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## Microscan to introduce barcode and machine vision products at PACKOLOGY Exhibition

**RENTON, WA, May 2010** — Microscan, a global technology leader for track and trace solutions, will introduce its product line of barcode and machine vision solutions to the Italian packaging industry at the upcoming PACKOLOGY exhibition at Rimini Expo Center from June 8-11, 2010.

PACKOLOGY is organized by the Unione Costruttori Italiane Macchine Automatiche (UCIMA). The exhibition will address process and packaging technologies running across all industrial sectors: consumer goods, beverage, chemical products for the home, cosmetic, pharmaceutical, food and health care products.

“Today, packaging systems are under strong demands to ensure the quality of packaging while at the same time maximizing production flow,” comments Juan Pablo Biermayr, EMEA Sales Manager for Microscan. “Because of this, many packaging manufacturers are turning to technologies such as barcode and machine vision for automated applications to monitor, track, and record critical data for identification and quality inspection.”

As a manufacturer and global technology leader for barcode and machine vision, Microscan offers a broad line of barcode readers, 2D imagers, and machine vision software, cameras, and lighting for packaging solutions that compass identification, inspection, and measurement. Common packaging applications for Microscan products include reading 2D barcodes and OCR for date/lot tracking, unique item identification, and product inspections for quality verification.

For more information on PACKOLOGY, visit [www.packologyexpo.com](http://www.packologyexpo.com). For more information about Microscan, visit [www.microscan.com](http://www.microscan.com).

## **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. For more information, visit [www.microscan.com](http://www.microscan.com).

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