



## AVT & GMI Plan Strong Presence at Labelexpo Europe

### New Solutions to support the entire print production workflow

Hod-Hasharon, July 22, 2009 – AVT and GMI will present its full range of 100% Automatic Inspection, Quality Assurance and Remote Ink Control solutions with new capabilities for the labels and narrow web market on its stand (6H60), as well as on its partners' stands, at Labelexpo Europe, 23-26 September, in Brussels.

Combined innovative AVT and GMI technologies based on an enhanced PrintVision/Helios II 100% quality assurance platform and MicroColor NW remote ink control platform, increase productivity, reduce waste during make ready and run time, and improve press and rewinder utilization, delivering higher quality product to customers and increased profitability to printers.

***New PrintVision/Helios II capabilities being shown for the first time at Labelexpo Europe:***

#### **New Barcode verification and variable data support**

AVT is presenting a new comprehensive solution for on-line verification of barcodes, data-matrix codes and variable data, integrated into its top-of-the line print inspection solutions.

The AVT PrintVision/Helios II can inspect and verify UPC barcodes, 2D Data Matrix barcodes, and human readable information. The system performs 100% verification of all barcodes and is able to detect and immediately alert press or rewinder operators of any barcode quality or readability problems. The PrintVision/Helios II's easy-to-use interface makes set-up and inspection of barcodes and variable data items fast and intuitive.

The system also supports the new E-Pedigree FDA regulations to “track and trace” pharmaceuticals from manufacturer to customer, protecting consumers from contaminated or counterfeit medicines or drugs. The PrintVision/Helios II verifies and validates these unique codes, and alerts and reports on print quality and validity as well as duplicated or missing codes.

#### **New easier to use Press-to-Rewinder Workflow Solutions**

The AVT WorkFlow Link solution is well accepted in the label industry, communicating the quality information from the automatic inspection (AI) on the press to automatically control and stop the rewinder for the removal of defective material. This year, AVT introduces additional workflow solutions to meet different production configurations and respond to varying workflow needs.

#### **New Communication with MIS systems**

The PrintVision/Helios II is now able to have bi-directional communication with MIS systems in the print production environment, receiving relevant job data from production, and sending quality information to MIS. This sharing of information contributes to shorter set-up times, increased automation, and eliminates the need to re-enter information (preventing possible data entry errors). By adding more accurate information to MIS systems, better control over raw materials and the production process can be achieved.

**GMI MicroColor NW** is a new generation remote ink control for label and narrow web applications. Designed to support offset and letterpress, MicroColor NW provides significant remote color control during set-up and run time. With a new intuitive touch screen interface, supporting CIP3 digital pre-setting, this product is the most accurate and durable of its kind and has been adopted by leading press manufacturers. Working in conjunction with the PrintVision/Helios II, operators can immediately identify any color shift and easily handle color changes detected early in the process by the PrintVision/Helios II.

AVT and GMI’s line of solutions is designed to meet the needs of every printer and production workflow, starting with job verification and remote inking control during

set-up. Through in-line automatic inspection, press and process control solutions, and quality assurance for the finishing lines, AVT and GMI support the entire print production workflow.

Since the assurance given by the PrintVision/Helios II enables presses and rewinders to be run faster, delivering faster while controlling 100% of the material 100% of the time, productivity is increased. The PrintVision/Helios II also contributes to significant reductions in costly material waste, ink and tooling while improving the use of manpower and machine time. The PrintVision/Helios II ensures the printing of the right jobs, to the right quantity and quality, preventing time-consuming and loss-making reprints. Each of these benefits reduces the cost of quality and contributes to customer satisfaction and increased profitability.

“Labelexpo Europe continues to provide us the platform to present the industry with new AVT and GMI combined solutions target to answer customer needs in this challenging market condition,” said Gal Shamri, AVT Vice President Marketing and President, GMI. “Our policy of continuous improvement of our solutions means that printers can rely on AVT not just as a supplier, but as a partner that will continue to respond to changes in the market and customer needs. Using the combined technologies of AVT and GMI, our solutions will continue to streamline workflows and production, reduce waste, improve quality and increase printers’ profitability.”

### **About AVT and GMI**

Advanced Vision Technology (AVT) 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.

Graphic Microsystems, Inc, (GMI) is the world’s premier supplier of closed loop color control systems, color management and reporting software, and remote digital ink fountain control systems with over 3000 systems installed. The company’s 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 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 company employs more than 250 people worldwide.

Please visit the AVT website: [www.avt-inc.com](http://www.avt-inc.com)

**For further information, please contact:**

Daphna Rosenbaum  
Marketing Communications Manager  
AVT Ltd  
Hanagar 6, St.  
Industrial Zone Neve Neeman  
Hod-Hasharon 45241  
Israel  
Tel: +972 9 761 4487  
Fax: +972 9 761 4501  
E-mail: [daphnar@avt-inc.com](mailto:daphnar@avt-inc.com)

Martin Maloney  
Chairman  
Broadford & Maloney Inc.  
445 Park Avenue  
10<sup>th</sup> Floor  
New York, NY 10022  
USA  
Tel: + 212-836-4710  
Fax: + 917-332-2105  
E-mail: [m.maloney@bmc corp.com](mailto:m.maloney@bmc corp.com)