

11/08/2011

**Highlights:**

- Net profit totaled \$1.2 million compared with net loss of \$0.3 million in H1 2010
- Revenues in H1 2011 increased to \$21.7 million, up 10.8% over H1 2010
- Order Booking increased to \$23.8 million, up 16.9% over H1 2010

**Hod-Hasharon, Israel, August 11, 2011-** Advanced Vision Technology Ltd. (AVT, Prime Standard of the Frankfurt Stock Exchange, ISIN: IL0010837248), the world's leader in print process control, quality assurance and color control for the packaging, labels, folding cartons and commercial print markets, announced today its financial results for the first half of 2011 ended June 30, 2011.

**Revenues** in the first six month of 2011 were \$21.7 million, an increase of 10.8% from revenues of \$19.6 million in the first six month of 2010. Revenues in the second quarter of 2011 totaled \$11.2 million, an increase of 14.0% from revenues of \$9.8 million in the second quarter of 2010 and an increase of 5.9% from revenues of \$10.6 million in the first quarter of 2011. This was the highest quarterly revenues for more than two years.

**Order Booking** in the first half of 2011 totaled \$23.8 million representing an increase of 16.9% compared to order booking of \$20.4 million in the first half of 2010. The ratio of order booking to revenues in the first half of 2011 was 109.7%. For the second quarter order booking totaled \$12.0 million, an increase of 15.6% over the second quarter of 2010. This is the highest quarterly order booking achievement for almost three years.

**Gross margin** in the first six months of 2011 was 49.1% compared with 49.8% in the first half of 2010. The decrease compared with the same period last year is due primarily to unfavourable product mix and the unfavorable impact of the Israeli Shekel partly offset by the favorable impact of the Euro exchange rate relative to the US Dollar.

**Operating Income** in the first six months of 2011 was \$1.1 million, an increase of 102.9% compared with operating income of \$0.5 million in the first half of 2010. The increase in operating income in the first half of 2011 is attributable mainly to higher revenues and gross profit partly offset by higher total operating expenses.

**Net Income** for the first six months ended June 30, 2011 was \$1.2 million or \$0.21 per share (diluted) compared with net loss of \$0.3 million or a loss \$0.05 per share (diluted) for the first half of 2010.

**Shlomo Amir, President and CEO of AVT:** "AVT reported the highest quarterly order booking in almost 3 years and its highest revenues in more than 2 years. In line with that, the company's profitability continued to improve during this period. At the FTA Forum in Indianapolis on May 2011, AVT introduced the SpectraLab, our new ISO-compliant spectrophotometer for on-press color measurements for the flexible packaging industry. AVT's SpectraLab is a groundbreaking development that applies our unique technology in color measurement. It provides a true spectrophotometric measurement of the printed colors on virtually all flexible substrates. We plan to initiate commercial shipments of SpectraLab towards the end of this year. It is one of our new product developments that will fuel our growth in the coming years".

**About AVT**

Advanced Vision Technology, Ltd (AVT) 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 2,400 PrintVision systems for packaging and labels automatic inspection are installed worldwide. As a premier supplier in the commercial sector, AVT has over 880 of its closed loop color control systems, and over 3,200 color management and reporting software and remote digital ink fountain control systems installed around the world. AVT's products are sold to leading printing press OEMs, packaging, labels, commercial, semi-commercial, newspaper and specialty printers in the heatset and coldset 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 Exchange.

Please visit the AVT website: [www.avt-inc.com](http://www.avt-inc.com)

**SafeHarborStatement**

Certain statements in this press release are forward-looking statements. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results could differ materially from our current expectations. Factors that could cause or contribute to such differences include, but are not limited to: the impact on revenues of economic and political uncertainties and weaknesses in various regions of the world, including the commencement or escalation of hostilities or acts of terrorism; any unforeseen developmental or technological difficulties with regard to our products; changes in the competitive landscape, including new competitors or the impact of competitive pricing and products; a shift in demand for products such as ours; unknown factors affecting third parties with which we have formed business alliances; timely availability and customer acceptance of our new and existing products, and other factors and risks discussed in our Annual Report for the year ended December 31, 2010. We assume no obligation to update information concerning our expectations.