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**AVT APPOINTS JUAN DA SILVA AS SALES DIRECTOR
FOR LATIN AND SOUTH AMERICA**

ATLANTA, GA, July 31, 2009 – Advanced Vision Technology (AVT) the world’s leading supplier of automatic optical inspection and quality assurance systems for the printing industry, has announced the appointment of Juan Da Silva as Sales Director for Latin and South America.

Da Silva will be headquartered in Kissimmee, Florida and reports to Lance Shumaker, President of AVT Inc. He will be responsible for all AVT’s product lines targeted to the printing, packaging and label converting market segments in Latin and South America.

Mr. Shumaker comments, “Juan Da Silva has a long history of success in the Latin and South American graphic arts and packaging markets, and extensive experience in helping companies introduce advanced production and quality control technologies into their operations. Our appointment of Juan reflects the importance that AVT places on expanding and serving our customer base in Latin and South America. Juan is well respected in the industry and we are pleased to have him join us as the focal point for AVT’s sales in Latin and South America.”

Mr. Da Silva joins AVT from X-Rite / Pantone Inc. where he was Regional Sales Director for the Latin American region for the past nine years, serving the printing and packaging markets with color measurement products. Earlier he held management positions with Atlantic Zeiser Inc, a manufacturer of security printing and camera verification systems, and Eastman Kodak in their graphics and imaging division. He holds an MBA in International Business from the University of Miami and a BS in Business Administration from Oswego State University in New York.

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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 1,900 PrintVision systems are installed worldwide. On October 1, 2007, the Company completed the purchase of all outstanding shares of GMI and the related intellectual property.

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 3,000 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.

AVT's headquarters are located in Hod-Hasharon, Israel with manufacturing facilities in Israel and the United States, and marketing, sales and support offices in the United States, Europe and China. AVT is a public company listed in the Prime Standard of the Frankfurt Stock Exchange.