05/04/2011

AVT's PrintVision/Jupiter Automatic Defect Detection Solution Paired with

PCMC Fusion Press Provides a Good Combination for Printers/Converters

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Hod-Hasharon, Israel, April 4, 2011– Global Packaging, in Oaks, Pennsylvania outside of Philadelphia, has installed AVT's PrintVision/Jupiter Automatic Defect Detection Solution on their new PCMC Fusion press.

Global Packaging, a full service flexographic printing and converting company founded in 1948, is a leading provider of consumer products packaging. Advanced Vision Technology (AVT) Ltd. is the world's leading supplier of automatic print inspection, color control and quality assurance systems for the printing industry.

Global Packaging, with a proactive focus on top-flight technology and passionate customer service, provides a wide variety of packaging solutions including poly bags and printed rollstock for every application, personal care and diaper bags, towel and tissue applications, as well as bakery products, frozen food overwrap and more. Global Packaging produces quality products on a 24/7 basis using state-of-the-art printing converting equipment.

Mr. Tim Rooney, Technical Director for Global Packaging, offered the following comments: "We are happy with the performance of AVT's PrintVision/Jupiter system. Our goal is to provide our operators with all the tools available to enable them to produce quality products in a timely fashion. One of the main advantages of the AVT system is that make-readies are much faster."

Shawn Motsavage, a press operator at Global Packaging stated, "Compared to other systems, AVT's solution cuts register time from 5 minutes to 90 seconds."

Tim Rooney continued, "Our press operators are also pleased with the ease-of-use on the AVT system and its intuitive operator interface and have found the system to work great."

The AVT PrintVision/Jupiter system was installed at Global Packaging in October 2010 at the same time as the PCMC Fusion press.

Amir Dekel, Vice President of Marketing for AVT, stated, "Printer converters like Global Packaging now have the ability to reduce print waste by early detection of defects, increase press productivity and utilization and increase overall customer satisfaction. They join thousands of packaging printers worldwide who place our PrintVision systems on all make and model of presses to run their equipment at optimum speeds while at the same time greatly increasing print quality and output efficiency."

The AVT PrintVision/Jupiter platform is an innovative Automatic Defect Detection Solution for web printing applications. With its Advanced Automatic Inspection software module and ergonomic design, PrintVision/Jupiter visually inspect all kinds of printed materials on the press – including transparent and flexible substrates used in the packaging industry. PrintVision/Jupiter automatically detects imperfections such as streaks, splashes, color variations, hazing, mis-registrations and other defects.

PrintVision/Jupiter provides a visual indication of the position and the nature of the defect and guides the press operator to its source. Operators can then quickly react and correct the relevant problem. A colored light tower, clearly visible from a distance, informs the operator when a defect is traced.

PrintVision/Jupiter provides a variety of waste reduction and quality control modules, ranging from automatic and fast Flexo CI make-ready tasks to accurate DE Color measurement, barcode verification, repeat length monitoring and more.

AVT has a large installed base within the packaging market, and is seeing growing demand for inspection solutions on both traditional and digital presses. It was announced recently that AVT was selected to join the HP Partner Program for the Indigo division.

About AVT

Advanced Vision Technology (AVT) Ltd. is the world leader in print process control, quality assurance and color control for the packaging, labels, folding cartons and commercial print markets.

Today, more than 2,300 PrintVision systems for automatic inspection of packaging and labels convertingare installed worldwide. Furthermore, as a premier supplier in the commercial sector, there are over 870 of AVT's ColorQuick/Clarios closed loop color control systems installed around the world, along with over 3,200 installations of MicroColor/Mercurycolor management and reporting software and remote digital ink control systems.

AVT's products are sold to leading printing press suppliers, packaging, labels, commercial, semi-commercial, newspaper and specialty printers in the web printing markets, worldwide.

Advanced Vision Technology's headquarters are located in Hod-Hasharon, Israel with sales, marketing, and support offices in the United States, Europe and China. AVT is a public company listed in the Prime Standard of the Frankfurt Stock ExchangeMarket.
Please visit the AVT website: www.avt-inc.com