

## Visidot Installs Unique Ford F150 Chassis Identification AIDC System

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Tel Aviv, Israel ([PRWEB](http://www.prweb.com)) May 11, 2005 -- ImageID Ltd., a leader in Automatic Identification and Data Capture (AIDC) technology has successfully installed a Visidot AIDC System at the Ford F150 plant in Dearborn to improve production speed and increase plant efficiency. The installation was implemented in conjunction with Visidot partner Wireless & Barcode in Michigan.

The Ford plant, which produces Ford F150's, uses a fully automated Build Order system to produce its trucks. With multiple frame types to choose from, the company was looking for the most efficient way to expedite verification of the chassis type as it was being placed onto the production line. In December 2004, the company decided to install the Visidot system at the frame entrance to the plant to identify and verify the correct selection of the chassis type before it reached the conveyor belt inside. The newly installed Visidot reader captures a 2D Data Matrix label affixed to each chassis and confirms, in real-time with Ford's production line controller, that the chassis is correct and can enter the assembly line. Since installation, the system accuracy has been perfect - 100%.

Ford considered other options before selecting Visidot. The particular conditions at the plant meant that the right system would need to meet several criteria. First, due to the size of and position of the chassis, the system had to be able to capture a label from a distance of more than 20 feet and encompass a large field of view of over 3 feet wide. Secondly, the company needed to find a solution that would not incur up-charges from parts suppliers. For this reason, RFID would have been cost-prohibitive whereas the price of adding the 2D Data Matrix symbol to the existing paper label is practically zero.

Rami Kopelman, VP Sales & Marketing for ImageID, commented, "The Visidot installation at Ford has demonstrated the product's unique advantages over other automatic identification technologies, such as RFID and linear barcode. We are very glad to work with Ford and I am pleased that the plant is already experiencing greatly improved accuracy."

### About ImageID Ltd.

ImageID, the provider of the Visidot solution (<http://www.visidot.com>), develops and markets advanced multiple-asset Automatic Identification and Data Capture (AIDC) solutions. Based on imaging technology and sophisticated algorithms, the Visidot solution is capable of identifying and decoding hundreds of unique standard barcodes simultaneously in a single read, with unprecedented speed and accuracy. The Visidot solution is being used in retail supply chains, automotive manufacturing and reusable assets pool management operations to provide per-asset visibility and to increase operational efficiencies. ImageID is a multinational company with R&D facilities in Israel and direct sales and partner networks in the US and Europe.

### About Wireless & Barcode Inc.

Wireless & Barcode Inc. is a Systems Integrator specializing in Data Collection and Data Capture solutions for Warehousing, Distribution, and Manufacturing environments. Wireless & Barcode provides hardware and software solutions that interface with ERP, MRP, WMS, and any existing systems to create efficiency, accuracy,



and cost savings in operations. Wireless & Barcode is proud to be a Visidot certified System Integrator since 2003 and has provided Visidot solutions in Pallet Recycling as well as in the Automotive Industry.

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