification, and measurement, Microscan remains committed to continuous innovation and development to meet market and customer needs for quality product solutions to track, trace and control applications. For more information on Microscan's award-winning new smart cameras, visit <http://www.microscan.com/en-us/products/newproducts.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.

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