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The Graficon-GIDUE Open House to be held March 15-17th 2011

in Wittenbach/St. Gallen, Switzerland

Hod-Hasharon, Israel, March 14, 2011- Advanced Vision Technology (AVT) Ltd. today announced its participation at the Graficon-GIDUE Open House to be held March 15-17th 2011 in Wittenbach/St. Gallen Switzerland. To be demonstrated at the event is AVT's PrintVision/Helios II system, the most advanced 100% Automatic Inspection solution for label and narrow web printing. The Graficon-GIDUE Open House is an opportunity to introduce German, Swiss and Austrian Converters to some of the most advanced technologies in the label and packaging industry. Several technology suppliers including Graficon, GIDUE, KocherBeck, Herma, Siegwirk, ROTOCONTROL and AVT are showing machines, live demonstrations and new product introductions. Amir Dekel, Vice President of Marketing for AVT, stated, "AVT is honored to be invited to showcase our 100% Automatic Inspection technology along with other leading suppliers at this key industry event. AVT personnel look forward to meeting with converters attending the event to learn more about their requirements and to acquaint them with the benefits of AVT's PrintVision/Helios II system."

PrintVision/Helios II is the most advanced 100% Automatic Inspection solution for label and narrow web printing. It is an innovative solution that delivers process control and 100% quality assurance capabilities throughout the entire print production workflow, from setup through printing to finishing. PrintVision/Helios II can be installed on any press or rewinder and identifies defects on labels as soon as they occur. The system detects every type of printing and finishing fault including color misregister, color variations, hazing, misprints, defects to the text, spots, splashes, die-cut problems, missing labels and many other problems. The PrintVision/Helios II will be installed and demonstrated live on the Rotocontrol RSC slitter rewinder inspection machine.

For further information and to register:

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AVT has a large installed base within the labels and packaging market, and is seeing growing demand for inspection solutions on both traditional and digital presses and workflows. Last month it was announced 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 converting are 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