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is the only ISO Compliant Spectrophotometer

Available for On-press Color Measurements in Flexible Packaging

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**Hod-Hasharon, Israel, April 27, 2011-** Advanced Vision Technology (AVT) Ltd., today announced that they would introduce SpectraLab, their new ISO-compliant spectrophotometer for on-press color measurements for the flexible packaging market at the upcoming FTA Forum 2011 in Indianapolis on May 2<sup>nd</sup> and May 3<sup>rd</sup>, 2011.

AVT's SpectraLab is a groundbreaking development, applying the latest technology in color measurement. SpectraLab is ISO compliant and provides a true spectrophotometric measurement of the printed colors on virtually all flexible substrates. It is the only ISO compliant spectrophotometer available in the market for the on-press measurement of color-critical packaging. SpectraLab is an add-on to the PrintVision/Jupiter Automatic Inspection system. The measured colors will be reported during run-time by the Jupiter system on press-side displays.

The press operator will receive an immediate feedback of L\*a\*b\* values as well as Status T or Status E density if required. In addition, AVT's PrintFlow Manager will supply after-the-run analysis for process improvement, and provide a color data report to print buyers as needed.

Amir Dekel, Vice President of Marketing for AVT, stated "SpectraLab is a breakthrough technology that is truly unique in being the only ISO compliant spectrophotometer available to packaging printers for on-press measurement of printed colors.. SpectraLab provides a significant value to press operators in which they can specifically "print to the numbers" supplied by the system instead of the subjective comparable quality and the system is completely intuitive for production personnel". Ready access to a wealth of highly accurate run-time color measurements will be a 'game changer' for process control and for quality control."

The FTA's Forum 2011 takes place in the J.W. Marriott in Indianapolis, Indiana from May 1<sup>st</sup> through May 4<sup>th</sup>, 2011. This flexible packaging printing and converting event is a combination of conference sessions and an exhibition with the exhibition taking place on May 2<sup>nd</sup> and 3<sup>rd</sup>. AVT's exhibit booth number is 1105.

The AVT PrintVision/Jupiter platform is the innovative Automatic Defect Detection Solution for web printing applications. With its Advanced Automatic Inspection software module and ergonomic design, PrintVision /Jupiter visually inspect all kinds of printed materials on the press - including transparent and flexible substrates used in the packaging industry. PrintVision /Jupiter automatically detect imperfections such as streaks, splashes, color variations, hazing, mis-registrations and other defects. The PrintVision/Jupiter provides a visual indication of the position and the nature of the defect and guides the press operator to its source. Operators can then quickly react and correct the relevant problem. A colored light tower, clearly visible from a distance, informs the operator when a defect is traced.

PrintVision/Jupiter provides a variety of waste reduction and quality control modules, ranging from automatic and fast Flexo CI make-ready tasks to accurate DE Color measurement, barcode verification, repeat length monitoring and more.

AVT has a large installed base within the packaging market, and is seeing growing demand for inspection solutions on both traditional and digital presses. It was announced recently 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 convertare 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](http://www.avt-inc.com)