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News Release

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Applied Vision Corporation Continues to Grow

AKRON, OH – January 3, 2013 - Applied Vision Corporation, the leading provider of machine vision inspection systems for the container manufacturing industry, has appointed Jerry Shaffer as Vice President of Operations and promoted Mitch Reed as the new Customer Service Manager.

“Supporting the growth of our existing employees is very important to us,” said Amir Novini, President and CEO of Applied Vision. “During this time of growth, we began our search for talented individuals to fill new positions from within the organization. Our team consists of bright, customer-centric individuals and when such promotions take place, they typically integrate seamlessly into their new roles.”

The team members are:

- **Jerry Shaffer, Vice President of Operations:** Shaffer joined Applied Vision in 2008 as Director of Applications Engineering with more than 20 years of experience at Delphi/GM where he led machine vision application development teams. Shaffer earned his bachelor's degree in Electrical Engineering degree from Kettering (formerly GMI), and his master's degree in Software Engineering from Southern Methodist University (SMU). He possesses a strong background in engineering and quality control, including Six Sigma, having obtained Black Belt certification. As Vice President of Operations, Shaffer is responsible for leading Manufacturing, Customer Service and Purchasing. The consolidation of these teams enables Applied Vision to holistically continue to improve.

“It all starts and ends with the customer,” said Shaffer. “Keeping Operations focused on our customer is our way of life. ”

While not at work, Shaffer enjoys spending time outdoors as well as playing basketball with his four sons. He and his wife Lee Ann recently celebrated their 30th anniversary.

- **Mitch Reed, Customer Service Manager:** In his new position, Reed manages the customer service team and ensures customer satisfaction during and after the sales process. He schedules installation and service calls, assigning team members to each task.

“I love that no two days are the same,” said Reed. His sense of humor, even temperament, organization and ability to balance priorities make him the perfect fit for this fast-paced position.

In his free time, Reed fills his life with music, playing in a couple of local bands. His five-year old daughter, Darcy, also keeps him on his toes.

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.

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