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AVT OPENS REPRESENTATIVE OFFICE IN CHINA

William Bai Appointed General Manager in Shanghai

HOD-HASHARON, ISRAEL, April 4, 2005 — Advanced Vision Technology Ltd. (AVT) announced the opening of its Representative Office in China and the appointment of William Bai as its General Manager.

The opening of the office in Shanghai is an additional strategic step that follows AVT's successful penetration of the Asian packaging and label printing markets with its PrintVision family of machine vision-based automatic inspection platforms and color management systems.

China has already proved itself to be a fast growing market for AVT where, among its customers, are Cheng Way, Alcan Propack, Shenda Shen Long and Jiapu Chai Wa.

William Bai joined AVT on March 1st, 2005 and will manage AVT's activities in China. He will be working with Doron Averbuch, who manages the AVT sales in the Asian Region. William Bai holds a B.Sc. degree in Software Engineering from the University of Beijing, and an M.A. degree in Economics from the Chinese Research Institute of Finance and Banking. Prior to joining AVT, William was with Scitex Creo for four years, where he held several positions in China, including Business Development and General Manager. Prior to that, he was General Sales Manager of Pre-Press Equipment for Heidelberg in China. Earlier work included eleven years with East Asiatic Company (EAC) Graphics, a Danish-based international distributor of graphic arts products.

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“AVT’s PrintVision systems and optional solutions are enabling packaging and label printers in China to improve quality and reduce waste,” said William Bai. “I look forward to helping more printers in China to adopt this proven and well established technology that has already become a standard in Europe and America, while improving their profitability and competitiveness. The Chinese market, with its rising internal consumer focus and expanding global exports, needs the proven solutions offered by AVT to further drive its quality and prosperity.”

Commenting on the opening of the Shanghai office, Koby Shtaierman, AVT’s Executive V.P. Corporate Sales, stated, “William’s appointment and the opening of the Shanghai office strengthen AVT’s presence in this important market. It supports the expected growth of AVT in China and will enable us to respond better and faster to the needs of our current and future customers.”

About AVT

Advanced Vision Technology develops and manufactures automatic inspection systems for web applications in the packaging, labels, forms and converting sectors. AVT's flagship platform, PrintVision/Jupiter for Packaging Printing, is an advanced video-based inspection system that automatically detects defects in various types of printing processes. The system eliminates the need for human operator judgment to visually monitor and inspect print output.

For the Label Printing market, AVT developed the PrintVision/Helios, an automatic 100% inspection system for quality assurance workflow. The system can be mounted on press for in-line inspection or on a rewinder for post press handling.

There are more than 800 PrintVision systems installed worldwide.

Advanced Vision Technology headquarters and sole 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 and Europe.

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