14/09/2010

AVT Demonstrations are at AVT's Booth (#711) and with Partners:

HP Indigo, PRATI, OMET, Rotoflex, Rotocontrol, CEI, Brotech and CERM

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Digital and Flexo Presses and a Wide Range of Rewinders
are included in the Solutions Demonstrations
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LABEL EXPO, CHICAGO, September 14, 2010 - AVT demonstrates its full range of 100% Automatic Inspection, Quality Assurance and Remote Ink Control solutions with new capabilities for the labels and narrow web market in its booth (#711), as well as in its partners' booths.
A few of the highlights presented by AVT at the show are the **PrintVision/Helios II** - the world leading 100% automatic inspection system installed on rewinders and presses, AVT **WorkFlow Link** solution providing the perfect link between the press and rewinders, and the **Microcolor/Mercury** digital remote ink control for label and narrow web applications.
PrintVision/Helios II introduces many added value modules in addition to its superior inspection capabilities. **ProMIS**communicates valuable information between production MIS systems to the inspection platform, **JobRef** enables automatic verification to the original PDF file, and the **Barcodes and Variable Data module** ensures 100% inspection of UPC codes, data matrix codes, and variable numbers.

Shown for the first time at Label Expo 2010 is the new AVT mobile application on Apple's iPhone.

AVT has a new iPhone based application called **iPrint** enabling AVT customers to get immediate information from the production floor directly to their iPhones, regardless of where they are. This application is compatible with iPod Touch and the new iPad.
Visitors will be able to see new technologies that will soon be part of the Helios II offering at the **Technology Corner** in the AVT booth, which includes **DeltaE color measurements** and the **highest resolution for wider web** applications.

Throughout the show AVT will demonstrate its technology with various industry leaders. AVT solutions will be shown on a wide range of machines, including digital and flexo presses, and a range of rewinders in multiple configurations. The following is a list of the systems and where they are being shown:
At the HP Indigo booth (#3223), AVT will demonstrate the PV/Helios II 100% automatic inspection in-line with WS6000 digital press.
With more and more converters adopting HP Indigo digital printing solutions across a wide variety of applications, and production speeds matching conventional Flexo printing, the AVT PV/Helios II 100% automatic inspection integrated in-line offers real time process control, diminished operator press attendance and a 100% good product.
"As the world leader in digital labels and packaging solutions, we are pleased to have AVT as one of our partners at Labelexpo." said Alon Bar-Shany, vice president and general manager, HP Indigo division, HP. "Now that HP Indigo customers can print at higher speeds, with higher productivity and longer print runs, they are seeking ways to automate the digital label production process and maximize press utilization."

PV/Helios II 100% inspection installed on a Rotoflex VSI rewinder, at the AVT booth (#711). Demonstrating 100% inspection, full control of the rewinder and AVT WorkFlow Link -press to rewinder control.
"Rotoflex is proud to continue working with AVT, integrating full 100% vision inspection systems with our leading equipment designs. With over 4,500 installations, Rotoflex is well established and confidently supports converters all over the world,"**says Ken Daming, Business Unit Manager at Rotoflex.**

For a PrintVision/Helios II demonstration on a flexo press, AVT installed a system on the OMET X-FLEX at their booth (#3123)
"As a leading manufacturer of presses in the industry, OMET is happy to work with industry leaders such as AVT in order to supply its customers with additional value and full control over the printing process. The innovative X-Flex press is equipped with AVT 100% inspection to provide a complete production control solution,"**says Marco Calcagni OMET sales director.**

Rotocontrol RSP security inspection machine will be shown **at the AVT booth**, demonstrating **PrintVision/Helios II** inspection with the ability to show inspection of security and Pharma applications, verification of barcodes and **E-Pedigree** complete support.
Ralph Beier, ROTOCONTROL International Sales Manager commented: *"Our partnership with AVT has been very beneficial and resulted in multiple machine orders with integrated Helios vision systems worldwide. The RSP 100% security inspection machine we have on display in the AVT stand is able to demonstrate the advanced capability of the machine and the Helios II system as well as the advantages of close integration of both."*

At the PRATI booth (#717), PrintVision/Helios II is installed on the PRATI Jupiter TC450 rewinder demonstrating 100% inspection and other added value features.

AVT**ProMIS** will be demonstrated in the AVT booth, connecting all of the PrintVision/Helios II systems to **CERM** MIS which provides MIS solutions to the label industry. The bi-directional connectivity provides automation and shorter setup, prevents mistakes, and better control over production.
Peter Dhondt, Manager Global Business Development & Sales at Cerm: *"Cerm has teamed up with AVT to create an automated link between job data in administration and the AVT inspection solution. The link avoids double entry of data like dimensions, Step & Repeat parameters and the link to the reference-image. As Cerm has this data available in its database, this data is send to initiate the AVT-system when starting a job in Cerm's shop floor data collection application at the press. Data retrieved by AVT can be visualized in the Cerm-system. This setup is in use at common customer locations and has proven to be a gain in quality and efficiency."*

CEI rewinder with a PrintVision/Helios II 100% inspection will be shown at the AVT booth, providing a complete automatic 100% quality assurance station.
"As a leading machine manufacturer, Converting Equipment International is teamed with the inspection leader, AVT, in providing integrated high speed solutions for narrow web printers. The servo drives of the CEI allow for an incredibly reliable partnership. The machine is a clean, efficient, and cost effective solution that improves the printer's bottom line while increasing the end customer's satisfaction," **said Simon Gross CEO of CEI.**

At the Brotech booth (#713), AVT PV/Helios II 100% Inspection will be demonstrated continuously on the Eurotech slitter rewinder.
"More than one hundred successful installations of Brotech and AVT indicate the two parties' cooperation for over 6 years; More than 50 Eurotech slitter rewinders and AVT Helios integrated solutions show the significant role playing by Eurotech in the market place. Both companies are proceeding to a close cooperation in North America in the near future. It signifies the cooperation of Brotech and AVT expansion from Asia to the North America" – **said Ramon Lee, Brotech CEO**

About AVT and GMI

Advanced Vision Technology (AVT) develops and manufactures automatic inspection systems for web applications in the packaging, labels, forms and converting sectors. Today, more than 2100 PrintVision systems are installed worldwide.
Graphic Microsystems, Inc., (GMI) is the world's premier supplier of closed loop color control systems with over 850 installations, and of color management and reporting software and remote digital ink fountain control systems with over 3140 systems installed. The company's products are sold to leading commercial, semi-commercial, newspaper and specialty printers in the heatset and coldset web printing markets as well as to printing press OEMs worldwide.
Advanced Vision Technology's headquarters and manufacturing facility is located in Hod-Hasharon, Israel. AVT is a public company listed in the Prime Standard of the Frankfurt Stock Exchange. The company is based in Israel, with marketing, sales and support offices in the United States, Europe and China.
Today, the combined company employs more than 225 people worldwide.
Please visit the AVT website: www.avt-inc.com