

FOR IMMEDIATE RELEASE:

Microscan Demonstrates Barcode Verification and Print Quality Inspection at PACK/PHARMA EXPO 2016

RENTON, WA, October 21, 2016 – Microscan, a global technology leader in barcode, machine vision, verification, and lighting solutions, announces that it will demonstrate systems for print quality inspection and barcode verification and a number of machine vision innovations at [PACK EXPO International & Pharma EXPO 2016](#). Members of the Microscan Packaging team will showcase these technology platform and other Microscan solutions for automated packaging from the co-located Pharma Expo (**W-509**), taking place at McCormick Convention Center in Chicago, Illinois, from November 6-9.



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 showcase an array of solutions from barcode readers to machine vision systems. The [LVS-7510 Print Quality Inspection System](#) offers a label inspection solution that is custom-integrated with thermal printers, including leading brands such as Zebra® and Printronix®. The LVS-7510 performs real-time label inspection for thermal labels including 1D/2D barcode verification, OCR, OCV, data serialization validation, blemish detection, and more. In addition to inline inspection demos, Microscan will also demonstrate the [LVS-9510 Desktop Barcode Verifier](#) and [LVS-9580 Handheld Barcode Verifier](#), specialized solutions for offline barcode verification to ISO/IEC barcode print quality parameters, GS1 specifications, and more.

Microscan's latest solution, [MicroHAWK®](#), which will also be on display, provides the smallest form factor camera that can be configured for either barcode reading or machine vision applications, featuring the breadth of Microscan software and hardware options in a single suite of products. MicroHAWK offers

three compact devices configurable with hundreds of selectable features to tailor optics, sensor, lighting, and more to exact application requirements. The world's smallest smart camera, MicroHAWK can be integrated into any environment for barcode reading, label presence/position, or package inspection in one, with unprecedented performance and the industry's most intuitive software.

Microscan's MicroHAWK platform is able to meet the widest range of needs in terms of on-board image acquisition, vision processing, and communications options. Not only are these cameras capable of high-performance barcode reading and complex vision inspection, enabling automatic identification, quality assurance and guidance applications, but they also offer unrivaled advantages in speed, size, and precision necessary for vision-enabled robotics applications. Microscan's new imaging devices are the world's smallest smart cameras and are up to twice as fast as competitive cameras in vision processing performance. In addition, MicroHAWK smart cameras feature integrated liquid lens autofocus technology for optical working distance adaptability without any manual adjustment.

[Get your free attendee pass on behalf of Microscan](#) (valued at \$30) and see LVS products and MicroHAWK live at booth W-509 when you register for PACK EXPO and use Microscan's comp code **75P72**. Microscan's dedicated Packaging Solutions team will be available throughout the show to discuss packaging automation challenges with visitors to the Microscan booth. Learn more about packaging solutions at www.microscan.com/Applications/Packaging.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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