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News Release

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Jerry Shaffer Joins Applied Vision Corporation as Director of Applications Engineering and Customer Service

AKRON, OH – October 23, 2008 – Applied Vision Corporation, the leading provider of machine vision inspection systems for the container manufacturing industry, welcomes Jerry Shaffer as the company's newly appointed Director of Applications Engineering and Customer Service. In this role, Shaffer will lead Applied Vision's application engineering and field service engineering teams in their ongoing efforts to develop industry-leading technology coupled with exceptional customer support.

Shaffer brings nearly 30 years of machine vision experience to his new position at Applied Vision. This includes significant experience in leading technical teams and a track record of developing innovative machine vision solutions for complex manufacturing applications. In his previous position at Delphi Packard, Shaffer managed the Advanced Engineering Technologies Team. His notable accomplishments include earning a Six Sigma Black Belt, which has helped him gain a nuanced understanding of quality control. Shaffer looks forward to applying much of this knowledge to help Applied Vision customers reach their quality goals.

"There were a variety of factors that attracted me to Applied Vision. One of the first things that appealed to me was the obvious passion the company has for its customers," notes Shaffer. "The second factor was the Applied Vision culture. This is a company with a high-energy work ethic that yields world-class products and product features on a frequent basis. I am eager to contribute to Applied Vision's continued growth and excellence."

Shaffer's technical proficiency and leadership will help Applied Vision further strengthen customer relationships.

"Canmakers today are under extraordinary pressure to reduce spoilage and produce the highest quality product. They are increasingly looking to machine vision for an effective, reliable solution to their most complex problems. More specifically, they turn to Applied Vision as the industry leader. Jerry truly understands our customers' need for quality vision systems supported by a high level of service and professionalism. His expertise will be invaluable in enhancing customer support and helping us reach even higher levels of excellence in applications engineering. The end goal is even better problem solving for our customers," said Amir Novini, president and CEO of Applied Vision Corporation.

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.

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