

FOR IMMEDIATE RELEASE:**Microscan to Host Webinar on Ensuring Barcode Readability with Machine Vision Verification**

RENTON, WA, April 11, 2013 – Microscan, a global technology leader in barcode, machine vision and lighting solutions, will host a webinar on [Barcode Verification with Machine Vision](#) at 10 A.M PDT / 1 P.M. EDT on April 25, 2013, with another session held earlier at 11 A.M. CEST (Amsterdam). The presentation and live question and answer session are free to attend.

Webinar presenter Nico Hooiveld, Microscan's Machine Vision Product Manager, explains: "Unreadable barcodes can cause disruptions to an automated process, and may require re-labeling, re-scanning, or even manual entry of critical information by a human operator. Once outside of the factory, illegible barcodes can lead to traceability problems in the supply chain, causing rejected product shipments and unhappy customers. [Verification](#) ensures that no product will leave the factory without a readable code."

During the webinar, Hooiveld will cover the impact that quality barcodes have on a company's automated processes and demonstrate how machine vision systems can be employed to ensure reliable code legibility. He will also discuss requirements for setting up a barcode verification system and tools that can be used to evaluate a barcode's quality against published standards such as ISO 15415, ISO 15416, and AIM DPM.

Microscan recently added several new tools to its [AutoVISION™ machine vision software](#), including a 1D and 2D barcode verification tool to ensure consistent code quality in automated processes and throughout the supply chain. The company's AutoVISION™ product line, which also includes compact smart cameras in a variety of models, was developed to make machine vision accessible to more users, enabling quick and easy implementation of machine vision inspection and identification with minimal time, effort, and training.

To register for the April 25th webinar "Ensuring Readable Codes with Machine Vision Verification", visit <http://www.microscan.com/en-us/TrainingAndResources/Webinars/WebinarBarcodeVerification.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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