

**FOR IMMEDIATE RELEASE:**

## **Microscan to Demonstrate Barcode and Machine Vision Solutions at Industrial Automation Show 2011 in Shanghai**

**RENTON, WA, October 2011** — Microscan, a global technology leader in barcode, machine vision and lighting solutions, announces it will demonstrate barcode and machine vision automation solutions in Booth #A154 at the upcoming Industrial Automation Show, scheduled to take place November 1 to 5, 2011, at the Shanghai New International Expo Centre (SNIEC) in Shanghai, China. One of eight concurrent shows held within the China International Industry Fair, Industrial Automation Show 2011 will showcase solutions in industrial automation, production and process automation, electrical systems, robotics, industrial IT and software, and microsystems technology.

More and more manufacturers are adding barcode and machine vision technology to their manufacturing process as they recognize its benefits in terms of improved product quality, reduced waste, and cost savings. Automated processes eliminate human error to ensure that products are accurately labeled, properly packaged, and traceable when they leave the factory. Microscan's comprehensive product line of automation solutions includes high-speed laser barcode readers, robust 2D imagers for hard-to-read direct part marks, machine vision for automated inspection, and lighting solutions to ensure the optimal performance of these systems. A selection of these products will be demonstrated at the Industrial Automation Show, in addition to Microscan's new AutoVISION™ machine vision technology. AutoVISION™ enables users with little to no experience in vision technology to quickly and easily set up applications such as 1D and 2D barcode reading, date/lot code verification, optical character recognition (OCR), part measurement, label verification, and others.

For more information on Microscan's machine vision, lighting, and barcode solutions, visit [www.microscan.com](http://www.microscan.com).

### **About Microscan**

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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