

ISRAEL HIGH-TECH & INVESTMENT REPORT

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2013 boom year for high-tech

Not since the heady days of the dot com has the Israeli high-tech scene enjoyed such a prosperous period. The funds raised expanded sharply and the number of company exits over-expanded as well. The number of employees also rose as foreign companies established research and development facilities. Waze management announced, for one example, that it was planning to double its working force this year. Under the circumstances we would expect another prosperous year.

2013 boom year for Israeli high-tech

In the first half of the year, there was a 52% rise in demand for mobile and web developers, and salaries are up as well.

2013 was a positive year for Israeli high-tech and biotech, in almost every respect: total investments rose, salaries rose, and there were some impressive exits. According to human resources and research company Ethosia, the mobile sector is still guiding the industry, and despite some worrisome signs, there is still room for much optimism.

According to the data, in the first half of the year, there was a 52% rise in demand for mobile and web developers. This trend continued for most of the year. Start-ups founded this year succeeded in raising over \$380 million, with Internet companies accounting for 25% of the funds raised. "Web and mobile companies have surpassed the fund raising

levels of communications and semiconductor companies, which had been the dominant leaders until now, by tens of percentage points," said Ethosia CEO Eyal Solomon. According to forecasts, this trend is not expected to change in 2014, or in the following years.

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10 technologies that Are Changing the world

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Israelis account for \$12b of Massachusetts's Gross State Product

LabStyle launches Dario glucometer and App For diabetic

Israel accepted as full member of CER

Three companies make Deloitte European top ten

The women of startup nation

The operating room of the future

Watch: video games as remote physiotherapy

Emerson buys APM Automation Solutions

Facebook buys Israeli company for \$200 million

Shilav sells toy co Tiny Love for \$40-50m

IBM acquires financial fraud protection company

Trusteer to tackle cloud and mobile threats

dollars deeply affected the job market in Israel over the summer of 2013. As indicated by the data gathered by Ethosia's research team at that time, the closing of the deal brought about a 40% rise in demand for mobile developers, and increased the fund raising figures in traditional software companies, which develop products for enterprises, as well. But Waze was not the only Israeli company to have an impressive exit over the past year, in which exits totaled \$4.9 billion. Trusteer, which provides software solutions that help companies defend themselves against financial fraud and security threats, was sold to IBM for \$900 million, and biomed company Prolor was sold for \$480 million. Many other Israeli companies were sold for practically unheard of amounts. "The nature of these deals indicates a certain change in the high-tech sector, overall. These are not attempts to have quick exits and dreams of instant riches anymore, but rather patience, and the gradual ripening of a process over time, and the execution of exits at prices that, until a few years ago, would have sounded fantastical; practically unattainable," says Solomon. "More and more Israeli high-tech companies are looking to grow and get stronger on their own, slowly and diligently, even if it means foregoing or postponing a tempting exit opportunity," he adds.

5-year record

Overall, 2013 was a positive year from the worker's perspective as well. In comparison with 2012, a significant rise in salaries, demand for workers, and the number of employed was recorded. The most noteworthy figure among these was the percentage of new employees in high-tech and biotech - 11% of all workers in the field in 2013, more than double the previous year, in which new jobs accounted for 5% of positions in the field.

In 2013, new recruits were 11% of all workers - the highest for the past 5 years, at least. In an analysis by quarter, it was found that in the

last quarter alone there was a rise of 15% in new workers, relative to the third quarter, and this was in mid-December, before the end of the quarter. "One of the causes for the unprecedented rise is the activity of American companies, which rushed to fill positions for which authorization would expire at the end of the year, and, in so doing, pushed the whole market forward," explains Solomon. The trend was also evident in start-ups in the fourth quarter, and a 20% increase can already be seen relative to the third quarter.

Analysis of the trends that defined 2013 points to two encouraging statistics: the average increase in salary was 4.1% - this rise is a continuation of the steady increase in average salary since 2010; the other is the average time to fill a position, which dropped significantly this year - from 8 weeks to 6.5. This positive figure is actually rooted in the wave of layoffs in the semiconductor and communications industries, which helped to shorten the amount of time it took to fill positions. Most of those who were

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fired in the wave of layoffs, which took place in the third quarter of 2013, have already found new positions.

Analysis of the duration of job searches, broken down by age and seniority, shows that, as expected, younger workers find new work faster than older workers: workers aged 27-30 find new work within 5 weeks, on average, and workers aged 35-38 within 9 weeks, on average. Searches for senior positions take longer than searches for junior position.

How has demand for workers changed since 2012? Analysis by industry makes clear that the demand for workers in the Internet sector grew significantly in relation to the previous year - a rise of 33%. Demand for workers in software rose as well (11%), and more modest rises were recorded in life sciences, medical devices, and pharmaceuticals. Demand for workers dropped in only two sectors: microchips were down 11%, and communications were down 13%.

Analysis of trends in demand and salaries by position reveals that positions for mobile developers stand out, with a sharp rise of 68% in demand for new workers in comparison to 2012. Salaries for mobile programmers rose as well - 8.5% compared with the previous year. A significant rise was also recorded for web developers (33%), and software developers (18%). Homing in on the world of software itself, we see that the positions with the highest demand were in companies that specialize in solutions in the fields of cloud storage and social networks - two of the standout fields of 2013, which are expected to continue to grow next year as well. Smaller increases were recorded in other positions as well, from marketing managers (9%) to project managers (2%). A slight decrease was recorded in demand for employees in human resources positions (-2%), and there was a more significant decline in demand for hardware developers (-13%). Alongside mobile

developers, other positions that have seen rises in salaries include web developers (7.5%), quality assurance professionals (6.5%), and more . Salaries for senior positions rose 3% on average. Salaries held steady for hardware developers and human resources positions. According to the findings, there was no position in which salaries fell.

The communications industry twitches

For the communications sector of high-tech, the news was less cheerful, as it is a sector in which a few big companies were hurt, and were forced to lay off workers. One of these companies is Alvarion Ltd. (Nasdaq: ALVR; TASE: ALVR), which, at its peak, had a market cap of \$3.7 billion, and, at its low (which was recorded not long ago), had a market cap of only \$3.7 million. The company was forced to let more than two thirds of its workforce go. Another company that is in a discouraging situation is Orckit Communications Ltd. (Nasdaq: ORCT; TASE: ORCT), which fired 100 employees at the end of 2012, and, in the summer of 2013, began the process of transferring its license for the development and sale of its products to another company. This process is part of the company's downsizing trend. Another indication of the blow to the telecom sector is the sale of NDS to Cisco. The Israeli branch of NDS is among the most important to the company, and employs 1,200 workers. The acquisition process raised fears that many workers would be laid off, but Cisco has announced that this will not happen.

"According to all signs, the growth of the industry in 2013, which was manifest in almost every sector, is expected to continue in 2014," says Solomon, "and this is not only because of the impressive strength of the local market and the keen interest on the part of many investors, in Israel and abroad, in local companies, but also because of the important recovery in the US market." This slow but steady recovery is

helping the big companies, like Apple, Broadcom, Cisco, IBM, and EMC, make strategic decisions, and is allowing them to carry out big acquisitions in Israel, which translate into hundreds of new workers in their ranks.

10 technologies that Are Changing the world
Israel has been coined the “Startup Nation”; the country with the highest concentration of startups in the world. Over the past 63 years, thousands of Israeli startups have given rise to innovations in fields as diverse as irrigation; GPS navigation; and cherry tomatoes.

But which are the Israeli startups that are truly changing the world?

We’ve picked 10 startups that we believe have impacted the world for the better or are in the process of changing lives forever.

Stratasys

Stratasys the 3D-printed car

One technology that is gradually being integrated into an increasing number of fields is 3D printing, and no company has more 3D printing technology in its arsenal than Israeli-American giant Stratasys. Bringing printing to a new level, Stratasys is bridging today’s most innovative ideas with reality. The company’s printers (and scanners) can be used in various fields, ranging from 3D-printed cars to clothes and medical devices. Already, Japanese fashion designer Yuima Nakazoto used Stratasys’ 3D printer for his latest collection, printing futuristic sportswear. Perhaps more importantly, 3D printing can be used in medicine for its geometric capabilities linked with patient care and advanced experimental work. In all fields, Stratasys seems to be adding another dimension of possibilities. Predicting the future

A graduate of the Technion, 27-year-old Dr. Kira Radinsky has developed software that can predict pandemics and genocides several months in advance. By scanning 500-years-worth of

literature, including all the materials published in the New York Times from 1880 onwards, she was able to find strong correlations between various historical events. Among her other findings, Radinsky also discovered that the combination of droughts and storms is a good indicator to a potential Cholera outbreak. Already, her software predicted the Cholera pandemic in Cuba last year, several months before it actually happened. Radinsky started university at 15, earned her PhD at 26 and founded two startups on the side. She even landed a spot in this year’s MIT list of Top 35 Innovators Under 35, alongside the likes of Google’s Larry Page and Sergey Brin and Facebook’s Mark Zuckerberg.

“Disk-On-Key” (USB flash drive)

Yes, that USB memory stick you just saved your assignment on hails from the Holy Land. This world-famous portable storage device was first made by M-System’s, the company of now legendary Israeli entrepreneur Dov Moran as an upgraded version of disk and diskette technology. Moran went on to sell it to SanDisk for a cool \$1.6 billion. This miniature life-saver, rescuing us from panic on many occasions, uses flash memory and USB interface for connection to personal computers. Not only can it fit our pockets, but the USB flash drive can store up to 11,830 times more data than the floppy disk (remember that?). This invention made our computer files infinitely more portable and secure. Yay for USB!

ReWalk

The ReWalk aims to give those with lower limb disabilities, such as paraplegia, an experience that resembles walking. ReWalk consists of an exoskeleton suit, developed by a graduate of the Technion, Israel’s Institute of Technology, which uses patented technology with motorized legs to power knee and hip movement. Battery-powered to allow all-day use, ReWalk is controlled by on-board computers and motion sensors, restoring self-initiated walking and

stepping without the need of tethers or switches. ReWalk controls movement using subtle changes in center of gravity, mimics natural gait and provides functional walking speed. The system senses a forward tilt of the upper body, which triggers the first step. Repeated body shifting generates a sequence of steps, which allows natural and efficient walking. The ReWalk also sits, stands, turns and can even climb and descend stairs. ReWalk does more than make people walk – it gives hope. “It is an amazing feeling to be walking again,” said Dan Webb, a client from the US, who is paralyzed. “Doing the ReWalk, it’s cutting edge, it’s very exciting for me that I’m part of something that might be the future.” Dan was paralyzed after a spinal cord injury and is now on his feet again.

Storing electricity in the air

Phinergy has created an aluminum-air battery designed for electric vehicles, which allows a significant increase in travel range (three times that of a regular electric vehicle). With this more eco-friendly and efficient battery, Phinergy’s technology could allow for a dramatic reduction in global oil consumption and greenhouse gas emissions. The system is based on metal air technology, including aluminum air and zinc air. A metal-air battery contains an air-electrode that breathes oxygen from the surrounding air, instead of the conventional cathode. This means that the battery consumes only the required oxygen from the air, rather than having heavy materials that bound oxygen inside it. Metal-air batteries therefore have a huge potential for delivering high capacity with low weight. Some other advantages of the technology are zero CO₂ emissions, full recyclability, safety and low cost. The company has currently developed metal-air batteries that are customizable and can provide energy solutions for a wide range of applications, such as cars, boats, portable electronic devices and smart grid storage. Imagine a world with zero CO₂ emissions and multiplied efficiency.

Drought-resistant “superplant”

Israeli researchers at the Technion in Haifa have engineered drought-resistant plants that could be game-changers in the current global food crisis. Currently, 40 countries worldwide are suffering from food shortage and 870 million people, or one in eight, are chronically undernourished. Many of these countries’ food shortages are linked with drought. It appears as though the time is right for a change of strategy. The engineered plants require less water, yield bigger harvests and stay fresh for longer. They can go on for a month without water and only need 30 percent of the amount of liquid that normal plants do, so are therefore able to survive droughts. Could this be a big step in the direction of a hungry-free world?

Car-to-car communication

Do talking cars seem like a thing of the future? Well, the era where cars communicate with each other in order to enhance driving safety is here. Autotalks, founded by Nir Sasson and Onn Haran, has developed a smart chipset that enables cars and traffic infrastructure to literally “speak” via electronic messages. This technology should be able to predict the chances of road accidents and traffic jams, with vehicle-to-vehicle alerts being sent in real time to notify incoming drivers to slow down or to stop the driver entering the junction. The system is set to be in use by 2015.

The everlasting solar battery

A battery with infinite power...yes, we’ve got it. Haifa-based company Sol Chip has developed the world’s first solar battery that is able to recharge itself to power wireless sensors and mobile electronic devices. Through a cross pollination of solar-cell and microchip technologies, the company now offers the missing technology that will improve batteries’ life or in many cases completely eliminate the need to recharge or replace the power source.

Although currently limited to an output of 8.4 volts of power, the solar battery can provide power to a vast array of outdoor devices. Right now, the company is working on integrating their technology into the fields of agriculture, farming, weather testing and security-related applications.

Robot snake

Rescuing victims of natural disasters is a lot easier than before with the Robot Snake. This robot is designed to enter spaces in collapsed buildings and assist in location and rescue operations. Developed in association with the Technion, the machine is unique in its manner of crawling and is very flexible thanks to its large number of segments. Each joint is equipped with a motor, a computer, sensors, wireless communications and batteries. The head carries a camera. Thanks to its flexible structure, the robot can crawl through wreckage without further damaging the collapsed structure and provide vital information about inaccessible locations.

Hacking the human brain

EIMindA has developed Brain Network Activation technology (BNA) in association with Bar Ilan University. Basically, this technology is a major step towards “hacking” the human brain, and gaining control over specific brain functionalities, such as rehabilitation from injuries, reactions to treatment, psychiatric and neurological problems and pain. The company has made significant progress in drug research, utilizing the BNA technology in detecting and quantifying drug-induced neural response and changes in brain network activity. They’ve also used the technology to reveal differences between the effects of a drug and a placebo. All in all, EIMindA has opened our eyes to a never-before-seen dimension of our brains.

To revolutionize personal medicine

American philanthropists Nancy and Stephan Grand have given the Weizmann Institute \$50 million gift, to go towards the National Center for Personalized Medicine. The donation will enable the center to be at the forefront of the future of medicine.

Israeli Startup develops wireless Mobile chargers using Infrared Light

While the technology of smartphones keeps becoming more advanced, charging technology is still lagging behind. Israeli startup Wi-Charge has created the technology to charge phones and other devices without a charger, using focused infra-red light.

LabStyle launches Dario glucometer and App For diabetic

Israeli company LabStyle Innovations, which developed Dario, a cloud-based mobile medical platform for monitoring blood sugar levels, has announced the launch of its app. The app synchs up with glucometers and enables data to be easily transferred to the user’s iOS device. The app was launched in the UK, Australia and New Zealand.

Israel accepted as full member of CERN

Following the bill passed by the Israeli government, the European Organization for Nuclear Research (CERN) has voted to accept Israel as a full-fledged member of the organization. Israel is the 21st official member and is the first hail from outside Europe.

Israeli medical device company, Caesarea Medical Electronics (CME), which develops infusion pump systems, will receive \$100 million in an acquisition deal with healthcare technology developer CareFusion. As part of the deal, CareFusion will acquire 40 percent of CME.

Beit Issie Shapiro to host accelerator for startups helping the disabled

A new accelerator has opened its gates, spe-

cifically to companies that develop technology to improve the lives of disabled people. The new program, A3i (Accelerating inclusion in Israel), will operate out of Beit Issie Shapiro in Ra'anana, which partnered with the program, and is expected to host 15 companies. The organization behind the project is Presentense, a global organization that promotes entrepreneurship and has already established 16 accelerators worldwide.

Imagine Communications acquired by Harris Broadcast

US-based broadcasting equipment and service provider Harris Broadcast has announced that it has Israeli company Celeno, which provides high performance Wi-Fi chips and software for HD multimedia and entertainment home networking applications, has announced that it has been named a Red Herring Top 100 Global Winner for 2013. The annual award recognizes the leading private companies from North America, Europe, and Asia today, celebrating these startups' innovations and technologies across their respective industries.

Israel Corporation to build \$1b. power plant In Peru

The Israel Corporation has won a tender to build and operate a 590-megawatt power plant in Peru. The project, estimated at \$1 billion, will be carried out by IC Power, the corporation's electricity arm.

Apple confirms \$350m acquisition of Prime Sense myheritage

After 18 months of talks, and despite official denials by PrimeSense Ltd., Apple Inc. (Nasdaq: AAPL) confirmed that it will acquire the Israeli gesture recognition company for \$350 million. "Apple buys smaller technology companies from time to time, and we generally do not discuss our purpose or plans," said Apple.

PrimeSense, founded in 2005 by president Aviad Maizels, CTO Alexander Shpunt, Dima Rais, Ophir Sharon, and Tamir Berliner, is run by CEO Inon Beracha. The start-up's five founders are expected to rake in \$50-85 million from the acquisition.

PrimeSense initially showed great promise, mainly because of its close relations with Microsoft Corporation (Nasdaq: MSFT). The software giant embedded PrimeSense's technology, which comprises both hardware and software, in the Kinect system used in Xbox 360 game consoles. PrimeSense earned big money, not just financially, from its successful relationship with Microsoft, reportedly amounting to almost \$200 million from Xbox 360 sales.

PrimeSense is Apple's second acquisition in Israel; in December 2011, it acquired Anobit for \$400 million.

Apple will embed PrimeSense's technology in the smart TV, which is scheduled for launch in 2015. Apple may take the technology one step further, and offer it in the company's other products.

Harris

PrimeSense's contribution to Apple will apparently not be limited to smart TVs. PrimeSense allows users to purchase, via tablets, clothing and footwear by scanning their bodies. There is a good chance that Apple will install this technology in iPads.

MediWound planning \$100m Wall Street IPO

The chronic wounds and burns treatment company is planning to hold the offering at a company value of \$450-500 million.

MediWound Ltd., which develops treatments for chronic wounds and burns is in talks with underwriters for a Wall Street IPO in the second quarter of 2014. The company plans to raise \$100 million at a company value of \$450-500 million.

Clal Biotechnology Industries Ltd. (TASE: CBI) owns 63% of MediWound. The company's NexoBrid gel for the removal of burn wound eschar has successfully completed clinical development and is approved and ready to launch in Europe.

Three companies make Deloitte European top ten

Deloitte's ranks myThings, Trusteer and MyHeritage among the ten European technology companies with the highest rates of growth. myThings, which specializes in targeted advertising (specifically retargeting) was ranked second; Trusteer, which was bought by IBM in August for \$630 million, was ranked fifth; and MyHeritage, which specializes in family trees and genealogical research, was ranked tenth.

myThings posted growth of 23,205% in sales over the past five years, and only last October it placed first for the second successive year in the Deloitte Brightman Almagor Zohar Technology Fast50 competition, which took place in Israel.

Trusteer, which provides services to protect companies from financial fraud and business information theft, using technology that identifies and blocks threats that target computers and mobile devices, showed growth of 11,240% over the past five years. MyHeritage reported growth of 9,041%.

An analysis of the ranking results by field show an impressive achievement by Israeli company EndyMed, which placed first among biotech companies, and 25th in the collective rankings, with growth of 4,217%. EndyMed develops, manufactures and markets medical-cosmetic devices based on radio-wave energy technology (RF).

"The rise in growth rates of Israeli companies this year compared with last year caused their

rankings to improve," says Deloitte Brightman Almagor Zohar chairman and CEO Ilan Birnfeld, "The presence of Israeli companies in the international rankings, and particularly in the top ten, is a sign of the Israeli high-tech industry's strength, and the centrality that it is gaining in the world."

This is the 13th year of the Technology Fast500 program, which ranks the public and private technology companies with the highest rates of growth in the fields of communication, media, life sciences, and cleantech from 24 countries in the EMEA (Europe, Middle East and Africa) region, based on their growth figures from the past five years.

This year, the 500 companies that were ranked grew by 1,403% on average, a slight decrease from 2012, when the average growth was 1,549%. This year, more than 1,000 applications were received from companies wishing to be included in the program.

French company YMagis, which specializes in solutions digital cinema, was ranked in first place. Adyen came in third, Beepsend came in fourth, and Infectious Media came in sixth, followed by Talentsoft, 1001 Teknoloji, and Vector.

The women of startup nation
Kira Radinsky, co-founder and chief technology officer of Israeli startup SalesPredict, is something of an anomaly among the leaders of Israel's proud "Startup Nation." And not just because she was a child prodigy who started her computer science career at the Technion - Israel Institute of Technology at age 15. Rather, it's that she's a woman.

At 26, the dark and stunning Russian-Israeli entrepreneur has locked down a doctorate in computer science from Technion, built an award-winning data-mining system for Microsoft Research and started her own company, a cloud-based application that helps other com-

panies predict customer behavior. In August, the MIT Technology Review took notice, recognizing Radinsky as the youngest of 10 women in its annual crop of “35 Innovators Under 35.”

“Here in Israel, no one really talks about” the absence of women in high tech, said Ranit Fink, vice president of business development for hot Israeli startup Cellrox — another rare female success story in the startup nation. “It’s just not on the agenda.”

According to Israel’s Central Bureau of Statistics, women make up about 35 percent of the nation’s high-tech workforce, a statistic that hasn’t budged for the last decade. (It also doesn’t illustrate how many of these women are filling low-level and nontechnical positions within the high-tech sector.) And although Israel’s Ministry of Industry, Trade and Labor could not provide more specific data on the male-to-female ratio within the nation’s high-tech startups various company heads and investors in Israel agreed that they very rarely see a female face within the upper ranks of the Israeli tech world.

A review of the management teams for “20 Israeli startups to look out for” — shows that a mere 8 percent of team members are female. A representative for the Israeli venture capital firm The Trendlines Group said that of its 60 current portfolio companies, only about three are run by women. And over the last five years as a senior associate at Israeli venture capital firm JVP, Evelyn Rubin, now a vice president at crowd-funding venture OurCrowd, said that she “could probably count on one hand” the total number of women who have passed through the JVP offices.

“I remember this crazy sense of having seen almost zero female entrepreneurs,” Rubin said. “Of course you’re not going to see 50/50, but you would expect to see at least 15 percent.”

At OurCrowd, too, Rubin guessed that in the last six months, the deal flow team has encountered only about seven female entrepreneurs, out of the 80 to 100 startups it sees per month. (OurCrowd, though it boasts three women on its management team, has yet to fund a female-run startup.)

Some encouraging steps for women in Israeli high tech have made the news in recent months. Thousands of female haredi Jews, for example, are being employed as coders and software testers across Israel, and are — as touted in a Haaretz headline — “closing the high-tech gender gap in Israel.”

“The haredi education system is geared toward encouraging women to pursue lucrative careers,” said Rubin, who works with women in the ultra-Orthodox community. (However, she added that “it’s a bit of a different model. These are mostly software development businesses, not your typical high-risk companies like Waze,” the navigation app company recently purchased by Google.

In addition, more life-science-oriented branches of the tech industry in Israel, such as biotechnology and medical technology, are actually dominated by women: According to the online study, a full 65 percent of Israel’s biotech workers are female.

“When I first took a position in med-tech, women felt more comfortable to come and to try, because it was dominated by females,” said Nitza Kardish, who now runs Israeli startup incubator Mofet Venture Accelerator. “It created this ecosystem where we were comfortable.”

But Israel’s most prized economy — its buzzing collection of 1,000 or more trendy tech companies, all built from scratch — is overwhelmingly male.

Experts have presented a few different theories as to why women like Radinsky and Fink are so rare.

Rubin of OurCrowd said that, in her experience, “It’s not a question of the actual time commitment, just an element of an appetite for risk. An ability to say, ‘I want to take \$10 million to fund this business’ ” — not knowing if it will necessarily succeed.

Another theory is that from a young age, girls don’t see computer science and technology as subjects in which they are most likely to succeed — partly because of the low visibility of female role models in the field.

For men, Rubin said, “They see that a guy named Gil who lives around the corner was able to do it, so why can’t they do it? There are women who have built successful companies, but they’re not at the forefront.”

Radinsky, the CTO of SalesPredict, said she has observed other women shy away from the field because they are worried that they aren’t “technical” enough or as obsessed with gadgets as their male peers. She credited her own high-tech confidence with her upbringing in a Russian family that held more communist values of gender equality, wrote simple computer programs with her as a kid and valued computer science above other subjects. Radinsky said she never saw herself as less cut out for the field than any man.

“Until I went to the army, I never knew I was a minority in anything,” she said.

According to statistics provided to the Journal by the IDF, as of last year, only 16.8 percent of soldiers serving in technological positions in the IDF were women. And that’s a huge step up from a decade before, when the IDF reported that “the percentage of woman serving in these

positions had reached 7 percent at most.”

So what does high tech stand to gain from a larger pool of female leaders?

A Dow Jones report in 2012 surveying 20,000 startups across the United States, showed that “companies have a greater chance of either going public, operating profitably or being sold for more money than they’ve raised when they have females acting as founders, board members, C-level officers, vice presidents and/or directors.”

Mitchell cited the study, saying that in order to move forward, both men and women in high tech “need to acknowledge this data and create solutions themselves by changing the networks” of entrepreneurs and investors.

Orna Berry, famed Israeli venture capitalist and one of the original female entrepreneurs of startup nation, likewise warned that in order to remain competitive in the global market, the Israeli high-tech economy needs to see greater participation from a workforce made up of varying genders, age groups and backgrounds.

the scale-out element,” she said. “This is not just a matter of social justice.”

Ever wondered where the most successful tech CEOs get their degrees? Bloomberg Rankings has the answer.

After analyzing the alma maters of 250 CEOs of U.S. tech companies with a market value of more than \$1 billion, Bloomberg found the Technion-Israel Institute of Technology tied for seventh with MIT, Rice University and the University of Texas, Austin.

The operating room of the future InSightec, which is headquartered in Tirat Carmel near Haifa and draws 80 percent of its staff from Technion graduates, has developed

a surgical system to treat tumors inside the body that perhaps can cure many different illnesses electronically without having to cut open the human body. This Israeli innovation has the potential to transform how medicine will be practiced internationally, enabling many patients to recover from various illnesses much quicker than they presently are able to do utilizing traditional surgery. Indeed, it can perhaps replace the hospitalizations that follow surgery with out-patient care.

Additional benefits of this new Israeli medical technology include treatment for various serious illnesses with minimal trauma and discomfort, as well as preventing patients from having to live with scars caused by surgery for the rest of their lives. In sum, it enables many patients to get their lives back much quicker than they would have been able to do in the past utilizing other treatments. So far, this treatment has been approved to treat uterine fibroids in the US, Europe, Israel, and Asia, yet it has potential for many other illnesses as well. InSightec believes that they will succeed to develop the operating room of the future.

Watch: video games as remote physiotherapy
This is much better than a physiotherapist, explains Evelyn. Here I have to use both hands which I don't do in a live session.

Five years ago, Evelyn Giron suffered a stroke. After extensive physical therapy, she did not regain full use of her left hand. Her eligibility for physiotherapy in the HMO ran out. She then entered an experimental therapy group online. "For this game, I have to grasp things and put them on the skewer," she explains. This way, Evelyn can exercise alone at home. This system uses the Kinect camera and works through the console of Xbox. Together, it becomes a virtual method of physical therapy. The system senses her movements and gives her feedback. "This is much better than a physiotherapist, explains Evelyn. "Here I have to use both hands which I don't do in a live session."

On the other side of the screen is an actual physiotherapist supervising and giving the feedback. Roni Deutsh, a physiotherapist from Tel Hashomer hospital, responds, "With this program, we can reach people that have no access to rehabilitation centers. I can watch Evelyn as well as other patients simultaneously. It gives them a lot of motivation to make progress." At present, this remote program is offered by Tel Hashomer to 40 patients. The hope is that it will be utilized by all hospitals to offer physiotherapy to those who are in need of a long rehabilitation.

"We are an example of the success of the Chief Scientist's program. The state deserves to be congratulated." All APM's production takes place in Israel, at RH Electronics in Nazareth, and the plan is to continue that under Emerson's ownership.

Emerson buys APM Automation Solutions

This is giant US company Emerson's first acquisition in Israel, and it plans to set up a development center here.

Israeli start-up APM Automation Solutions, founded in 2006 by Ofir Perl and Yossi Zlotnick, has been acquired by giant US company Emerson. \$10 million have been invested in APM to date. The acquisition is at a valuation of tens of millions of dollars, giving a high return for the company's backers, who are private investors, among them Igal Ahouvi.

APM, based in Ranat Hahayal, has developed solids volume and level measurement instrumentation, which will become part of the Emerson Process Management business. APM's acoustic imaging and 3D mapping technologies measure the level, volume and mass of bulk solids and powders stored inside a silo or open bin.

Emerson Process Management will expand its capabilities in solids measurement applications

by adding these APM Automation Solutions technologies to its Rosemount portfolio of measurement technologies.

“The APM acquisition is an exciting step as we move further into the solids measurement market,” said Tom Moser, group vice president of Emerson Process Management’s measurement and analytical businesses. “Our customers want to be able to go to a single source for liquids, gases and solids measurement instrumentation now we can better deliver on that request. The addition of APM’s leading technology will enable Emerson to provide customers with a broad range of solids volume measurement options, from small bins up to very large bins.

Facebook buys Israeli company for \$200 million

The scenario has become very familiar on the Israeli High tech scene. A huge company buys an Israeli startup and the employees are not allowed to say anything. This was the case 6 months ago with Waze and now with Onavo. Onavo, formed three years ago employs 40 workers today. In a relatively short time, the company succeeded in fulfilling the Israeli dream of the exit. It is estimated that Facebook paid anywhere from 50 – 200 million dollars which makes it the most expensive Israeli acquisition by Facebook.

It is readily evident from the photos on Onavo’s site that the workers are extremely happy with this deal. Onavo has two products used by Facebook. The first is a method of saving on surfing the net on smartphones. The second collects data about the frequency in using apps on the phone. This is a goldmine for Facebook.. Mark Zuckerberg recently expressed his desire to bring internet to the developing world. Onavo’s product will help him reach his vision. In addition, Onavo will reveal a great deal about

user’s habits on Facebook. The company joins two other Israeli startups that were acquired by Facebook in the last year, Snaptu for \$70 million and facecom for \$100 million. Only this time, Facebook does not plan to close the company and transfer the workers abroad, but rather intends to use the company as a base in Israel for R&D. This may be a chance for more Israeli workers to join the largest company in social media.

Shilav sells toy co Tiny Love for \$40-50m

Tiny Love was the largest source of profit for the Shilav baby products and accessories retail chain.

Baby products and accessories retail chain Shilav has sold toy manufacturing company Tiny Love for \$40-50 million to a US toy firm. Tiny Love was considered the main and largest source of profit for the Shilav chain, which is owned by Shoshi and Itzik Oren, and it recorded especially high profits over the past year. Tiny Love’s products are not manufactured in Israel but in China.

The Orens set up the Shilav chain in 1974 to provide all birth, baby and toddler products under one roof. It is the largest and leading such chain in Israel today with 50 stores throughout the country. In 2010, the Orens tried to sell the chain for NIS 175 million but there were no takers.

Warren Buffett donates \$10m to Rambam Hospital

The contribution was announced by his close friend Eitan Wertheimer at an event to celebrate 75 years since the hospital’s establishment.

US billionaire Warren Buffet has donated \$10 million to Rambam Hospital in Haifa. The contribution was announced by his close friend Eitan Wertheimer at an event to celebrate 75 years since the hospital’s establishment.

Wertheimer has been a close friend of Buffett since the sale of the family's precision tool developer and manufacturer Iscar Ltd. to the American's company Berkshire Hathaway. In May 2006, Berkshire Hathaway bought 80% of Iscar for \$4 billion, and in May this year it exercised an option to buy the remaining 20% for \$2.05 billion.

IBM acquires financial fraud protection company Trusteer to tackle cloud and mobile threats
Global information technology (IT) company IBM has acquired financial fraud protection software provider Trusteer to offer its clients new additional layers of cyber security against sophisticated attackers in cloud computing, mobile and application environments. Financial terms were not disclosed.

Trusteer provides endpoint cybercrime prevention solutions that help protect organizations against financial losses and data breaches. Seven of the top 10 U.S. banks and nine of the top 10 U.K. banks use Trusteer's solutions to help secure customer accounts against financial fraud and cyber attacks.

As part of this announcement, IBM is forming a cybersecurity software lab in Israel that will bring together more than 200 Trusteer and IBM researchers and developers to focus on mobile and application security, advanced threat, malware, counter-fraud, and financial crimes. This lab is an addition to IBM's existing research and development facilities in Israel.

"The way organizations protect data is quickly evolving," said Mickey Boodaei, CEO, Trusteer. "As attacks become more sophisticated, traditional approaches to securing enterprise and mobile data are no longer valid. Trusteer has helped hundreds of large banks and orga-

nizations around the world defeat thousands of sophisticated attacks using innovative solutions that combine intelligence, cloud, mobile, and desktop technologies."

Trusteer was founded in 2006 by Boodaei, Rakesh Loonkar, Amit Klein, Shmulik Regev, and Eldan Ben-Haim and is backed by U.S. Venture Partners (USVP) and Shlomo Kramer. The company offices are located in Boston and Tel Aviv, Israel.

BlogAds – Drip Irrigation Management Platform
I Remote Water Meter Reading I Airport Safety Training

AOL acquires video advertising platform provider Adap.tv for \$405 million

American digital content company AOL has acquired video advertising platform provider Adap.tv for \$405 million in cash (\$322 million) and stock (\$83 million in AOL shares).

AOL, Adap.tv, Amir Ashkenazi, Teg Grenager eBay, Bessemer Venture Partners, Gemini Israel Funds, Redpoint Ventures, Spark Capital, Adap.tv is an online video advertising company whose advertising technology platform provides advertisers and publishers the ability to buy and sell video advertising inventory across desktop, mobile, and connected TV platforms.

The acquisition is expected to enhance AOL offerings to publishers and advertisers. In 2012, Adap.tv supported more than 26,000 global ad campaigns, which ran on approximately 9,500 Web sites and was used by many top brand advertisers.

"At Adap.tv, we are focused on building the most important business within the most important category in digital advertising," said Amir Ash-

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kenazi, CEO, Adap.tv. "We believe that most TV advertising will soon be traded programmatically on platforms like ours. The combination of AOL and Adap.tv accelerates our vision of efficient and effective TV and video advertising."

Adap.tv will operate independently as part of AOL's video organization which is led by Ran Harnevo, SVP, Video, and be included as part of the overall solution offered by AOL Networks to its publisher and advertiser partners.

Adap.tv was founded in 2007 by Ashkenazi and Teg Grenager.

Company's chief product officer. Prior to founding Adap.tv, Ashkenazi was a founder and the CTO of Shopping.com, an ecommerce service, which was acquired by eBay in 2005. Before founding Adap.tv, Grenager studied natural language processing and computational linguistics at Stanford University, where he is a PhD candidate in computer science.

Adap.tv is a privately held company backed by Bessemer Venture Partners, Gemini Israel Funds, Redpoint Ventures and Spark Capital. Headquartered in San Mateo, California, Adap.tv has U.S. offices in Chicago, Los Angeles and New York, and international offices in Australia, India and London.

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