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**AVT WINS "NEW INNOVATION" AWARD
IN THE LABEL INDUSTRY GLOBAL AWARDS COMPETITION**

BRUSSELS, BELGIUM, October 1, 2007 - Advanced Vision Technology (AVT), leading supplier of automatic inspection systems, won the "New Innovation" Award in the Label Industry Global Awards 2007 competition. The prize was presented at a gala dinner on September 26th.

The "New Innovation" award is for an industry supplier that has impacted the label printing industry with outstanding innovations in the last few years.

Mike Fairley, International Publishing Director of Tarsus, said, "Since its formation, AVT has dedicated itself to raising the level of automatic inspection solutions for web applications in the label and packaging printing markets through the use of sophisticated optical machine vision technologies. AVT has been a leading driver of enhanced quality for the label industry worldwide. A commendable winner."

Receiving the award, Koby Shtaierman, President of AVT Europe said, "When our PrintVision/Helios solution was introduced to the label market three years ago, it was greeted with a mixture of real excitement and skepticism. The technology was immediately recognized as one that worked, but there were questions of whether the industry was ready for it, or prepared to make the necessary investment.

"Today, I would like to thank those many hundreds of label printers around the world who have implemented their vision of quality with AVT vision systems," added Mr. Shtaierman.

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About AVT

Advanced Vision Technology develops and manufactures automatic inspection systems for web applications in the packaging, labels, forms and converting sectors. As of today, more than 1,600 PrintVision systems installed worldwide.

Advanced Vision Technology's headquarters and manufacturing facility is located in Hod-Hasharon, Israel. The company employs 130 people worldwide. 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.

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