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Cognex Receives Volume Orders for Logistics Barcode Reader

NATICK, Mass.--(BUSINESS WIRE)-- [Cognex Corporation](#) (NASDAQ: CGNX) announced today that it has received purchase orders totaling more than \$1 million from a large retail customer. Additional orders are expected in the near future.

The customer will purchase Cognex DataMan® 300 barcode readers to be used in distribution centers to automatically generate shipping labels for outbound packages, and to verify that the correct label is on the correct package after it has been applied. The customer expects to integrate the DataMan 300 systems at distribution centers opening in 2013, and will also replace existing laser scanners at their highest-volume facilities.

"Cognex won this project after a rigorous evaluation process," said Carl Gerst, Cognex Vice President for ID Products. "DataMan's code-reading performance proved superior to laser scanners, and that means higher throughput and less manual handling of packages. This increase in efficiency results in a very short payback period. Additionally, DataMan has no moving parts to wear out, which eliminates downtime due to scanner maintenance."

The DataMan 300 with Hotbars™ image analysis technology offers reliable reading of 1-D barcodes that lasers cannot read, including damaged, distorted, blurred, scratched, low height and low contrast codes. It also reads codes presented in any orientation, multiple codes within the same image, and 2-D codes such as Data Matrix and QR codes. With no moving parts to wear out, the DataMan 300 also offers exceptional reliability, lower maintenance and longer product life. DataMan's real-time performance feedback also provides customers with the ability to make immediate adjustments for process improvements.

For more information about the advanced capabilities of the DataMan 300 image-based barcode reader, visit www.cognex.com/factory-id-reader.aspx.

About Cognex Corporation

Cognex Corporation designs, develops, manufactures and markets a range of products that incorporate sophisticated machine vision technology that gives them the ability to "see." Cognex products include barcode readers, machine vision sensors and machine vision systems that are used in factories, warehouses and distribution centers around the world to guide, gauge, inspect, identify and assure the quality of items during the manufacturing and distribution process. Cognex is the world's leader in the machine vision industry, having shipped more than 850,000 vision-based products, representing over \$3 billion in cumulative revenue, since the company's founding in 1981. Headquartered in Natick, Massachusetts, USA, Cognex has regional offices and distributors located throughout North America, Japan, Europe, Asia and Latin America. For details visit Cognex online at <http://www.cognex.com>.

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