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CONTACTS:

Broadford & Maloney Inc.

Martin Maloney
212-836-4710, m.maloney@bmc corp.com

Advanced Vision Technology Inc.

Lance Shumaker
770-541-9780, lances@avt-inc.com



**AVT AND GMI BRING A NEW DIMENSION
OF COMBINED PROCESS AND
QUALITY CONTROL SOLUTIONS TO LABELEXPO 2008
HALL B, BOOTH 3011**

**New Generation of 100% Automatic Inspection and Ink Control Solutions
for the Label and Narrow Web Market**

HOD-HASHARON, ISRAEL, August 28, 2008 — AVT and GMI, the market leaders in automatic inspection and press control solutions, are showing a wide range of process and quality control solutions in their booth #3011 in Hall B at Labelexpo 2008 in Chicago from September 9th – 11th. New product introductions from AVT include:

PrintVision/Helios II, a new generation of 100% automatic inspection solution for the label and narrow web application incorporating new capabilities and add on modules such as the barcode integrity verification and booklet inspection modules and the PrintVision/Helios UV, an advanced 100% automatic inspection solution for invisible UV application. GMI, acquired by AVT in 2007, will introduce Microcolor NW, the new generation of remote ink control for narrow web presses.

Visitors can see live demonstrations of AVT and GMI solutions supporting the complete print production workflow process, starting with job verification, run-time 100% automatic inspection, process control solutions, and ending with 100% quality assurance for the finishing lines. This complete workflow support is bundled with 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.

MORE...

The following details reference the new generation of automatic inspection and ink control for the label and narrow web market.

PrintVision/Helios II

AVT has recently launched the next generation PrintVision/Helios II for narrow web and label 100% automatic inspection. Based on the continued dialogue with printers and partners, and on the vast experience and great success of the PrintVision/Helios solution, AVT introduces the PrintVision/Helios II, taking automatic inspection for labels and narrow web to the next level with advanced inspection capabilities, a higher automation level and a system that is easier than ever to use.

The PrintVision/Helios II incorporates a new, powerful hardware and software infrastructure to boost system productivity, enabling it to inspect at top production speed while providing 100% quality assurance for the most demanding applications. The system's new graphic interface takes ease-of-use a major step forward while providing intuitive, workflow-oriented, human interface, full touch screen support and high level of automation. The system is equipped with many new built-in and optional features for both on-press and on-rewinder operations such as:

- **Barcode Integrity verification module** including 2D variable barcode verification and E-Pedigree requirements support for pharma applications.
- **Production guard feature** that monitors on-line the total number of good labels printed, eliminating the need for overprints
- **8k camera** option for supporting highly demanding applications
- **Booklet inspection add-on module**, equipped with special capability to inspect the final booklet and label in one go!

In addition, AVT will introduce the **PrintVision/ Helios UV**, which enables automatic inspection of invisible UV printing as well as the **Braille inspection module** which enables inline monitoring of Braille printing.

MORE...

AVT will also demonstrate the **JobRef** add-on module. **JobRef** enables pre-production verification by comparing the job on-press to the pre-press digital PDF file. This comparison enables press operators to ensure that the job is correct in terms of content, including text, language and graphics, as well as detecting problems in the printing plates. Costly mistakes can, therefore, be prevented before production starts. The **JobRef** is an add-on module to the **PrintVision/Helios** family.

Microcolor NW

Microcolor NW is a new remote ink control solution for label, shrink sleeves and other narrow web applications based on the unique GMI digital technology. The system has a new state-of-the-art touch screen graphical interface for the operator, and uses the patented GMI digital servo technology for the most accurate and repeatable ink movements. It also has the GMI leak-proof segmented ink blades for years of low maintenance remote ink control.

AVT and GMI will be demonstrating the new solutions in their booth #3011 in Hall B running on Mark Andy and Scantech rewinders. AVT will also have their products exhibited in partner booths including Mark Andy, Booth #319 and KOR, Booth #711.

About AVT

Advanced Vision Technology develops and manufactures automatic inspection systems for web applications in the packaging, labels, forms and converting sectors. Today, more than 2000 PrintVision systems are installed worldwide. AVT owns Graphic Microsystems, Inc. (GMI) the world's premier supplier of closed loop color control Systems with over 850 systems installed, color management and reporting software and remote digital ink fountain control with over 3500 systems installed.

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 companies employ more than 300 people worldwide. Please visit the AVT website at www.avt-inc.com and the GMI website at www.gmicolor.com