

# Advanced Vision Technology Names Jaron Lotan As New Chief Executive Officer

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*Hod-Hasharon, Israel* – **Advanced Vision Technology (AVT) Ltd** – the world leader in print inspection, process control, quality assurance and color control for the packaging, label, folding carton, metal decoration and commercial print markets – named Jaron Lotan as its new Chief Executive Officer. Mr. Lotan will join the company on October 1<sup>st</sup>, 2013.

In his new role, Mr. Lotan succeeds Shlomo Amir, AVT's long-serving CEO. Mr. Amir had held the company's top executive position for 16 years.

Mr. Lotan has an extensive top executive experience in global Technology companies. Prior to joining Advanced Vision Technology, Mr. Lotan was CEO of Kramer Electronics Ltd. a prominent provider of audio, video and computer signal processing solutions. Before that, he served as Chief Operating Officer at satellite-based broadband communications provider Gilat Satellite Networks, where he oversaw all sales and delivery operations, and as CEO of Tecnomatix Technologies Ltd., which supplied manufacturing process management and Manufacturing planning solutions and was sold to UGS.

Earlier in his career, Mr. Lotan held several management positions at Orbotech Ltd., where he rose to the position of Corporate Executive Vice President of Business and Strategy, with responsibilities for worldwide sales, corporate marketing and business development. Prior to his tenure with Orbotech, Mr. Lotan co-founded Rosh Intelligent Systems, a software company offering knowledge-based solutions to customer support organizations.

Mr. Lotan holds a BA in Economics and Mathematics and a MA in Economics both from the Hebrew University in Jerusalem.

"I welcome Jaron to AVT, and I am confident that under his leadership the company will continue to thrive" said Yeoshua Agassi, Chairman of the Board of Directors for Advanced Vision Technology.

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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).

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