

# Advanced Vision Technology To Introduce Hologram Inspection System At LabelExpo Europe

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*World Leader in Print Process Control also will Showcase Its Signature PrintVision/Helios II 100% Inspection Technology, Among Other Solutions*

**Hod-Hasharon, Israel, June 19, 2013 – 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 – will introduce its new **Hologram Inspection System** at **LabelExpo Europe**, Stand 6H60, September 24-27 in Brussels, Belgium. The 100% automatic inspection system combines traditional print inspection technologies, holographic foils inspection and hologram print applications.

This Hologram Inspection System is comprised of a combination of unique illumination and optics developed by AVT over the last two years. It will make its debut as the first 100% inspection system in the market that can inspect all foils and holograms without the need for a second or third optic head on a printing press or doctor machine.

At LabelExpo, AVT also will introduce the next generation of its established PrintFlow print quality database. **PrintFlow 2.0** features an upgraded user interface, a new roll map display and expanded production management capabilities. In addition, AVT will showcase its signature **PrintVision/Helios II**, the company's industry-leading 100% inspection technology designed to meet the requirements of any label and narrow web application. The sophisticated solution inspects all print technologies – both on press and on rewinder – and offers a range of additional tools and modules for increased versatility.

Other AVT print inspection solutions on display at LabelExpo Europe will include:

- **Workflow Link:** A solution that utilizes information directly from the press inspection database to automatically stop the rewinder, avoiding the unnecessary duplication of defective products.
- **SpectraLab:** An add-on module to the Helios II family, featuring in-line spectral measurements according to international ISO standards. SpectraLab provides absolute color measurements, L\*a\*b\* color scale information, and density readings – all toward matching a brand owner's color standards and design while maintaining perfect color matches throughout a run cycle.
- **PrintFlow Server:** As central storage for AVT's PrintFlow data base, the server allows users to store, backup and monitor all aspects of print quality from one access point, regardless of site structure and location.

“Our new Hologram Inspection System is two years in the making, and is the result of AVT building upon its established industry-leading vision inspection technology,” said Amir Dekel, Vice President of Corporate Marketing for Advanced Vision Technology Ltd. “We look forward to introducing this new solution, as well as showcasing AVT's

unparalleled set of other vision inspection products and services.”

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### **About AVT**

Advanced Vision Technology, Ltd (AVT) 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 3,100 PrintVision systems for packaging and labels automatic inspection, are installed worldwide. As a premier supplier in the commercial sector, AVT has over 880 of its closed loop color control systems, and over 3,300 color management and reporting software and remote digital ink fountain control systems installed around the world. AVT's products are sold to leading printing press OEMs, packaging, labels, commercial, semi-commercial, newspaper and specialty printers in the heatset and coldset 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.

Please visit the AVT website: [www.avt-inc.com](http://www.avt-inc.com)