

AVT Names Udi Bar-Sela As Chief Financial Officer

26/06/2014

Hod-Hasharon, Israel – **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 – has named Udi Bar-Sela to the position of CFO.

Mr. Bar-Sela will replace Nadav Yassour who decided to step down after nearly 6 years of service as AVT CFO.

Mr. Bar Sela brings over 15 years of financial leadership experience in both public and private technology companies. Most recently, he served as Chief Financial Officer at Tigo Energy, a photovoltaic solar power optimizer. Prior to this, he held several executive and senior finance level positions, including Vice President of Finance at Soraa, a leading developer of solid-state lighting technology; Vice President Finance at MetaRAM; Divisional Controller at Zoran Corporation; and Corporate Controller at Emblaze Semiconductor, part of Emblaze.

“It is an honor to join a recognized industry leader with promising potential for additional growth well into the future,” said Mr. Bar-Sela. A Certified Public Accountant, Mr. Bar-Sela earned a Masters of Business Administration in Finance and Accounting from Tel-Aviv University, and a Bachelors of Arts in Accounting and Economics from The Hebrew University of Jerusalem.

Jaron Lotan, president & CEO of AVT said: “I am happy to welcome Udi Bar-Sela to AVT in a position of growth and wish him great success.

I would like to thank Nadav for his appreciated accomplishments and contribution to the company and wish him success in his new endeavors.

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About Advanced Vision Technology (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.