

# At MetPack, AVT (Advanced Vision Technology) To Offer Live Demonstrations Of PrintVision/Titan 100% Print Inspection & Process Control For Metal Decorating Applications

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*AVT Also Will Showcase Microcolor/Mercury Digital Ink Color Control System, Among Other Solutions*

*Hod-Hasharon, Israel, April 14, 2014* – **Advanced Vision Technology (AVT) Ltd** – the world leader in print inspection, print process control, and quality assurance – will provide live demonstrations of its **PrintVision/Titan**, a quality assurance and process control system for metal decorating applications, at **MetPack**, May 6-10, 2014 in Essen, Germany. Located in Hall 1 at Booth D44, AVT also will showcase a set of other solutions including its Microcolor/Mercury Ink Color Control System, as well as its Printflow management tools and print varnish inspection.

Upon finding a defect, PrintVision/Titan's colored light tower informs the operator, who can then take measures to correct the issue. The system also is capable of sending signals that can eject, divert or mark the defected sheet or, should the issue be widespread, stop the press feeder entirely. A generated report, called PrintFlow, enables easy defect tracing for later analysis.

As a comprehensive, 100% quality assurance and process control system, PrintVision/Titan is effective for all three stages of printing: pre-print, in-progress and post-print. When installed on presses, PrintVision/Titan detects the full spectrum of typical print defects, including color variations, mis-registration, misprints, spots, incorrect characters, coating errors, streaks, scratches, splashes, scumming, edges and bends. If installed on a pre-print coating machine, PrintVision/Titan detects usual pre-run defects like misprints and black spots.

At MetPack, Advanced Vision Technology also will feature its **Microcolor/Mercury Ink Color Control System**, which precisely sets inking using a patented, digital servomotor on any model of existing or new litho decorating line. The Mercury solution can combine with an optional CIP3 Pre-setting module. Analyzing image data from the pre-press plate results in substantial time savings and waste reduction during color make ready.

"We see MetPack as an important opportunity to help expand AVT's presence as a leading provider of quality assurance and process control in the growing global metal decoration market," said Amir Sheinman, Vice President of Marketing for Advanced Vision Technologies. "AVT's PrintVision/Titan system is already installed on metal offset presses around the world, testament to its unsurpassed sensitivities mechanisms and user-friendliness. This solution, and others like it, help our customers produce high-profit, high quality jobs while reducing operating costs and improving customer satisfaction."

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**About Advanced Vision Technology (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, metal decoration and commercial print markets. AVT's products are sold to leading printing press suppliers, packaging, labels, commercial, semi-commercial, newspaper and specialty printers in the web printing markets.

More than 3,000 of AVT's signature PrintVision systems for automatic inspection of packaging and labels converting are installed worldwide. In addition, more than 900 of AVT's ColorQuick/Clarios closed loop color control systems are installed around the globe, showcasing the company's commercial sector prominence. AVT's global presence also includes 3,300 installations of MicroColor/Mercury color management and reporting software, and remote digital ink control systems.

Advanced Vision Technology is headquartered in Hod-Hasharon, Israel with sales, marketing, and support offices in the United States, Europe and China. For more information, visit [www.AVT-inc.com](http://www.AVT-inc.com)