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**AVT AND GMI PRESENT NEW PRESS AUTOMATION
AND PRINT QUALITY CONTROL PRODUCTS
AT GRAPH EXPO 2008**

**ColorQuick II and PrintVision/Apollo Commercial Products
Focus on Commercial Heat-Set Printers**

CHICAGO, October 23, 2008 – AVT and GMI, the market leaders in press control and automatic inspection solutions are introducing new press automation and print quality control solutions in their exhibit booth #3774 at Graph Expo in Chicago, October 26-29.

At the show, AVT and GMI will be demonstrating their new ColorQuick II, the next generation of automated closed loop color control, and PrintVision/Apollo Commercial for automatic 100% full web defect detection. Both products have state-of-the-art print performance reporting packages. In addition, the companies will be showing their systems for color-to-color register, bi-directional ribbon control, as well as unique digital remote ink control system.

ColorQuick, the only ANSI-standard spectrophotometer based closed loop color control system, is already unique in the industry with the tightest color control tolerances, the capability to communicate Printing Industry Standard format density, dot gain, and L*a*b* data to pre-press and page creation, and the highest number of installations with over 850 systems in operation. The ColorQuick II upgrades this state-of-the-art system with new operator color graphic screens that quickly provide knowledge of critical print characteristics, as well as new, powerful hardware and software infrastructure to boost system productivity and ease of use.

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Also on display will be new optional value-added ColorQuick software packages that expand the printer benefits. Included will be Color Gamut Control that will allow the L*a*b* values at the “Color OK” of a three color grey patch to be maintained while color densities are allowed to vary, and Tone Value Analysis that takes secondary color bar dot gain information from 3% to 97%, and exports recommended plate curve data for specific paper types.

The New ColorQuick **Spectral Press eXpert**, “**SPX**” optional package will also be demonstrated with a live connection to a running press, displaying current print characteristics of the printed material as well as real time recommendations for the operator to achieve compliance with a selected print quality standard (e.g. ISO, Fogra, SWOP, etc.). This system will diagnose, in real time, print issues as well as press mechanical issues, and provide an alert to plant maintenance. It will also provide end of job certificates for compliance to a standard printing condition.

The PV/**Apollo Commercial** 100% automatic inspection solution will also be shown. Based on AVT’s vast experience and leading inspection technology in packaging and label markets, the PV/Apollo Commercial is targeted to provide process control and 100% quality assurance to commercial web-fed applications. It automatically inspects typical commercial web offset in-image defects such as color variations, mis-registers, spots and hickeys, scumming and many others. In addition to providing early warning on all quality defects, the system triggers a divert gate, ensuring defective copies are rejected before further handling and before shipment to customers. The system is equipped with PrintFlow module, an SQL-based archiving and reporting solution that provides quality information management tools for both internal and external purposes. The PV/Apollo reduces print waste and customer rejections while improving printer’s business and competitive edge.

The GMI PrintQuick automatic color-to-color register system with a new positive air flow camera housing, and the GMI RibbonQuick automatic web ribbon control will also be displayed. To facilitate the upgrade of older presses with state-of-the-art automation and closed loop color control, GMI will show its Microcolor II remote ink control system that can be retrofitted to replace early generation commercial ink control systems. For narrow web direct mail, packaging and label presses, GMI will show its new **Microcolor NW** system.

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About AVT

Advanced Vision Technology develops and manufactures automatic inspection systems for web applications in the packaging, labels, folding cartons and commercial 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 installations, color management and reporting software, and remote digital ink fountain control solutions with over 3000 systems installed. GMI 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.

Advanced Vision Technology's headquarters are located in Hod-Hasharon, Israel. AVT is a public company listed in the Prime Standard of the Frankfurt Stock Exchange. The company has R&D and manufacturing facilities in Israel and the United States, as well as 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