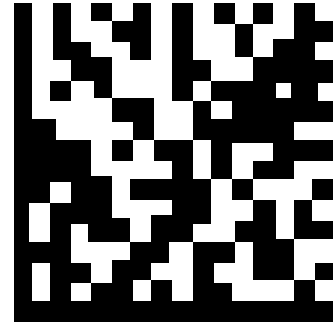


FOR IMMEDIATE RELEASE:

Microscan Celebrates 20 Years of Data Matrix Codes

RENTON, WA, August 2014— Microscan, a global technology leader in barcode, machine vision, and lighting solutions, celebrates the 20th anniversary of the two-dimensional (2D) Data Matrix code. The Data Matrix was invented in 1994 by International Data Matrix, Inc. (I.D. Matrix), a key innovator in Microscan's 30-year lineage.



In the past 20 years, 2D Data Matrix codes have become an integral part of tracking and traceability in manufacturing and production facilities around the world, from direct part marks (DPM) on automotive parts and PCBs to printed codes on pharmaceutical products, where small size and readability are vital.

A single Data Matrix code can hold thousands of characters. Its compact size, data carrying capacity, and generous reading tolerance set Data Matrix apart from other barcode symbologies. Data Matrix can be read at lower contrast ratios than most barcode symbologies, which is a beneficial characteristic in environments where codes may be obscured, and in cases where the code is directly applied to metal and other reflective surfaces through various marking methods.

Data Matrix codes with scratches, tears, or stains can be successfully read without data loss, even if more than 20 percent of the symbol is damaged. For this reason, Data Matrix has been selected by many government organizations as the code of choice in data tracking and traceability regulations and standards - for example the FDA and EU regulations for the packaging of medicines within the pharmaceutical industry.

"We achieved much of our early success engineering aggressive imagers and direct part mark readers to read 2D codes like Data Matrix at virtually any resolution, size, substance, or quality. Our product history has been guided by the codes that we read, and I'm proud to pay tribute to I.D. Matrix and celebrate all the benefits that the Data Matrix has brought to manufacturers and consumers in the past 20 years," said Microscan CEO Scott Summerville.

For more information about Microscan and the Data Matrix, please 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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