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AVT PrintVision/Helios II Selected as an Approved Automatic Inspection Solution Partner for

HP Indigo Labels and Packaging Digital Printing

Hod-Hasharon, Israel, January 18, 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, announced today that it has been officially included as a partner in the HP Partner Program for the Indigo division, to provide HP customers with high-end inspection solutions for HP Indigo WS6000 Digital Presses and HP Indigo Press ws4500.

AVT already has a large installed base within the labels and packaging market, and is seeing growing demand for inspection solutions on digital presses and digital workflows, making this milestone a natural development for the company. HP's recognition of AVT as an approved partner affirms AVT's growing importance in the digital printing market, and will enable both companies to supply labels and packaging converters with process control and quality assurance solutions. Together they will be able to provide the customer assurance of good quality, along with the ability to reduce waste and increase both productivity and profitability.

AVT has fine-tuned PrintVision/Helios II, its narrow web flagship product, to meet the needs of the labels and packaging digital printing segment. PrintVision/Helios II is a 100% automatic inspection platform for labels and narrow web printers, providing an easy-to-use and reliable automatic print inspection solution that can detect any print or finishing fault, on all types of substrate and in any print application. Added-value modules provide verification of barcodes and variable codes and job verification against an approved digital PDF file, as well as connectivity with a company Management Information System (MIS), and a complete press-to-rewinder workflow connectivity.

"We are extremely proud to have been selected to join the HP Partner Program for the Indigo division", said Shlomo Amir, AVT President and CEO. "We will work together with HP's Indigo division to provide the industry and our mutual customers with the tools they need. We have invested many years of work in developing end-to-end workflow solutions that ensure the best printing results and 100% print inspection, and we are committed to continuing development to support the future needs of digital printers."

"With HP Indigo presses running at higher speeds, with higher productivity and longer print runs, our customers are seeking ways to automate the digital print production process and to ensure high quality," said Alon Bar-Shany, vice president and general manager, Indigo division, HP. "Products like the AVT PrintVision/Helios II can help them in achieving this goal."

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 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 Exchange Market. Please visit the AVT website: www.avt-inc.com