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Hod-Hasharon Israel December 13th, 2010- AVT Ltd. (Advanced Vision Technology), a leading supplier of automatic inspection systems for the printing, packaging and commercial industries, has been granted 'Preferred Supplier Status' by RAKO Etiketten, part of the international RAKO Group. This official recognition rubber stamps a long working relationship between the two companies in which RAKO has always recognized the value of AVT's technology. 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 RAKO approval includes online (press) and offline (rewinder) applications providing process control and quality assurance processes, as well as AVT proven WorkFlow Link solution, from press to rewinder. It means that AVT is now the standard specification for all future investment of this type within the Group, and the manufacturer will continue to work closely with RAKO on future projects and developments, with special priority being given to the integration of press, rewinder and workflow procedures in existing RAKO plants.

The agreement was signed on behalf of RAKO by Rainer Bufe, the Group's Technical Director/Prokurist. *"We have chosen AVT as a preferred supplier of the RAKO Group, as AVT for us is the partner which can help us to maintain print quality and increase productivity. In Rako Group, we use AVT PrintVision Helios II 100% Inspection Systems for process control on presses, as well as the digital WorkFlowLink to our LEOMAT slitters. In highest requirement of Pharma Applications, we use AVT also on Leomat Slitters for final 100% Quality Control, before shipment. We are going to use more AVT systems in our Group on higher scale",* said Bufe. Speaking for AVT, President and CEO, Shlomo Amir said: *"To become a preferred supplier to a group like RAKO indicates how good is the performance and reliability of AVT technology. We are always striving to set new standards in quality control, and this formal recognition is proof that we are succeeding".*

The RAKO Group is one of the leading converters of self-adhesive labels, flexible packaging, security technology (RFID), and engineering/software in Europe with 90 presses, from 3- to 13-color, using all techniques from flexo to screen, offset and gravure. Many of its presses and rewinders are fitted with AVT systems. It is also the largest user of roll-to-roll digital offset presses in Europe, and in addition to Germany, has production facilities in France, China, and South Africa.

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