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FOR IMMEDIATE RELEASE:

Microscan Launches the Future of Barcode Reading at PACK EXPO 2015

RENTON, WA, September 9, 2015 – Microscan, a global technology leader in barcode, machine vision, and lighting solutions, announces that it will unveil an all-new suite of the world's smallest barcode reader products ever engineered for industrial manufacturing at PACK EXPO 2015. Microscan partner company Tensor ID and members of the Microscan Packaging team will showcase this groundbreaking technology platform and other Microscan solutions for automated packaging from two booths hosted by Tensor ID at PACK EXPO (**S-7155**) and the co-located Pharma Expo (**N-703**), taking place at the Las Vegas Convention Center in Las Vegas, Nevada, from September 28-30.

In the packaging industry, safety and thorough documentation of packaged goods is essential and, in some cases, even enforced by law. Microscan products are used on packaging lines worldwide to track production data, guide the movement of goods, ensure label print quality, guarantee correct label application, and perform final lot tracking for end-to-end product documentation and 100% package integrity. Since pioneering the miniature laser diode barcode scanner in 1982, Microscan has offered the most diverse capability in the most compact devices to perform basic linear barcode reading (UPC and PDF417) up to high-performance imaging of labeled or directly-applied 2D codes (QR Codes or Data Matrix symbols) at the highest read rates. Even in harsh conditions where dusty, wet, or unpredictable lighting and movement may cause obstruction of or damage to codes on products, Microscan readers have the power to reconstruct codes, pre-process images of codes against stored symbol libraries, and auto-adjust image contrast to the given environment for hassle-free, reliable product data acquisition.

At this year's PACK EXPO, Microscan will unveil next-generation barcode readers that are unprecedented in size, speed, and simplicity for any operator to implement and use, regardless of prior barcode reading knowledge. The platform includes three of the world's smallest industrial barcode readers with nearly unlimited configurations to integrate any possible barcode reading solution in any limited space. Users can select from a range of hardware options (speed, sensor, decoder, optics, and lighting) to include in any of three micro-form-factor devices with the ideal dimensions, connectivity, and industrial rating to meet exact application requirements. These devices will lead the industry for flexibility in the most diverse lines, engineered for the most challenging conditions of packaging environments from high-speed data acquisition, tracking, and routing, to exposure to a number of packaged substances and manufacturing conditions.

These next-generation barcode readers are available on the world's most intuitive and system-agnostic setup interface ever developed for decoding. The platform offers easy integration to perform automated data acquisition in any installation without software or compatibility obstacles. Driven by Microscan's user-focused engineering, anyone without barcode experience can easily install a new Microscan barcode reader into new or existing systems to outperform competitive lines for speed, precision, and adaptability to changing criteria. By entering basic information about an application (type of code, number of codes, and speed of the line) through an assisted setup process, Microscan's new barcode readers are automatically adjusted to decode and provide instant results out of the box. Once installed, devices can be modified remotely via the linked interface to change code type and quantity, program input and output, and even auto-adjust for environmental conditions without physical access to the device.

From the world's smallest industrial barcode readers to the world's smallest, fully-featured smart cameras for package inspection and quality verification, Microscan technologies can be integrated at literally any step of the packaging process to ensure traceable end-to-end operations and quality products from primary packaging to final shipping. For more information about Microscan, visit the company at www.microscan.com or see our next-generation solutions launching live at PACK EXPO (S-7155) and Pharma Expo (N-703). Microscan's dedicated Packaging Solutions team will be available throughout the show to discuss packaging automation challenges with visitors to the Microscan booth.

Register for PACK EXPO or Pharma Expo at www.packexpolasvegas.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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