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Order Based on Outstanding Benefits Received from

AVT ColorQuick/Clarios Installation on New Press Last Year

Hod-Hasharon, Israel, November 19, 2010– Last year Algaard Offset in Stavanger, Norway installed a new Komori S38 SIII 16 page web offset press. To insure maximum productivity they added an AVT ColorQuick/Clarios Close-Loop Color Control System. Based on the outstanding benefits received from the ColorQuick / Clarios they are now installing a Clarios upgrade to the ColorQuick system for an older Komori press.

Algaard Offset is a high quality web offset printer that has a product range that includes direct mail, journals, magazines, brochures and a number of niche products. These products are color critical and at the same time are produced in a highly competitive environment that demands faster make readies and overall increased productivity and efficiency that the ColorQuick/Clarios provides.

Tom Udheim, Production Manager at Algaard Offset, was quick to identify the improvements of the new Clarios upgrade. "It is fast to locate and scan the form, and the new intuitive touch screen interface simplifies the job set up and operation. It saves a lot of time when compared to the original ColorQuick," he said.

The ease of use and faster scanning provided the basis for the CEO of Algaard to proceed with the upgrade. "The faster scanning and control has delivered a fast return on this investment and I am looking forward to getting similar benefits on my older Komori press," says Tom Norland, CEO Algaard Offset.

"Technology that drives savings is exactly what the web offset segment needs. Algaard is focused on delivering the highest quality product while manufacturing at the lowest cost. It is really encouraging to see Algaard and other leading companies in the industry investing and positioning themselves for recovery," says David Naisby, Director GMI Solutions EMEA.

ColorQuick/Clarios is based on GMI's unique and proven in-line spectrophotometer. This solution uses the industry's most accurate, traceable ISO-standard spectral measuring system which provides Algaard with the true spectral measurement data needed to achieve and document compliance with ISO-standard press conditions. These standards have become the expectation of demanding printing buyers throughout Europe. The Clarios delivers ISO-standard densities and tone values, plus a wide selection of CIE L*a*b* data as required for up-to-date process control.

The data is automatically used to control inking during print production and is automatically stored to the AVT Color Manager station. The saved data can be used for reports and analysis including the printability of paper and ink. This information also serves the prepress department who can regularly validate the performance of color correction and plate curves with a review of real production data. Since the Clarios system operates effectively on both Algaard Offset's newest and oldest presses, the system helps maintain uniformly high print quality on all printed products and presses.

The ColorQuick/Clarios closed-loop color control system can be added to presses from the vast majority of press manufacturers from around the world.

Algaard Offset, established in 1980, has a history of continuously expanding and investing in new equipment. They complement their presses with extensive inline and offline finishing equipment, and a brand new state-of-the-art UV coating machine as well as an extensive prepress department and paper warehouse. In a marketplace with very competitive conditions and shorter press runs, Algaard sees continuous investment in more efficient technologies that yield improved production as their key to success.

About AVT

Advanced Vision Technology, Ltd (AVT) 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 packaging and labels automatic inspection are installed worldwide. As a premier supplier in the commercial sector, AVT has over 870 of its closed loop color control systems, and over 3,200 color management and reporting software and remote digital ink fountain control systems installed around the world. AVT's products are sold to leading printing press OEMs, packaging, labels, commercial, semi-commercial, newspaper and specialty printers in the heatset and coldset 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.

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