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**MACHINE VISION CONSULTING's SURELABEL™ SELECTED AS A 2011 MITX INNOVATION AWARDS FINALIST**  
***SURELABEL Recognized for Innovation***

**WESTBOROUGH, MASSACHUSETTS (May 5, 2011)** – Machine Vision Consulting today announced its SureLabel™ has been selected as a finalist in the **Best Bootstrapped Start-Up** category for the MITX Innovation Awards. Held annually by the [Massachusetts Innovation & Technology Exchange](#), the MITX Innovation Awards celebrates the innovations powering the future of marketing and revolutionizing the way we work and play.

“This year’s finalists blew us away with their creativity, ingenuity and passion for innovation. They are truly reflective of the many exciting things that are driving our industry right now,” said MITX president, Debi Kleiman. “We’re proud to showcase the region’s top innovations through this Awards program – giving these innovators a place to shout loud and proud about what they’ve achieved.”

SureLabel™ is a powerful and flexible **label inspection** system that **verifies pre-printed labels on oriented flat, oval shaped and sqround shaped (square - round) commercial containers**. This fully integrated hardware/software turnkey system ensures perfect match between lid, container, labels and contents, thus preserving brand image and ensuring consumer product safety.

SureLabel works as follows:

- The conveyor carries the product through the camera enclosure for inspection.
- SureLabel analyzes the product images to determine if the product matches the defined recipe.
- A reject station removes containers that fail inspection.

SureLabel has been used to inspect ice cream containers, wine labels, and salad dressing bottles.

“At MVC we are proud to be a finalist for the 2011 MITX awards. We believe that our SureLabel product is innovative in many ways and is a great solution in support of the recent FDA Food and Modernization Act. Food manufacturers are now required to ensure that each container of food they produce is properly labeled, providing an additional measure of safety and comfort for consumers. SureLabel is an excellent addition to our other food safety inspection products, CircumSpect® and CodeSure® which now provide a full suite of products that enable manufacturers to ensure proper container labeling.” Said Jeff Dannay, President of Machine Vision Consulting.

**Machine Vision Consulting** will be recognized with the other finalists in the category of **Best Bootstrapped Start-Up** at the ceremony traditionally attended by over 350 of the region’s top interactive marketing and technology professionals. Winners will be announced at the ceremony in the Westin Boston Waterfront on Thursday, June 16<sup>th</sup> at 6pm. Tickets can be purchased at [www.mitxawards.org/innovation](http://www.mitxawards.org/innovation).

The 2011 MITX Awards are sponsored by: Digitas, Isobar, The Atom Group, DLA Piper, PricewaterhouseCoopers, Boston Innovation, and Metropolis Creative.

**About Machine Vision Consulting**

Founded in 2002, **Machine Vision Consulting** (MVC) is a full service machine vision integrator providing vision consulting, [turnkey vision products](#), and custom turnkey machine vision solutions in support of manufacturing and OEMs in a wide range of industries.

Headquartered in Massachusetts, Machine Vision Consulting is a national vision systems integrator with over 180 clients, 15% of those customers being [Fortune 500](#). Over half of our customers are repeat customers. We partner with End Users, OEMs, and Machine Builders throughout North America.

**About MITX**

Established in 1996, MITX -- the Massachusetts Innovation & Technology Exchange -- is the leading industry organization focused on the web and mobile, bringing together the digital marketing, media and technology community to engage in what's next and how it will impact the marketing and business worlds. Connecting more than 7,500 professionals in New England, MITX is a dynamic community of thought leaders and collaborators in search of insight, education and opportunity. Creator of FutureM, MITX is located in Cambridge, MA. For more information, visit <http://www.mitx.org/>.

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