



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

News Release

Contact: Emily Sword
SmileyHanchulak
Marketing Communications
330-666-0868
emily@smileyhanchulak.com

Applied Vision Promotes Bud Patel to Vice President of Sales

AKRON, OH – March 17, 2008 – Applied Vision Corporation (AVC), the leading provider of machine vision inspection systems for the container manufacturing industry, recently announced Bud Patel's promotion to vice president of sales. Patel is now responsible for the entire global sales operation at Applied Vision, including the company's relationships with a large and growing number of sales partners around the world.

Patel brings more than 14 years of marketing, sales and technical experience to his new role. Having joined AVC in 2001, Patel helped the company grow and establish itself as a worldwide market leader in machine vision technology in the food and beverage container industry. Patel's previous experiences include success as product manager at Keithley Instruments, marketing manager for ProcessLogix at Allen-Bradley/Rockwell, product manager for vision systems at the LumenX Company and project engineer at Ball Industrial Systems Division.

"Bud's promotion is another step in our ongoing efforts to continually reinforce our market leadership position and customer support functions. His demonstrated tenacity for achieving goals and producing results is a key factor in our success. We are proud to have him as one of the leaders of our organization," said Amir Novini, president of AVC.

About Applied Vision Corporation

Applied Vision Corporation 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. For more information on Applied Vision's machine vision solutions, visit www.appliedvision.com.

###