

**FOR IMMEDIATE RELEASE**

**CONTACTS:**

**Broadford & Maloney Inc.**

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

**Advanced Vision Technology Ltd.**

Amir Dekel  
770-541-9780, amird@avt-inc.com



---

**AVT NAMES AMIR DEKEL  
CORPORATE MARKETING VICE PRESIDENT**

---

**Hod-Hasharon, Israel, November 11, 2009** – AVT is pleased to announce the appointment of Amir Dekel as Corporate Marketing Vice President. Amir joined AVT in 2001 as Marketing Manager with special responsibilities to develop AVT's business in the labels market.

For the past four years, Amir has been based in Atlanta, Georgia, working as Marketing Director for AVT, Inc. Amir is well known in the label converting industry especially through his work with the PrintVision/Helios solutions, defining the product and successfully introducing it to the world market.

Amir Dekel holds a Master of Science degree in Electrical Engineering in Communications and Computer Science from Polytechnic University, New York. Prior to joining AVT, Amir worked in various positions in communications and telecommunications, and with consumer electronics products companies.

Amir Dekel assumes marketing responsibilities from Gal Shamri, who had been filling that role as well as that of President of the GMI Product unit. Gal will now focus exclusively on the management and business development of the GMI product line.

“This appointment recognizes Amir’s contribution to AVT’s success in the labels sector and draws on his marketing capabilities to benefit the whole of AVT,” said Shlomo Amir, President & CEO, AVT. “With both Amir and Gal now able to give full-time attention to their respective roles, AVT will be in a stronger position to grow and bring its solutions to market.”

***More...***

### **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 2,000 PrintVision systems are installed worldwide.

Graphic Microsystems, Inc, (GMI) is the world's premier supplier of closed loop color control systems with over 800 installations, and of 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 234 people worldwide.

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