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**AVT INTRODUCES A NEW BARCODE AND VARIABLE DATA
INSPECTION AND VERIFICATION SOLUTION
AT LABELEXPO 08**

**Integrated Into the New PrintVision/Helios II Platform,
the New Solution Answers
2D Variable Barcode and e-Pedigree Requirements**

ROSEMONT, ILLINOIS, September 9, 2008 — AVT, the market leader in automatic print inspections worldwide, today introduced yet another important benefit to the label and narrow web market at Labelexpo. In their exhibit booth #3011, AVT announced a new barcode and variable data inspection and verification solution integrated into the new PrintVision/Helios II platform. The new solution will enable label printers to comply with 1D and 2D variable barcodes as well as e-Pedigree requirements.

Gal Shamri, AVT Corporate VP Marketing, stated, “We witnessed the dramatic increase in the need to verify variable barcodes and data during production. Based on our continuous dialog with label printers and partners, we developed the new barcode verification solution to help printers answer these new challenges.”

Lance Shumaker, President of AVT Inc., added, “In the US, new FDA e-Pedigree regulations require every pharmaceutical drug to be tracked until it reaches the consumer. This is done to protect consumers from counterfeit drugs. Our new solution enables full compliance with these regulations.”

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With the new optional barcode and variable data verification module, AVT's PrintVision/Helios II adds another new capability to its current inspection and verification abilities. It can inspect and verify 100% of printed 1D barcodes, 2D data matrix barcodes, and human readable items. The system is able to detect and alert in line any duplications, missing codes, barcode quality and readability, or any other code validity problem. Using PrintVision/Helios II's very easy-to-use interface, set up and inspection of barcodes and variable data items is fast and intuitive.

PrintVision/Helios II is the next generation label and narrow web 100% automatic inspection solution recently launched by AVT. PrintVision/Helios II takes automatic inspection to the next level with advanced inspection capabilities, a higher level of automation, higher productivity and a system that is easier to use than ever.

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 automatic inspection systems are installed worldwide. AVT owns Graphic Microsystems, Inc. (GMI), the world's premier supplier of closed loop color control systems, color management and reporting software, and remote digital ink fountain control systems.

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