



Visidot Boosts Production at Ford Using Unique Chassis Identification AIDC System

ImageID Ltd, a leading Automatic Identification and Data Capture (AIDC) technology company, has successfully installed a Visidot AIDC System at Ford's F150 plant in Dearborn, Michigan, USA. The new system, which was implemented with Michigan-based Visidot partner Wireless & Barcode, improves production speed, increases plant efficiency and is 100% accurate.

([PRWEB](#)) May 18, 2005 --The Dearborn plant uses a fully automated Build Order system to produce its F150 trucks. With multiple frame types to choose from, the company was looking for the most efficient way to verify chassis type as they are 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 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 that it can enter the assembly line. Since installation, system accuracy has been perfect - 100%.

Ford considered a number of other options before selecting Visidot. However, the particular conditions at the plant meant that the right system would need to meet stringent criteria. Firstly, because of the size 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 over three feet wide. Secondly, the company needed to find a solution that would not incur increased prices from parts suppliers. For this reason, RFID would have been too expensive 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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