

15/05/2011

Hod-Hasharon, Israel, May 5th, 2011 - Advanced Vision Technology (AVT) Ltd, the world's leading supplier of automatic print inspection, color control and quality assurance systems for the printing industry, will be exhibiting its Microcolor/Mercury solution at Metpack 2011 due to be held in Essen (Germany) on May 10-14.

The MC/Mercury control system provides a state-of-the-art upgrade for ink controls on the hundreds of metal decorating presses currently in use. It brings virtually any metal decorating press up to modern day efficiency, using digital servomotors with built-in microprocessors that set inking profiles with unsurpassed precision.

Control of the system could not be simpler or more intuitive for the operator. A 22" touch-screen monitor can be located at any point along the decorating press line, making inking adjustments convenient and ergonomically efficient. The touch-screen can be further enhanced by an 'Operator control desk' (OCU) that offers zone-by-zone control, which matches the duct key spacing on any press.

Once set, the Mercury system can store ink duct profiles for thousands of jobs, either locally on a built-in disk memory, or to a central server that can be shared among multiple decorating lines. The stored jobs are ready for almost instant recall and allow the press to achieve accurate saleable color in record time. Consequently, Mercury automation also offers significant savings in make-ready waste when compared with manual setting. Savings of 30% - 50% have regularly been achieved.

One of Mercury's great advantages is its adaptability to almost any new or existing press. Proven designs are available for metal decorating presses manufactured by Crabtree, Mailander, Hoe, and KBA MetalStar, as well as many other brands. The Mercury solution is also available as an upgrade to existing GMI Microcolor II and Microcolor I+ systems.

The Mercury automated ink control system is designed to be part of today's digital workflow. Using the optional CIP Interpreter module, Mercury can accept the same digital image data that was used for imaging the CtP plates. The CIP Interpreter will compute the optimum ink duct profile for every key on every fountain. The accuracy of this digital input means the press can be completely preset in seconds. As many as 12 separate ink ducts can be set and controlled on a sheet fed press line.

Finally, Mercury's programmable 'non-linear' response improves speed and control of light and heavy coverage. Optional controls for sweep rollers and/or dampening rollers improve productivity. Importantly, to cater for changing market demands, Mercury has a flexible networked architecture that permits subsequent expansion. Additional screens and control consoles may be specified to individual requirements.

AVT provides worldwide service support with Internet connections for live and remote troubleshooting.

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 closed loop color control systems installed around the world, along with over 3,200 installations of Microcolor color 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