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NATICK, MA, January 10th, 2017

Cognex Corporation Announces the Acquisition of Webscan, Inc.

Expanded barcode verification solutions ensure code quality and compliance

Cognex Corporation (NASDAQ: CGNX), the world's leader in machine vision, today announced it has expanded its barcode verification capabilities with the acquisition of Webscan, Inc, the leader in barcode verification based in Longmont, Colorado. Webscan offers more than a dozen barcode verifiers featuring proprietary high-resolution imaging and precision algorithms to meet the highest performance standards. This strategic move unites two talented engineering teams to produce the best solutions in barcode verification.

"We cannot wait to expand on the great strides Webscan has already made with 1-D and 2-D barcode verification, including direct part marking which is a specialty of Cognex", says Carl Gerst, Senior Vice President and Business Unit Manager at Cognex.

Founded in 1995 by barcode industry expert, Glenn Spitz, Webscan is the technology leader in barcode verification offering reliable 1-D, 2-D and direct part marking (DPM) barcode verifiers for any type of barcode symbology across many industry applications.

"This combination is a natural fit", says Webscan President, Glenn Spitz. "It brings together two industry leaders to provide customers with a complete barcode reading solution critical to product traceability."

For more information on Webscan, Inc. visit: www.webscaninc.com

For more information on Cognex Corporation visit: www.cognex.com

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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, PatMax and In-Sight and EasyBuilder are registered trademarks and PatMax RedLine and In-Sight Explorer are trademarks of Cognex Corporation. All other trademarks are the property of their respective owners.