



2020 Vision Lane, Akron, Ohio 44223  
330.926.2222 . [www.appliedvision.com](http://www.appliedvision.com)

# News Release

Contact: Craig Satow  
SmileyHanchulak Marketing Communications  
330-666-0868  
[craig@smileyhanchulak.com](mailto:craig@smileyhanchulak.com)

## **APPLIED VISION AND PARMACONTROLS COMPANY ANNOUNCE JOINT COOPERATION IN CRITICAL EMERGING MARKETS.**

**AKRON, OH** – March 29, 2007 – Applied Vision Corporation and Parmacontrols have entered into a multi-year agreement spanning across Southern Europe, Middle East, and Africa. Under this Agreement and the licensing arrangement, Parmacontrols will manufacture, market, install and provide continuing support of Applied Vision’s world renowned Genius® and KromaKing® systems.

“As a manufacturer of vision systems for the container industry, Parmacontrols carefully examined the competitive landscape before deciding to join forces with Applied Vision” said Mr. Emilio Chiesi the President of Parmacontrols located in Parma Italy. Chiesi added “we selected Applied Vision for their advanced technology, sophisticated but easy to use software, and solid reputation in the marketplace”.

Amir Novini the President of Applied Vision said; “we are very excited in joining forces with Parmacontrols in addressing the needs of our customers in Europe, Middle East, and Africa”. Novini added; “Parmacontrol’s extensive commercial and technical experience in the food and beverage container industry will be key in the expected joint success in those markets”.

Applied Vision Company designs and manufactures application-specific machine vision inspection systems for packaging, food and beverage containers and color printing. Applied Vision systems are sold worldwide through Original Equipment Manufacturers (OEMs), Value Added Resellers (VARs), full-service distributors and company direct.