



Spartanburg, SC, USA and Tel Aviv, Israel - July 19, 2010 – APM Automation Solutions Limited and Venture Measurement, manufacturer of Bindicator® level controls, announced they have entered into an agreement under which Venture Measurement will sell and service APM-branded 3D Level Measurement Solutions in the North American market.

The APM 3DLevelScanner™ provides an innovative measurement method that takes the guesswork out of measuring the level, volume and mass of materials inside a silo or open bin by generating 3D maps of the contents. APM products offer an unrivalled degree of process level measurement and inventory control for a wide range of applications across practically all industries including aggregates and mining, chemicals, plastics, food and beverages, pulp and paper, cement, energy, recycling, waste water, and more. Such accurate material measurement dramatically improves operational efficiency and management capabilities.

“The APM product family is a natural fit with our products, our channel, and our customers,” said Mark Earl, President of Venture Measurement. “We believe Bindicator is uniquely positioned to bring this technology to the North American market.”

APM Founder and CEO Ofir Perl concurred. “APM's superior technology is ideally matched with Venture Measurement's first-rate distribution network and reputation serving the bulk solids markets,” Perl said. “We believe the APM-Bindicator combination will revolutionize the market, changing the name of the game from level to volume measurements. We look forward to a long, mutually rewarding relationship,” Perl concluded.

About Venture Measurement

Venture Measurement, located in Spartanburg, SC, is a wholly owned subsidiary of Danaher Corporation. Venture Measurement's brands include Bindicator, Kistler-Morse, Levelite, Aaliant, and Niagara Meters. Venture Measurement's products are sold around the world.

About APM

Privately held APM Automation Solutions Ltd. is headquartered in Israel, and its products are sold and supported by a network of agents / distributors across Europe, U.S.A, and Asia. The company specializes in developing technologically innovative, effective and economical non-contact level and volume measurement instruments for a range of industrial applications.