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AVT Combination of PrintVision/Helios II

Automatic Inspection Solution and WorkFlow Link

Provides an Increase in Speed and Efficiency While

Maintaining Superior Quality Throughout the Product Run.

Hod-Hasharon, Israel, February 22, 2011- Label printers have always sought ways to increase the efficiency of existing presses and rewinders. A committed label printer in upstate New York has found one such solution.

TLF Graphics in Rochester, New York is one of the growing number of label printers around the world to install an AVT PrintVision/Helios II 100% Automatic Inspection solution together with a Helios II WorkFlow Link. Advanced Vision Technology (AVT) Ltd. is the world's leading supplier of automatic print inspection, color control and quality assurance systems for the printing industry.

TLF Graphics produces high quality pressure sensitive labels as well as labeling systems and screen printed products. For label production they use both flexography and digital printing processes. TLF installed the AVT equipment last year on a Nilpeter press and an Arpeco Tracker rewinder. TLF is obsessive about quality and wanted a defect detection system that identified defects during the printing process as opposed to after the process was completed.

Mr. Dan Wagner, Vice President of Operations and Partner of TLF Graphics commented, "It is all about delivering the highest quality, defect-free product to the customer. The AVT systems have allowed us to improve print quality and increase throughput. We use the AVT defect detection system for all applications including the automatic inspection of printing products with very small type that are difficult and costly for an individual to inspect."

After months of production with the AVT systems, TLF is very pleased with AVT as well as their increased yield in quality product.

Amir Dekel, Vice President of Marketing for AVT, stated, "Label printers like TLF have a unique opportunity to greatly increase the overall efficiency of existing equipment with the installation of our systems. By allowing our systems to provide automatic inspection and defect detection, as well as extremely efficient roll cleaning capabilities of WorkFlow Link, printers can run their equipment at higher speeds while at the same time greatly increasing print quality and output efficiency." PrintVision/Helios II is the most advanced 100% Automatic Inspection solution for label and narrow web printing. It is an innovative solution that delivers process control and 100% quality assurance capabilities throughout the entire print production workflow, from setup through printing to finishing. PrintVision/Helios II can be installed on any press or rewinder and identifies defects on labels as soon as they occur. The system detects every type of printing and finishing fault including color misregister, color variations, hazing, misprints, defects to the text, spots, splashes, die-cut problems, missing labels and many other problems.

The PrintVision/Helios II, together with WorkFlow Link, provides a total solution. WorkFlow Link is the proven bridge between press and rewinder. It provides the efficient removal of defective material by automatically stopping the rewinder at a defect location using data it receives from the press. The WorkFlow Link is simple and easy to implement. It will support different configurations according to production flow. PrintVision/Helios II and its added value modules are designed to support every step of the production process, addressing the unique needs of each printing and production stage.

AVT has a large installed base within the labels and packaging market, and is seeing growing demand for inspection solutions on both traditional and digital presses and workflows. Last month it was announced that AVT was selected to join the HP Partner Program for the Indigo division.

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/Clarios closed loop color control systems installed around the world, along with over 3,200 installations of MicroColor/Mercurycolor 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