

# Press Release



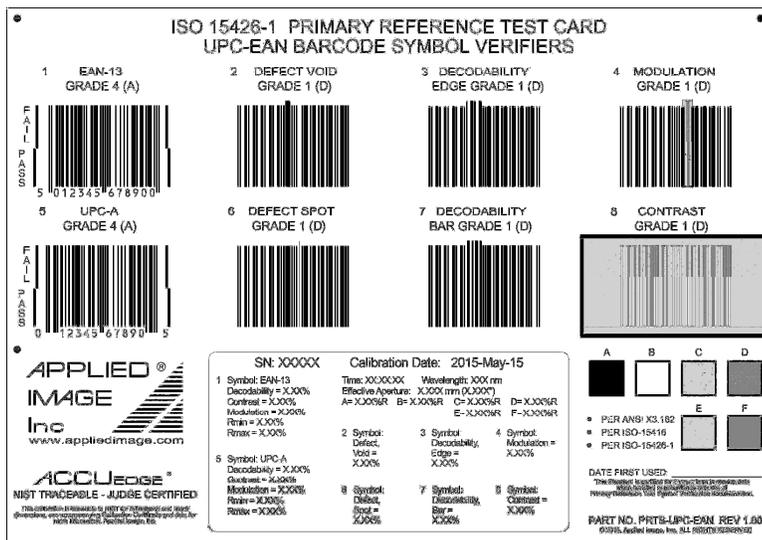
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**FOR IMMEDIATE RELEASE**

Thursday, October 06, 2015

## **Applied Image Announcing the NEW ISO-15426-1 Primary Reference Test Card for UPC-EAN Symbol Verifiers**

Rochester NY Applied Image Inc. is proud to announce the expansion of our Bar Code Test Card product line to include the new [ISO 15426-1 Primary Reference Test Card for UPC-EAN Bar Code Symbol Verifiers](#).



The ISO 15426-1 Primary Reference Test Card is the only test card to provide ALL of the Primary Reference Symbols specified by ISO 15426-1 for bar code verifiers. Each card contains eight precision 1D bar codes: one EAN standard - EAN-13 Grade 4 (A); and seven UPC codes: UPC-A Grade 4(A), Defect Void Grade 1 (D), Decodability Edge Grade 1(D), Modulation Grade 1

(D), Defect Spot Grade 1 (D), Decodability Bar Grade 1(D), Contrast Grade 1(D), and six calibrated reflectance patches.

The [ISO 15426-1 Primary Reference Test Card](#) are manufactured, calibrated and individually serialized in accordance with ISO 15416 and ISO-15426-1 and ANSI X3.182 standards. The calibration of each symbol is accomplished using an extremely high resolution reflection micro-densitometer, is NIST Traceable for reflectance and linear dimensions, and Judge Certified. The calibration result of each symbol is recorded on the test card and on the accompanying Calibration Report. A statement of estimated uncertainty is documented on the Calibration Certificate. Both the Calibration Report and Certificate are included with each test card. In addition, each card has been further enhanced with a thicker and flatter backing material than previously provided on other cards.

According to Glenn Jackling, President of Applied Image, "Applied Image is proud of its longstanding leadership in the development of calibration standards for the bar code industry having pioneered the first UCC/EAN Calibrated Conformance Standard Test Card (CCSV-1) in 1997. To bring even greater utility to the calibration of bar code verifiers, we have enhanced the CCSV-1 test card with the addition of calibrated reflectance patches and a thicker backing material to ensure greater image stability and flatness."

Jackling continued, "In order to allow bar code verifier manufacturers and their customers to use a NIST traceable, Judge certified calibration standard in the fullest compliance to ISO standards possible, Applied Image is introducing its new ISO 15426-1 Primary Reference Test Card. This test card provide even greater quality imaging and calibration technology the industry has come to expect, and contains the eight Primary Reference Symbols as specified by the ISO standard for verifiers."

Applied Image has a long history of providing the highest quality bar code standards including the [32 card UPC-SET Primary Calibration Standard Set](#), [Code-39](#) and [Code-128](#) AIM Verification Calibration Standard cards and the original UPC Verification Calibration Standard. These standards assure manufacturers and end users of verification equipment, scanners and QC labs an accurate basis for checking the measurement capabilities of their equipment. With complete traceable data, calibrated to ANSI X3.183 and ISO 15416, they are a fundamental calibration tool providing a continuous scale from best to worse case characteristics of each parameter.

About Applied Image, Inc.

APPLIED IMAGE, Inc., located at 1653 East Main Street Rochester New York, was founded in 1978 by Bruno Glavich as a manufacturer of Precision IMAGED components, calibration standards, linear scales, and test targets. Since its inception APPLIED has expanded their manufacturing capabilities to include image analysis standards, sinusoidal array patterns, UPC-EAN barcode standards, ISO, IEEE, AIM and other society standards, Imaging Gauge software, PhotoMask Services, custom Ball (spherical) Optical Lenses as well as machining and finishing of sub-assembly imaged parts. Truly making APPLIED IMAGE a “one stop shop .... Where IMAGE concepts become reality”.

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