



The Leader in Recognition Solutions

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## Orbograph 'Campaign 08' Unveils Vision for the Future at 11<sup>th</sup> Annual Recognition Technology and User's Conference

*'Promise of Recognition Prosperity' Reinforced with Client Testimonials and Business Roadmap*

**Billerica, MA, November 12, 2008** – Orbograph Ltd., today announced the successful completion of its 11<sup>th</sup> Annual Recognition Technology and User's Conference held in St. Petersburg, FL on October 28-30, 2008. Over 50 registrants from business partners, banks, service bureaus, and industry consultants enjoyed the 'Campaign 08' election theme with its "Promise of Recognition Prosperity" message. The conference featured presentations by industry experts, successful case study testimonials from Orbograph clients, check recognition market updates, and Orbograph business plan announcements.

Orbograph defines recognition prosperity as an objective attainable through its innovative new Software as a Service (SaaS) recognition solutions. Unveiled at the conference is the company's new flagship service offering, Automation9, powered by G6 Enterprise Recognition Technology. A recognition service with industry-leading read rates and turn-around times, Automation9 enables end-user clients to save up to 40% in the labor costs of data entry and balancing, while providing Orbograph business partners incremental, recurring revenue flows.

Keynote speaker, Dr. Ken Mayland, President of ClearView Economics, LLC, presented a macroeconomic view of the U.S. economy, providing details of what has caused the credit crunch, implications of the sub-prime mortgage problems, as well as statistics, illustrations, and predictions for key economic indicators. Dr. Mayland also conveyed a message that cost reduction and labor savings initiatives will be valued during this critical time in our economy.

The first client presentation by Marc Keller, Senior Vice President Items Processing Division Manager of Zions Management Service Company (Amegy Bank of Texas Service Provider), highlighted a successful enterprise implementation of Automation 08, Orbograph's current recognition service which delivers 98% automation rates. Orbograph Sereno customer, Chip Kohlweiler, Fraud Countermeasure Manager from SunTrust Bank, presented a positive business case for the image-based fraud detection system. Sereno can improve existing system solutions for transaction-based fraud detection by applying image analysis technologies including check stock validation and automated signature verification at very low suspect rates.

Kade Peterson, Senior Vice President of Sterling Savings Bank, described how his organization migrated to a full front counter teller capture environment. This migration was a compelling initiative that leveraged Orbograph Accura CAR/LAR and IQUA software with projected seven digit operational cost savings. Justin Heitsch, Manager of Distributed Capture Services at Sterling Saving Bank, presented the requirements of implementing such a solution.

"Every client is looking for ways to remove excessive costs from their operation, while our partners are searching for a recurring revenue model and roadmap to support business success in these challenging economic times", stated Barry Cohen, General Manager of Orbograph Ltd. "The 'Promise of Recognition Prosperity' resonated with attendees. The forward-thinking concept and platform of our new Automation9 service, powered by our G6 Enterprise Recognition Technology were very well received."

Orbograph will be hosting a post-conference webcast on November 25th, 2008 at 2pm (ET) for partners and clients who were unable to attend. For more information, please visit [www.orbograph.com](http://www.orbograph.com).

### About Orbograph

Orbograph Ltd. ([www.orbograph.com](http://www.orbograph.com)), a subsidiary of Orbotech (NASDAQ/NM SYMBOL: ORBK), is a leading developer of recognition solutions for the U.S. check processing and business process outsourcing markets. Orbograph's technologies are in use at hundreds of banks, financial institutions and service bureaus across North America, processing millions of documents each day. Through its recognition solutions, fraud detection, business process outsourcing technologies and image quality assurance applications, Orbograph enables customers to reduce costs, improve operational efficiencies and achieve rapid ROI.

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