



2020 Vision Lane
Akron, Ohio 44223
330.926.2222
www.appliedvision.com

News Release

Contact: Eric Knappenberger
SmileyHanchulak
Marketing Communications
330.666.0868
eric@smileyhanchulak.com

A New Look at AppliedVision.com

Re-energized website streamlines smarter inspection solutions to canmakers

AKRON, OH – December 21, 2011 – Applied Vision has updated its online presence at AppliedVision.com. The update combines vibrant visuals and multimedia with a clean-cut design and streamlined navigation. This allows faster, easier access to the company's wide range of product information and latest advancements in machine vision inspection, making the customer experience more accommodating than ever.

The home page includes a streaming newsfeed of direct links to the latest Applied Vision application and technological developments. In one click, customers can either navigate to product information on Genius®, KromaKing® and VTRAC™ technology, quickly contact the company, or meet top executives and gain their insight into Applied Vision's success.

"Our website is a window to Applied Vision, and is often the first impression of our company," explains Amir Novini, president and CEO. "This redesign gives customers a clearer view of our capabilities, but more importantly, it invites a direct connection to us. When looking for a solution, our customers know that the website can educate them, and contacting us directly will solve the issue. Visiting the new AppliedVision.com allows them to do both easily."

The site also includes an overview of the company's technological leadership, a directory of international sales/services offices, and current job openings. Visitors can look inside Applied Vision's world headquarters in Akron, Ohio, and even plan a visit by viewing directions, a list of area accommodations, and the local weather forecast.

About Applied Vision Corporation

Applied Vision Corporation designs and manufactures application-specific machine vision inspection systems for the packaging, food and beverage container and color printing industries. Applied Vision systems are sold worldwide through original equipment manufacturers (OEMs), value-added resellers (VARs), full-service distributors and company direct. For more information on Applied Vision's machine vision solutions, visit www.appliedvision.com.

###