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Hod-Hasharon, Israel, July 8, 2010 – AVT and GMI will present its full range of 100% Automatic Inspection, Quality Assurance and Remote Ink Control solutions with new capabilities for the labels and narrow web market in its booth (#711), as well as in its partners' stands, at Label Expo Americas, September 14-16, in Chicago.

Supporting the entire print production workflow, the AVT & GMI line of solutions is designed to meet the needs of every printer and production workflow.

Starting with information links to MIS production systems, job verification and remote inking control during set-up, through in-line automatic inspection on press, process control solutions, and ending with 100% quality assurance for the finishing lines.

This complete workflow is supported by advanced quality information management solutions to provide both production and managerial tools to better control the complete production process and to improve the printer's competitive edge.

New at Label Expo 2010 – AVT's "iPrint" Mobile Application

"iPrint" enables AVT customers to get real time information from the production floor on their iPhone. Production status, quality information, statistical data and more are available immediately through the AVT iPrint Application.

PrintVision/Helios II 100% inspection System

Installed on hundreds of presses and rewinders, PrintVision/Helios II provides the highest level of print inspection 100% of the time.

PrintVision/Helios II increases productivity by enabling printers to run faster, controlling 100% of the printed material 100% of the time, monitoring the amount of good labels produced, alerting on process problems as soon as they start to evolve, and recording every print defect found for downstream quality assurance.

Helios II contributes to significant reduction in waste of costly materials, ink and tooling, and improved utilization of manpower and machine time in the print production environment.

Re-prints are avoided by automatic verification of the job against the digital PDF file in order to make sure the correct job is printed, and the correct, non-damaged plates are being used.

JobRef verification automatically compares the PDF file to the current master image before production starts and costly mistakes are made.

Barcode and Variable Barcodes verification

Integrated into AVT PrintVision/Helios II – the Barcode and Variable Barcodes module inspects and verifies UPC barcodes, 2D Data Matrix barcodes, and human readable items.

The system performs 100% verification of all printed barcodes and is able to detect and alert immediately any barcode quality and readability problem. Using PrintVision/Helios II's easy-to-use interface, set-up and inspection of barcodes and variable data items is fast and intuitive.

The system also supports the new **E-Pedigree** FDA regulations to "track and trace" every step of the pharmaceutical drug until it reaches the final customer in order to protect consumers from contaminated medicine or counterfeit drugs. PrintVision/Helios II can verify and validate these unique individual codes and alert and report on quality and validity, as well as duplications or missing codes.

New PrintVision/Helios II capabilities shown for the first time at Label Expo USA

ProMIS - Communication with MIS / ERP production systems –introducing bi-directional communication with MIS systems in the print production environment, enables shorter and faster setup and increases automation, as well as adding more accurate information to MIS systems, to have better control over raw materials and the production process.

Easier to use Workflow Solutions - **AVT WorkFlow Link** solution is already well accepted in the label industry, communicating the quality information from the 100% automatic inspection (AI) on the press in order to automatically stop the rewinder for final cleanup of rolls before they are sent to customers.

AVT introduces additional easy to use workflow solutions and configurations to meet production and workflow needs, with focus on simplicity and efficiency.

Higher resolution inspection capabilities and color measurement abilities - shown for the first time in our "Technology Corner"

DeltaE color measurements – New addition to AVT 100% superior automatic inspection. In-line DeltaE measurements and monitoring enables color consistency that meets industry and brand owners' standards.

High resolution inspection – Providing the highest resolution and inspection capabilities regardless of web width. With labels, shrink sleeves and other narrow-mid web applications going wider, AVT provides a high resolution solution to meet market trends and customer needs of small defects on wider webs.

Remote digital ink keys control

Microcolor/Mercury

The new generation of digital remote ink control for Label & Narrow web applications. Microcolor/Mercury automated ink control for offset and letter presses, and provides significant

savings of both production time and waste material. MC /Mercury uses a unique, digital servomotor to set ink films with unmatched precision.

Featuring an intuitive touch screen interface, and supporting CIP3 digital pre-setting, Mercury is the most accurate and durable of its kind.. Its on-board disk storage, or an optional network connection, stores an unlimited number for jobs, ready for fast recall. Reusing successful ink key positions from earlier runs is the fastest way to efficiently

re-run label jobs, achieving quality color in the shortest start-up times. Every operator in the press room prints better color, faster with this automated tool.

About AVT and GMI

Advanced Vision Technology (AVT) develops and manufactures automatic inspection systems for web applications in the packaging, labels, forms and converting sectors. Today, more than 2100 PrintVision systems are installed worldwide.

Graphic Microsystems, Inc., (GMI) is the world's premier supplier of closed loop color control systems with over 850 installations, and of color management and reporting software and remote digital ink fountain control systems with over 3140 systems installed. The company's products are sold to leading commercial, semi-commercial, newspaper and specialty printers in the heatset and coldset web printing markets as well as to printing press OEMs worldwide.

Advanced Vision Technology's headquarters and manufacturing facility is located in Hod-Hasharon, Israel. AVT is a public company listed in the Prime Standard of the Frankfurt Stock Exchange. The company is based in Israel, with marketing, sales and support offices in the United States, Europe and China.

Today, the combined company employs more than 225 people worldwide.