

FOR IMMEDIATE RELEASE:

Microscan Appoints New Sales Director for EMEA

ALPHEN AAN DEN RIJN, NETHERLANDS, February 20, 2013 —

Microscan, a global technology leader in barcode, machine vision and lighting solutions, announces the appointment of Juan Pablo Biermayr as Sales Director Europe, Middle East and Africa (EMEA).

Biermayr will be responsible for the commercial operations, including leading the team of regional sales managers and the application support department. Most recently Juan Pablo was Microscan's Global Market Manager for Packaging, where he provided strategic direction to a global team and helped to establish the company as a leading provider of barcode and machine vision technologies to this key vertical industry. Prior to that he was a regional sales manager responsible for Southern Europe.



"I'm looking forward to Juan Pablo's leadership of our business in Europe which I believe he will take to the next level", states Scott Summerville, President of Microscan. "Juan Pablo brings over fifteen years of sales and marketing experience to this role, which will help achieve our goals and strengthen the key relationships with our distributors in this region. Juan Pablo has already demonstrated his vision and drive at his previous positions at Microscan and will continue to have a significant impact on our business in Europe."

"I'm very excited about this opportunity and look forward to working together with the very skilled and experienced team we have in place", Biermayr comments. "I'm proud to take the lead from Rene van Mourik, who successfully set up Microscan's operations in Europe, and decided to take on a new role at Code Corporation." Juan Pablo Biermayr has a Master's degree in Marketing and Business Development from Roehampton University in London and has held various sales, marketing and business development positions in the Auto ID industry.

Biermayr will be based in Microscan's European headquarters in Alphen aan den Rijn, Netherlands.

For more information on Microscan, visit 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.

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