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Hod-Hasharon Israel – September 2011. The DTFA expo, ProFlex 2011, which opens in Stuttgart on September 20th, provides AVT with an opportunity to showcase its latest inspection technology for the packaging market. There will be three distinct product lines on display for visitors to see and discuss with the company's specialist personnel.

SpectraLab - absolute Color Measurement on-press, on-demand
For the first time, the highest quality ISO compliant color and density measurements are available on-press, and on-demand, with the newspectrophotometer, SpectraLab. It is particularly suited for the printing of flexible packaging, especially for the flexo process, where consistent color quality in repetitive packaging images is critical.

SpectraLab is a robust, innovative device that employs the latest technology in color measurement, and is fully ISO compliant with true spectrophotometric measurement of the printed colors on virtually all flexible substrates.It is the only spectrophotometer on the market for the on press inline measurement of absolute color and density values of color critical packaging, and is an optional add-on module to the PrintVision/Jupiter and PrintVision/Argus models.

The measured colors are reported during run-time by the Jupiter system on press-side displays. SpectraLab comprises a Spectral Measurement Unit (SMU) that measures conformance with the recognized ISO standards for graphic arts color measurement devices, including ISO 13655 and ISO 5.3.
A key benefit of SpectraLab is that it responds to today's increasing quality requirements. Today's consumer product companies sell and package similar products worldwide, so they require consistent color quality from all printing plants, wherever the product is sold and packaged. This quality capability is critical for proper branding by consumer product companies, whose end users are globally mobile.
Press operators value SpectraLab because they can 'print to the numbers' supplied by the system, instead of making subjective judgments on quality. The system is completely intuitive for production personnel, and the ready access to a wealth of accurate run-time color measurements raises the bar for process and quality control.

SpectraLab eliminates inefficient multiple press stops and starts for offline color measurements, and using its automated measurements, printers can satisfy their customers' increasing demands for more detailed and accurate color quality monitoring.

The unit performs absolute color measurement online that correlates closely with color measurements made offline by prepress departments and print buyers. It allows accurate color measurements to be made anywhere on the printed web, and throughout the entire production run. These comprehensive measurements document color quality and provide valuable feedback on press performance, which supports process improvement by reducing press interruptions and downtime.
SpectraLab measures by sampling user selected points anywhere on the web. These can be changed by the operator, who can also adjust target color values and customize other key parameters, even while the press is in production. It measures up to 15 ink colors at up to three locations per color, and areas as small as six millimeters in diameter on clear and opaque substrates, and on both sides of the web.

PrintVision/Argus -automatic 100% Quality Assurance & Process Control
This system visually inspects all kinds of printed materials, including transparent and flexible substrates used in the packaging and labels industry and automatically detects imperfections in real-time.
The PrintVision/Argus detects defects such as color variations, miss-registration, streaks, splashes, hazing, misprint and more. It captures both random and process print problems before they result in waste and customer rejection.
It visually indicates the position and the type of the defect detected. In the case of process problems, the operator can address the problem, and correct the relevant defect source. Random defects are automatically marked according to a selected quality threshold and if necessary, the high-resolution optical head is pointed to the suspected defect location for further investigation of the problem.
A report issued at the end of roll indicating the defects' location, including images of the defect and its corresponding master, enables intuitive tracing of the waste during the finishing process, before sending the printed job to the customer.

Argus modules include Color: IΔEal color monitoring, in which inline colors are measured within the repeat. IΔEal measures, Lab and .E color values and prhovides a graphic presentation of the color variations. All the color deviations are reported in the system's PrintFlow report.

PrintVision/Helios II – Barcode and Variable Barcode reading module
This integrated module inspects and verifies UPC barcodes, 2D Data Matrix barcodes, and human readable items.
The system performs 100% verification of all printed barcodes and is able to detect and alert immediately any barcode quality, ANSI grading and readability problem. Using an easy-to-use interface, set-up and inspection of barcodes and variable data items is fast and intuitive.
The system also supports the new E-Pedigree FDA regulations to "track and trace" every step of the pharmaceutical drug until it reaches the final customer in order to protect consumers from contaminated medicine or counterfeit drugs. The system can verify and validate these unique individual codes and alert and report on quality and validity, as well as duplications or missing codes.

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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 2,700 PrintVision systems for automatic inspection of packaging and labels convertingare 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