

# Advanced Vision Technology's Automatic Inspection Solution Incorporated Into New HP Indigo 20000 Digital Printing Press

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*Solution Enables Control over Digital Packaging Print Quality*

*Hod-Hasharon, Israel* – **Advanced Vision Technology (AVT) Ltd** – the world leader in print automatic inspection, process control, quality assurance and color control for the packaging, label, folding carton, metal decoration and commercial print markets – has collaborated with **HP** to integrate its PrintVision/Apollo into the new **HP Indigo 20000 Digital Press** designed specifically for packaging printing. The integrated solution will be demonstrated at **LabelExpo Europe 2013 in the HP Stand in Hall 5 Patio (5106C)**.

The integration of AVT's automated workflow solution enables complete quality and process control over the wide variety of packaging application and substrates that the press is capable of printing and handling. Installed on the HP Indigo 20000 Digital Press, the PrintVision/Apollo provides 100% inline job quality validation, comparing fix image, variable data, print color and many other features to the job PDF / database as well as to the desired quality reference. As a result, it enables 100% quality assurance while reducing waste and increasing productivity. In parallel, the system automatically records all quality information for process improvements, quality assurance and downstream automatic defective material removal.

This integration is another result of the longstanding relationship between HP Indigo and AVT. Another example is ZeroSet, which sets a new level of automation for short runs and digital print process. Developed by AVT in collaboration with HP Indigo and Esko Graphics, ZeroSet automates inspection, enabling converters to achieve the highest quality inspection of printing jobs without any need for inspection setup or press stop. As a result, even the shortest runs can be inspected efficiently and cost-effectively, leading to a direct improvement in overall quality control. ZeroSet will be available for both HP Indigo 20000 customers and HP Indigo WS6600 customers.

"We are delighted to launch our integrated PrintVision/Apollo 100% Automatic Inspection solution to the HP Indigo 20000 Digital Press," said Gal Shamri, Vice President of Corporate Business Development for Advanced Vision Technology Ltd. "It is a direct response to our customers' need to enable complete quality and process control for short runs and digital printing workflow. The integrated solution was first introduced at the HP Indigo Worldwide VIP Event in Israel earlier this year and received very positive feedback from printers, who recognized its value to production efficiency and competitiveness."

"The global flexible packaging market is growing steadily, alongside higher demand for shorter run lengths, shorter lead time and higher print quality," says Simon Lewis, Strategic Marketing Director, Indigo Division, HP. "By working with our solutions partners, such as AVT, to enable customers to inspect every job no matter the run length, we are launching the HP Indigo 20000 Digital Press as a true end-to-end production solution."

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## **About the HP Indigo 20000 Digital Press**

The HP Indigo 20000 is the next stage in high capacity, high print quality web-based

packaging production, aiming for the Flexible Packaging, Labels and Shrink Sleeve converters. HP will demonstrate the HP Indigo 20000 at Label Expo with commercial availability of the press expected at Interpack, May 2014.

#### **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, 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).