



FOR IMMEDIATE RELEASE



Color Mark Sensor is Fastest on the Market

Speeds up Production Lines

Marketing/Technical Contact:

Joe Rozgonyi, President
EMX Inc.
216-518-9888
jr@emxinc.com

Cleveland, May xx, 2007 – EMX Industries Inc., a manufacturer of sensors for automation, announces the CMYX color mark sensor, the fastest color mark sensor on the market by at least 35 percent. The new sensor boasts the industry's highest resolution, and it is the only color mark sensor able to reliably detect color marks smaller than 2mm.

Color mark sensors detect registration marks and other features used in a wide variety of printing and packaging applications. The CMYX's operating speed of 25 microseconds enables it to detect 0.5 mm PHARMA-CODE packaging control marks at speeds of 2000 ft/min. and standard size color marks at speeds exceeding 10,000 ft/min. allowing for increased production speeds. In addition, special high-contrast sensitivity enables reliable detection of faint marks — even 10 percent yellow on a glossy white background.

High Resolution at High Speed

Operating at 40 kHz with a round light spot of less than 0.5 mm, the CMYX color mark sensor achieves the highest resolution in the industry.

The majority of high quality color mark sensors on the market today operate in the 25

kHz range or below and their spot size is a 2x4 mm rectangle. The introduction of condensed codes and triangular marks has made higher resolution critical for reliable operation at high speeds. The CMYX's 0.4 mm round light spot enables it to detect marks smaller than 2 mm, something that other color mark sensors cannot do.

Flexible Mounting

In addition, the CMYX color mark sensor's round spot allows it mounted in any orientation. Standard color mark sensors with rectangular light spots can be mounted in only one direction — parallel to the color mark on the target.

High Contrast Sensitivity

High-speed, high-resolution optical components coupled with processing power and sophisticated firmware give the CMYX the contrast sensitivity to detect faint marks reliably, even 10 percent yellow on a glossy white background.

Non-Standard Features

EMX's new sensor comes with standard features that are not provided standard in the industry. Unlike many other sensors, the CMYX has a two-digit display that shows the values of a background and a color mark to indicate available switching margin. Most color mark sensors have only a red and green LED, which provide little information.

Also unlike other color mark sensors, the CMYX has the ability to lock the controls so the operator cannot change the settings and cause errors. The output is automatically configured to PNP or NPN upon power-up, aiding in setup. The light source intensity is variable so it can be adapted to the background.

Price and Availability

The CMYX color mark sensor from EMX is available three weeks ARO. List price for one sensor is \$500, with discounts available for quantity orders.

To request a data sheet on the CMYX, or to talk to an applications engineer about how color sensors can reduce manufacturing costs and improve processes, call EMX at 800-426-9912, send email to salesupport@emxinc.com, or visit the EMX web site at www.emxinc.com.

About EMX Industries

EMX Industries Inc. manufacturing and engineering is located in Cleveland, Ohio, where the company relies on the local infrastructure and talent to design and manufacture unique sensors that solve problems in difficult applications. The EMX principle, Engineered to Manage Your X factor™, guides all our actions and is part of every product we make. EMX products include light-based industrial sensors for color, color marks, brightness and UV luminescence, as well as inductive, capacitive and magnetic sensors.

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