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Cognex Barcode Readers Selected by Leading Warehouse Automation Company

NATICK, Mass.--(BUSINESS WIRE)-- Cognex Corporation (NASDAQ: CGNX) announced today that it has received purchase orders totaling more than \$3 million from a U.S.-based designer of logistics automation systems. The customer will integrate Cognex DataMan® 300 barcode readers into numerous shipping and distribution centers for a major retailer.

"DataMan boosts productivity even in hand-sorting applications by eliminating scanning delays that are common to laser-based readers," said Carl Gerst, Cognex Vice President and Business Unit Manager, ID Products. "Operators are able to scan packages in one pass without altering their natural motion patterns or having to 'fish' for reads by waving the product repeatedly under the unit."

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 Cognex DataMan logistics scanners and how they can be used in distribution centers, visit cognexlogistics.com.

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 975,000 vision-based products, representing over \$4 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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