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Hod-Hasharon Israel December 9th 2010-Advanced Vision Technology, (AVT) Ltd, the world's leading supplier of automatic inspection systems for the printing and packaging industries, has secured an order from major international packaging group Chesapeake. The order for AVT's PrintVision/Helios II technology will provide Chesapeake Lexington's label converting facility with 100% inspection 100% of the time, with the result that output will always meet customer specifications.

The PrintVision/Helios II system uses AVT's latest technology that allows it to monitor and detect any color variation, misregistration of print or die-cut and any type of print defect. Defects are alerted by either a traffic light or a machine stop, which ensures the operator's attention to clean the defective material and guarantees a flawless product to Chesapeake's customers. The AVT system will work with any type of substrate or application on the market, including reflective and transparent stocks. The camera based system operated perfectly even when the slitter/rewinder inspection unit is running at maximum speed.

Speaking for Chesapeake, General Manager - Labels Operations at the Lexington plant, Phil Norris commented, *"We are delighted to add the precision of AVT's PrintVision/Helios II system to our label converting operation. It emphasizes our company's dedication to delivering the highest quality products to our customers, who know that quality is not negotiable. This is a value we share and the investment with AVT highlights our firm commitment to quality that will ensure we meet their expectations."*

The new AVT equipment was installed at Chesapeake Lexington in October. Commenting on the sales success, Amir Dekel, Corporate VP Marketing of AVT said: *"To be recognized by one of the top label converting companies in the world is a real morale boost for our company. For AVT, it is impartial confirmation that its state-of-the-art technology is meeting the highest standards of the industry and it is working reliably in any production environment. The new inspection system will guarantee they deliver labels that are 100% inspected, 100% of the time. This is adding real value to customer care."*

Chesapeake is one of the largest international manufacturers of printed packaging for the pharmaceutical and consumer markets, converting a variety of substrates from paper and board to self adhesive and filmic label stocks, to plastics and flexible packaging. It has production facilities around the world, with more than 35 plants in Europe, three in the USA, and two in China. It also manufactures and supplies packaging systems.

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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 2,300 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 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 Exchange Market.

Please visit the AVT website: www.avt-inc.com