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**AVT AND MARK ANDY EXPAND
BUSINESS AND TECHNOLOGY COOPERATION**

**AVT's Automatic Inspection Solutions
Demonstrated at Mark Andy Europe's
First-Ever Open House Event**

Hod-Hasharon, Israel, May 10, 2007 - Advanced Vision Technology (AVT), a leader in automatic inspection solutions for printing applications, is expanding its business and technology cooperation with leading narrow web printing equipment manufacturer, Mark Andy. Following a fruitful cooperation during the last few years, AVT and Mark Andy have agreed to expand both business and technology collaboration. As part of this agreement, AVT solutions have been installed at Mark Andy's European Advanced Technology Center in Basel, Switzerland. AVT participated this month at Mark Andy Europe's first-ever Open House and Educator Series Seminar event, with its PrintVision/Helios platforms and information management solutions.

The partnership between AVT and Mark Andy began in 2005, with the first integration of AVT's PrintVision/Helios platform and Workflow Link solution on a Mark Andy press. This installation introduced the concept of complete workflow quality management for narrow web printers. The companies have since struck joint marketing and R&D initiatives, defining full workflow solutions for the label market, and automatic inspection solutions for the growing RFID tags manufacturing market. AVT solutions were integrated last year on Mark Andy press and rewinder machines at Mark Andy's Advanced Technology Center in St. Louis, Missouri and now at the new and expanded European Advanced Technology Center.

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Greg Palm, Mark Andy Vice President of Sales and Marketing, said upon the announcement: "Our global initiatives are building strength as we continue to expand our strategic workflow concepts. Working with AVT's team has given us an opportunity to provide a single process workflow and quality system that is unmatched in the industry. Our customers are seeing the values that we both bring to the table through this cooperation."

Gal Shamri, AVT Vice President of Marketing, said: "Our cooperation with Mark Andy over the years has helped us to better understand narrow web market needs, and to develop improved solutions for our mutual customers. Both companies share the philosophy of providing customers with complete workflow solutions, and working together has helped AVT develop its end-to-end quality management solutions. We are looking forward to the expansion of our relationship with Mark Andy in Europe, and to the continuation of our business and technology cooperation."

The **PrintVision/Helios** solution is a 100% automatic inspection solution dedicated for narrow - mid web printing applications, including labels and folding cartons. The PrintVision/Helios can be mounted on-press for in-line inspection, or on a rewinder for 100% quality assurance before shipment to customers.

About AVT

Advanced Vision Technology develops and manufactures automatic inspection solutions for printing applications, mainly in the packaging and labels sectors. As of today, more than 1,500 PrintVision platforms are installed worldwide.

Advanced Vision Technology's headquarters and manufacturing facility is located in Hod-Hasharon, Israel. The company employs 133 people worldwide. 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.