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TLANTA, GA, January 27, 2010 - Advanced Vision Technology (AVT), the world's leading supplier of automatic optical inspection and quality assurance systems for the printing industry, has announced the appointment of William Fleck to the AVT/GMI sales team.

Fleck will be headquartered in the greater Chicago area, and will report to Windell McGill, VP Sales and National Accounts for AVT. He will be responsible for all of AVT's product lines targeted to the printing, packaging, commercial, newspaper and label converting market segments in the Central, upper Mid West and upper West Coast regions including Wisconsin, Illinois, west to Washington State and British Columbia, Canada.

Mr. McGill comments, "Bill Fleck has a long history of experience in the graphic arts industry and success in introducing companies to the benefits of increased production and quality control technologies for their operations. Bill has had previous experience with GMI and has extensive prepress and press experience with companies like Du Pont Graphics Imaging and Goss.

Lance Shumaker, President of AVT, Inc. states, "Our appointment of an experienced professional like Bill reflects the importance that AVT places on expanding and serving our customer base. Bill is well respected in the industry and we are pleased to have him join us as the focal point for the AVT/GMI sales team in the Central, upper Mid West and West."

Mr. Fleck added, "I am pleased to be back in an expanded role with AVT/GMI and I look forward to producing positive results through my strong relationships."

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 1,900 PrintVision systems are installed worldwide. On October 1, 2007, the Company completed the purchase of all outstanding shares of GMI and the related intellectual property.

Graphic Microsystems, Inc, (GMI) is the world's premier supplier of closed loop color control systems with over 800 installations, and of color management and reporting software and remote digital ink fountain control systems with over 3,000 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.

AVT's headquarters are located in Hod-Hasharon, Israel with manufacturing facilities in Israel and the United States, and marketing, sales 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.