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**SONY AND COGNEX TEAM TO DELIVER
INTEGRATED HARDWARE AND SOFTWARE SOLUTION**

BOSTON (VISION SHOW EAST) June 10, 2008 – Sony Electronics today announced at Vision Show East that Cognex will certify its forthcoming VisionPro software release to operate on Sony’s current line up of Smart Cameras. The integrated package utilizing the Sony XCI-V3/XPE camera will be demonstrated throughout the show at the Sony booth.

Combining these software/hardware capabilities into an integrated package can provide integrators, machine builders and OEMs with an industry-standard platform suitable for a broad spectrum of machine vision applications from automotive, pharmaceutical, electronics, food and beverage to a host of other industries.

“Sony Smart cameras running VisionPro software is a great combination,” said Mike McCausland, general manager of the visual imaging group for Sony Electronics. “Together, they can provide the market an unbeatable value-proposition in terms of capability, flexibility and reliability.”

“This combination will deliver the flexibility of a mainstream PC-based vision system in a compact form factor,” said Marilyn Matz, Cognex’ senior vice president, Vision Software Business Unit. “It offers a fully programmable vision software library with hardware consistency for years ahead.”

Both McCausland and Matz added that the collaboration would continue for the foreseeable future, with VisionPro certification planned for the next-generation of Sony Smart cameras scheduled for September release.

When introduced in 2005, Sony Smart Cameras established a new approach for the machine vision hardware category. Sony's comprehensive lineup eliminates the cost and clutter of dealing with integrating the PC element of machine vision solutions. They sidestep the issues inherent to integrating parts and interfaces from a multitude of vendors to deliver a simple, economical, plug-in component. Sony's planned release of next generation Smart Cameras will include new color cameras with enhanced features such as improved processing speed, high frame rates (90 fps at VGA resolution and 30 fps at SXGA resolution) as well as expanded SDRAM memory and digital I/O and interface options.

Cognex VisionPro software is known as the industry's leading industrial-grade tool library, providing solutions for all vision needs from geometric object location and inspection to identification and measurement. It is proven in more than 400,000 installations worldwide. VisionPro combines a graphical prototyping environment with a powerful Microsoft Visual Studio programming interface for a wide range of tools, including PatMax® location technology and a wide range of other "power tools" that simplify application development.

Together, Sony Smart Cameras running Cognex VisionPro software can provide power, flexibility, reliability and consistency delivering outstanding return of investment, year after year.

Sony Smart Cameras range in suggested list price from \$2,132 for the VGA model to \$3,754.00 for the SXGA model. Availability and pricing for Sony's next generation of Smart Cameras, including the color version, will be announced in September.

VisionPro software can be purchased directly from Cognex, or users can download evaluation versions from www.cognex.com. Support for Sony Smart Cameras will be available in VisionPro software later this summer.

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Editor's Note: More information regarding Sony Visual Imaging Products visit www.sony.com/videocameras

About Cognex

Cognex Corporation designs, develops, manufactures, and markets machine vision sensors and systems, or devices that can "see." Cognex vision systems are used in factories around the world to automate the manufacture of a wide range of items and to assure their quality. Cognex is the world's leader in the machine vision industry, having shipped more than 400,000 machine vision systems, representing over \$2 billion in cumulative revenue, since the company's founding in 1981. In addition to its corporate headquarters in Natick, Massachusetts, Cognex also has regional offices and distributors located throughout North America, Japan, Europe, Asia, and Latin America. Visit Cognex on-line at <http://www.cognex.com/>.