

FOR IMMEDIATE RELEASE

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Cognex introduces industry's broadest lineup of ESD-Safe Barcode Readers

New models combine electrostatic discharge (ESD) safety with unsurpassed read rates

Cognex Corporation (NASDAQ: CGNX), the world's leading supplier of industrial barcode readers and machine vision, today announced the broadest suite of ESD-Safe Barcode Readers available on the market. DataMan® 360, 150/260 and 50 series fixed-mount readers, as well as DataMan 8050HD/HDX corded handheld readers now offer models with ESD-safe housing to prevent damage to components that are electrostatic discharge sensitive.



ESD—the sudden flow of static electricity between two objects—can damage electronic devices, spark explosions or fires in flammable environments and cause data failures. Cognex ESD-Safe Barcode Readers combine ESD-safe plastics for all enclosure parts with an antistatic coating for all optical parts to prevent costly damage to components.

“Electrostatic discharge is a costly threat to a broad range of industries, including electronics, semiconductors and medical devices,” says Carl Gerst, Senior Vice President, ID Products. “ESD costs the electronics industry billions of dollars each year by affecting production yields, product quality and customer satisfaction. Cognex designed this line of ESD-safe readers to help customers meet strict ESD safety requirements, and also minimize damage to valuable electronics components.”

DataMan fixed-mount barcode readers also offer industry-leading read rates with patented 1-D and 2-D code reading algorithms to read the most challenging and degraded codes. DataMan 8050HD/HDX corded handheld readers are designed to reliably decode challenging 2-D direct part mark (DPM) codes as well as 1-D barcodes. The rugged ESD protective housing ensures ESD safety in even the harshest industrial environments.

DataMan ESD-Safe Barcode Readers are available now. For more information, go to www.cognex.com/esd-safe.

About Cognex

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 1 million 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 the Americas, Europe, and Asia. For details visit Cognex online at <http://www.cognex.com>. Cognex and DataMan are registered U.S. trademarks of Cognex Corporation.

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