

FOR IMMEDIATE RELEASE:

Microscan Presents AutoVISION™ Machine Vision Solutions at Korea Vision Show 2012

SEOUL, KOREA, April 2012 — Microscan, a global technology leader in barcode, machine vision and lighting solutions, recently presented its diverse product line at the Korea Vision Show, a new, specialized machine vision exhibition that took place this year from April 3rd through 6th in Seoul. Microscan participated alongside Jintech, its distribution partner in South Korea, and showcased its [AutoVISION suite](#) of machine vision products. The new technology line was well received by the show attendees, who came from a broad range of industries, representative of Korea's growing machine vision market.



Machine vision is being widely implemented into inspection lines in several industries in Korea, including electronics manufacturing, where the technology continues to receive positive feedback due to the rapid growth of Korea's IT sector. Microscan's suite of intuitive and scalable AutoVISION machine vision products meets the demands of this growing market and answers a need for high performance, flexible vision inspection in Korea's key industries. The AutoVISION product suite includes user-friendly inspection software and two powerful smart cameras – Vision MINI and Vision HAWK – which may be widely applied to applications for 1D/2D barcode reading & verification, as well as vision inspection processes.

“Our AutoVISION solution enables simplified machine vision, making it possible even for users with little to no experience in vision technology to set up and implement machine vision applications,” said Jonathan Ludlow, Machine Vision Product Manager at Microscan. “The AutoVISION suite helps manufacturers reduce defects and increase efficiency in a wide range of applications. Thanks to our solution, companies already scanning barcodes for part identification or traceability can now also easily implement verification and quality checks by incorporating optical character recognition (OCR) on human-readable text.” In addition, AutoVISION software contains locate, count, measure, and presence/absence tools that support a wide range of assembly verification, dimensional checking, and inspection applications across the packaging sector as well as laboratory automation and electronics markets.

“We believe that AutoVISION is a unique solution in the industry. It is ideal for beginners to machine vision, but also offers job portability across programming environments and scalability across platforms,” Ludlow concluded.

Its dynamic capabilities made AutoVISION a high point at this year's Korea Vision Show. Local interest in Microscan's product line was very strong, especially among distributors and systems integrators seeking a

single manufacturing company to source a broad range of technologies and products for Auto ID and machine vision.

“Participating in the Korea Vision Show has substantially increased our customer awareness among machine vision users and integrators,” stated Moonsoo Kim, Regional Sales Manager for Korea at Microscan. “Microscan manufactures all of these products, plus we have a complete line of Auto ID barcode readers such as laser scanners, 2D imagers, and verifiers. With Microscan, distributors and systems integrators can source all barcode and machine vision products from a single company.”

Microscan products exhibited at the Korea Vision Show 2012 include: [AutoVISION software](#), [Vision MINI](#) smart camera, [Vision HAWK](#) smart camera, [Visionscape®](#) machine vision software, [Visionscape® VS-1](#) smart camera, [Visionscape® GigE](#) solution, [NERLITE®](#) machine vision lighting, [QX Hawk](#) liquid lens imager, and [MINI Hawk](#) 2D barcode imager.

For more information, visit www.microscan.com or email asia@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.

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