news release

client: **AVT**

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Print quality and Workflow Solutions Provider AVT Rebrands,
Including Launch of Revamped Website

Refreshed Look Debuted at LabelExpo Americas, Sept. 9-11

Hod-Hasharon, Israel – AVT (**Advanced Vision Technology 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 launched a top-down company rebrand, including a completely revamped website, **www.AVT-inc.com**.

AVT's pioneering leadership in inspection solutions has led to broad industry recognition. Over half of the worldwide installations of high-end inspection and quality assurance solutions are AVT solutions. The rebrand utilizes this notoriety by emphasizing the company's well-established name recognition over the titles of its dozens of individual product offerings.

The rebrand also addresses the extensive array of benefits with which AVT is associated. In recent years, a combination of innovation, technological advances and market share growth have led to the company's leadership in far more than traditional inspection and quality control roles. AVT's systems have evolved into end-to-end print production workflow control solutions that enhance overall printing quality and positively impact customers' bottom lines by reducing waste and improving both productivity and efficiency.

AVT also is emerging as a leading strategic partner and provider of next-generation solutions for digital printing. For example, only AVT offers a solution that provides full automated inspection and verification throughout the entire digital printing process. Most recently, an AVT solution was installed on the new Gallus DCS 340 digital label printing press that offers full quality assurance entirely integrated into the press control system. AVT also was chosen by Landa for its new Landa S10 Nanographic Printing™ Press**.**

AVT's rebrand emphasizes its three core pillars of competitive differentiation:

1. **Best-in-Class Technology & Solutions**, encompassing a full suite of leading products and solutions through end to end workflow, the latest industry innovations, and a position as the only company with proven solutions in the digital printing sector.

2. **Unmatched Field Expertise & Experience**, including AVT's sole focus on print quality assurance and its 7,000+ installations around the globe.

3. **Outstanding Results for Leading Print Houses**, emphasizing customer testimonials regarding real waste savings figures, revenue growth, differentiation, cost reduction and quality levels.

"AVT offers a broad range of solutions that address far-ranging customer needs, and the rebrand showcases this through unique-to-audience messaging bound by the company's overall brand strength," said Jaron Lotan, CEO of AVT. "Aside from obvious benefits such as quality control, various AVT print inspection solutions address ancillary specialized needs such as color management, overall print quality including resolution, and production line efficiency. The fresh look keeps new and potential customers engaged while showing that AVT is evolving along with its customers' needs."

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About AVT

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 3,500 of AVT's platforms for automatic inspection of packaging and labels converting are installed worldwide. In addition, more than 900 of AVT's 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 Mercury color management and reporting software, and remote digital ink control systems.

AVT 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.