



HAREL - HERTZ
Investment House Ltd.



Word of Trust

Israel Insight Yearly Report 2013

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January

Sales of F-35 fighters to Israel could violate Japan's export ban

Potential **U.S. sales of F-35** stealth fighter jets, which include Japanese-made parts, to Israel could send Japan into turbulence because of the nation's ban on weapons exports to designated countries.

Lockheed Martin Corp. of the United States is developing the radar-evading aircraft. Japan has allocated 29.9 billion yen (\$330 million) to acquire two F-35s--the first to be manufactured with the participation of Japanese companies--in the draft fiscal 2013 budget adopted on Jan. 29.

Defense Minister Itsunori Onodera admitted at a news conference the same day that F-35s that use Japanese parts may be exported to Israel.

The sale would conflict with the government's three principles on arms exports, which ban exports to communist countries, countries subject to arms export embargoes under U.N. Security Council resolutions and countries involved in or likely to be involved in international conflicts.

Chief Cabinet Secretary Yoshihide Suga said maintaining consistency with the ban is "under discussion within the government."

The Cabinet of Prime Minister Shinzo Abe will consider granting an exemption, but allowing such exceptions could undermine the three principles and render them meaningless.

In 2011, the previous Democratic Party of Japan government relaxed the three principles and exempted exports of weapons that are jointly developed with foreign countries and contribute to national security.

But the relaxation was based on the assumption that countries participating in weapons development will maintain strict controls when selling to other countries.

The government's position is that the principles "are based on the peace-loving nation's idea that exacerbation of international conflicts should be avoided."

Israel is embroiled in ongoing military and political tensions with surrounding nations in the Middle East, and its acquisition of the sophisticated F-35s, which feature some of the

most advanced capabilities in a military fighter aircraft in the world, could lead to fomenting hostilities.

Until the principles were relaxed in 2011, the government had allowed an exemption on a case-by-case basis, and the chief Cabinet secretary had announced the decision each time.

In relaxing the principles in 2011, however, general standards to admit exemptions were introduced, and that has made it ambiguous as to how the government should consider waiving the prohibition, or if it needs to, as well as how it should announce such a decision.

January 30, 2013, THE ASAHI SHIMBUN

Japanese director spearheads Israel-Palestine anti-war play



World renowned **Japanese director Yukiyo Ninagawa** leads a cast of Arabs, Jewish and Japanese actors in the theater production ***Trojan Women***, a play written by Euripides based on a series of Greek myths and his reaction to the acts of slaughter and abuse of prisoners in ancient Greece. Set on the Tel Aviv stage, this cosmopolitan production of an anti-war story is told in Arabic, Hebrew and Japanese.

Ninagawa says that this production is a direct result of watching the news, specifically as regards the seemingly never-ending dispute between Israel and Palestine. “It is a sad fact that this is a Greek play from before the time of Christ, and today nothing is different,” he said. Adding that we all have to do our part to understand the situation, as well as to try to make others understand. This is why despite the difficulty of staging a play in three languages; he has made such an effort.

Tel Aviv theater's artistic director Omri Nitzan was hopeful that with same lines spoken three times in different languages, the audience will have a recollection of them and take them into heart because of the tediousness of listening to them. "The same words, the same feelings in a different language. The message was 'listen, absolutely everything is alike. That is the irony."

January 11, 2013 / via business week

Panaya, Leader in ERP Upgrades, On Course to Make Oracle Upgrades in Japan Easier

Harnessing Panaya's Software, SCSK Unveils AMO Smart Solution for Oracle Upgrade and Maintenance in Japan

Menlo Park, California, ERP Upgrades and Test Automation SaaS provider, Panaya, is pleased to announce that in partnership with SCSK, a new service promises to ensure efficiency and efficacy in Oracle upgrades to SCSK's client base. The "Smart AMO" service offered by SCSK and powered by Panaya is a focus on value to their joint customer base.

A testament to SCSK's continued thought-leadership and expertise for over a few decades in the field, SCSK's new "Smart AMO" powered by Panaya promises to cut up to 50% of the cost of upgrade and maintenance activities.

Mr. Hideki Tazai, Senior executive officer at SCSK has commented that, SCSK is leveraging Panaya EBS solution as part of its "AMO smart solution for Oracle EBS". This newly announced service offers smooth upgrade to the latest version of Oracle EBS as well as a significant reduction of maintenance operating cost. "Panaya's unique technology combined with SCSK's know-how and rich experience in Oracle EBS installations will surely contribute to reducing our customer's TCO, and increase ROI on their IT investments" says Tazai-san. "With those enhanced capabilities, SCSK targets also further growth as a global IT service company supporting its customers around the world, including Sumitomo Corporation".

Since entering the Japanese market over 2 years ago, Panaya created momentum serving more than 70 customers in the SAP space. This partnership, focusing on the



Oracle EBS space marks continued success and strong acceptance of Panaya solution in Japan.

"We are very pleased with SCSK offering Panaya as part of its Oracle EBS projects," said Mr. Amnon Drori, Panaya's Vice President of Worldwide Sales. "SCSK is an important player in the Oracle market, and we are proud of our unique relationship. We are looking forward to working together with SCSK both in Japan, where we see growing demand for our solutions, as well as in other global locations where SCSK has a presence."

Panaya's cloud-based technology enables access to Panaya's collected analytics and uses this data to optimize upgrade cost and effort. The cloud-based information can also help analyze the system's environment and prioritize the customized needs of the system.

Founded in 2006, Panaya is becoming increasingly recognized as the leading provider of automation tools which help SAP and Oracle customers save as much as 50% of their enterprise software upgrades and maintenance costs. SCSK is a leading Japanese system integration provider focused on distribution, manufacturing, financial and ERP solutions.

About SCSK

Headquartered in Tokyo, Japan, **SCSK Corporation** is a global IT service company that supplies the whole range of IT solutions to its clientele. SCSK has the knowhow, experience and tools to immediately and flexibly address its customers' business issues. SCSK was established in October 2011 as a merge between two leading Japanese System Integrators - Sumisho Computer Systems (SCS) and CSK Corporation.

About Panaya

Panaya's software-as-a-service helps companies that use SAP or Oracle reduce 70% of their upgrade and testing risk and effort. Utilizing a cloudbased supercomputer, Panaya simulates the upcoming upgrade, automatically pinpointing which custom programs will break as a result of the upgrade and automatically fixing most of these problems. Panaya's testing solutions dramatically expedite ERP testing and eliminate the need for manual test script maintenance. Seamlessly capturing business knowledge in the background, as users work with the ERP applications, Panaya automatically generates plain-English test scripts that are rapidly executed and continually self-adjust based on test results.

June 27, 2012

Israel's Funkkit is Taking Asia by Storm

Stickers4Sneakers allows users to customize their shoes, keeping them cool forever

Fashion buffs will tell you that most shoes have a shelf life of about a year. After that, they go out of style and might as well go into the bin. Do your wallets object? So does Funkkit, an Israeli startup that has come up with customizable and removable stickers that allow you to change the design of your shoes – so that their fashion credit never expires!

The customizable “**FunkKit skins**” or “**Stickers4Sneakers**” are in a custom-made durable material and can be changed every day. “Nike and Adidas let you customize your designs online, but the designs you order are permanent,” CEO Moran Nir tells NoCamels. Users need to trace and then cut the sticker to fit the area of the shoe to be customized. Finally, they apply it to the shoe

Nir says that the major innovation is in the material used: “You need domain expertise. At the first stage we had to research, examine, and combine material products with adhesives,” says Nir, who had previously worked at other Israeli startups after her army stint, but had no background in materials engineering. She had to learn about the technical aspects on the fly. The true technical challenge was in creating the “combination of a strong adhesive that stays on the shoe but at the same time comes off without ruining the shoe.”

The stickers are designed by designers worldwide and anyone familiar with Adobe Illustrator software can submit their own artwork. Each accepted design is uploaded to the Stickers for Sneakers online gallery, with the designer’s bio, contact details and design inspiration. The public can then share or buy the designs online, and Funkkit produces them.

The development of **Funkkit** was facilitated by the Zell Entrepreneurship Program at the IDC University in Herzliya, Israel. According to Nir, the market research, prototype, product development and business plan for the stickers started during the program, where she also received valuable mentorship. She had received a scholarship to study computer science at IDC. A few months after graduation, she raised money and started operations in large scale.

First Japan – then the world!

“T-shirts, there are a lot of people doing them, but stickers for sneakers, there is no one,” Nir tells NoCamels. In contrast to most start-ups which begin in their home market, Funkkit has plunged into the world market from the beginning.

“Japanese fashion style has evolved to be creative and influential, and fascinates many all over the world. Today, Japan is not only a leader in technology but also a leader in some of the most innovative fashion trends and cutting edge styles,” explains Nir. Interest from other Asian countries such as Taiwan, Korea and Malaysia was aroused after penetrating the Japanese market.

Funkkit boasts more sales in these Asian countries than in Israel. However, manufacturing remains firmly in Israel as the product material, printing and technology used is the adhesive’s “secret sauce”. Besides being on the online store, Funkkit products can also be found in Do-It-Yourself (DIY) stores and department stores.

Currently, **Funkkit has an agreement to be represented by a company in Japan** in order to sidestep the complications of being an Israeli company. For example, one of the complications is not being able to export directly into the Malaysian market.

A sticker for all purposes

Nir says she aspires to make Funkkit about more than just shoes: “Although Funkkit’s Stickers4Sneakers are made exclusively for customizing shoes, I use them to customize just about anything I want! Laptop, cellphone, memory-stick, note-book, etc.”

In the long-term, Funkkit is working towards creating a large online community around the sneaker designs. You may also have seen Funkkit stickers at music events. That is because Funkkit produces customized stickers for promotional purposes. Past clients include Coca-Cola Japan, the Israeli Comic Museum and **Chiyoda Co, one of Japan’s biggest shoe stores.**

Nocamels 15.1.2013, By: Yuk Lun Chan

February

Conference on Cooperation among East Asian Countries for Palestinian Development (CEAPAD)

The Conference on Cooperation among **East Asian Countries for Palestinian Development** (CEAPAD) was held in Tokyo. The outline and evaluation of the meeting are as follows. From Japan, Minister for Foreign Affairs **Fumio Kishida** participated in a welcome reception, Parliamentary Senior Vice-Minister for Foreign Affairs **Shunichi Suzuki** was present at the Conference, and Special Envoy of the Government of Japan for Middle East **Yutaka Imura** co-chaired the meeting together with **Prime Minister of Palestine Dr. Salam Fayyad**.

Participating countries and international organizations: Japan (host), Palestine (co-host), Indonesia, Singapore, Thailand, Malaysia, Viet Nam, Brunei Darussalam, Republic of Korea, League of Arab States, Islamic Development Bank, United Nations, U.N. Relief and Works Agency for Palestine Refugees in the Near East (UNRWA), World Bank.

2. Significance and Evaluation

1. CEAPAD is an international conference for East Asian countries to discuss ways of new assistance for and cooperation with Palestine for its nation-building efforts. It was established on the initiative of Japan to back up the realization of peace through the "two-state solution" to the Middle East peace which is the core of challenges in the Middle Eastern and North African region.
2. While CEAPAD is a framework to encourage Asian countries to make active contribution to the Middle East peace, it is also aimed at helping East Asian countries strengthen and expand cooperative relations among them.
3. The Conference confirmed the necessity for the mechanisms stated below to continue consultations on the ways for East Asian countries should do to provide their own assistance in a manner fusing their experience in economic development and experience in development assistance.
4. Holding CEAPAD meetings on a continuous basis. Indonesia announced its readiness to host the next meeting in 2014.
5. Implementing regular consultations, with participating countries' aid agencies included, for such purposes as research on assistance needs, project selection and cooperative assistance.

6. Holding meetings of Asian and Arab business leaders with the aim of expanding trade with and investment in Palestine and developing small and medium-sized businesses in Palestine.
7. Cooperation with the Ad Hoc Liaison Committee (AHLC) and other existing international frameworks for assistance to Palestine.
8. On the margins of the CEAPAD meeting, a number of bilateral meetings were held among countries and international organizations, contributing to the formation of new partnerships to support Palestine.

3. Contents of Discussions

1. The Conference opened with a speech delivered by Minister for Foreign Affairs Kishida at the welcome reception. At the beginning of the meeting, Parliamentary Senior Vice-Minister for Foreign Affairs Suzuki briefed the participants on Japan's position concerning Middle East peace and on the background of the establishment of CEAPAD.
2. In the first session of the meeting, Palestinian Prime Minister Fayyad reported on the status of nation-building efforts as well as political and economic difficulties. He was then followed by Indonesian Foreign Minister Marty Natalegawa, Secretary General of the League of Arab States Dr. Nabil el-Aaraby, U.N. Special Coordinator for the Middle East Peace Process Robert Serry and U.N. Relief and Works Agency (UNRWA) Commissioner-General Filippo Grandi. They gave speeches on the status of assistance for Palestine and future possibilities of cooperation among relevant countries and international organizations.
3. In the second session, Singapore's Senior Minister of State for Ministry of Home Affairs and Ministry of Foreign Affairs Masagos Zulkifli Bin Masagos Mohamad, Thailand's Deputy Permanent Secretary Vijavat Isarabhakdi for the Ministry of Foreign Affairs and representatives of other East Asian countries explained the status of their respective assistance and plans. They also referred to their economic development experience to share with Palestine.
4. In the third session, Islamic Development Bank President Dr. Ahmed Mohamed Ali, World Bank Country Director for West Bank and Gaza Mariam Sherman, and JICA

Senior Vice President Hideaki Domichi summarized their organizations' assistance for Palestine and explained future possibilities of cooperation with Asian countries.

5. In the fourth session, participants engaged in discussions on a variety of subjects, including further cooperation by East Asian countries, further commitments to CEAPAD by Asian countries, the role to be played by the private sector and cooperation with the existing international assistance frameworks

Japan leans toward allowing exports of F-35 fighter jet parts

The government plans to allow exports of Japanese-made parts for the F-35 stealth fighter jet under eased rules on Japan's peace-promoting ban on arms sales, sources said.

Prime Minister Shinzo Abe's administration has concluded that exporting the parts for Lockheed Martin Corp.'s F-35 will not contradict the central government's interpretation of guidelines that prohibit weapon sales that could "exacerbate international conflicts."

Chief Cabinet Secretary Yoshihide Suga is expected to soon release a statement permitting the exports of parts used in the F-35 that is jointly manufactured with the United States and sold to other nations, the sources said. The statement will also explain the Abe administration's stance on the issue.

Under a self-imposed ban, the government prohibits weapon exports to three types of customer: communist nations, countries subject to U.N. Security Council embargoes, and those involved in or likely to be involved in international conflicts.

However, Israel, currently embroiled in military tensions in the Middle East, plans to buy the F-35. Concerns have been voiced that if the F-35 fighters are exported to Israel, Japan would not only violate its export principles, but it might also allow similar exports to other nations.

In 2011, the Democratic Party of Japan-led government relaxed the three principles to permit exports of weapons developed and manufactured in cooperation with Japan's security partners, such as the United States.

That same year, Prime Minister Yoshihiko Noda's administration decided to buy the F-35 for Japan's Air Self-Defense Force.

Japanese manufacturers are expected to provide parts for the F-35, and the Abe administration plans to include a request of 83 billion yen (\$902 million) in the fiscal 2013 budget to establish a domestic production line for the parts.

In a January meeting between Foreign Minister Fumio Kishida and U.S. Secretary of State Hillary Clinton, the Japanese side indicated it was moving toward allowing an exception for F-35 exports.

The Abe government eventually judged the F-35 fell within the conditions of being beneficial toward Japan's national security and being jointly developed and manufactured by the United States, the sources said.

In a past news conference, Suga said the government would consider whether the export of the jet to Israel would be consistent with the basic concept of not permitting exports that could fuel international conflicts.

Sources said the new statement under Suga's name will exempt the F-35 from the three principles and include wording about "strict control" when the parts are transferred to a third nation.

However, it remains unclear how the government intends to control such parts that are included in fighter jets sold to third nations. And measures have yet to be devised to prevent such parts from falling into the hands of governments that are involved in international conflicts.

THE ASAHI SHIMBUN

Israel in anti-piracy operations

Israeli security companies are involved in supplying armed guards to counter piracy at sea. The companies are reluctant to disclose details but “a few dozens” of Israeli are protecting vessels on the high seas.

Japan is considering seriously allowing the access of foreign security contractors aboard Japanese flag ships to use weapons against pirates.

The government of Japan is going to submit an anti-piracy bill on the next session in order to give permission to security contractors to use weapons against pirates.

This decision had to be made, as a result of the rise of the piracy. For the first time the Japanese legislation will approve arming of private citizens if the bill is approved

Posted by: newsdesk

Japanese Town Inaugurates Statue to Honor Israeli Aid

Two years after a tsunami devastated the eastern seaboard of Japan, the people of **Minamisanriku**, inaugurated a statue honoring the assistance Israel provided the city following the tragic event.

Titled “**Rebirth and Resurrection**,” according to website Israel Today the statue was produced by Israeli artist David Susanna, and was installed in front of the municipal offices and temporary Israeli hospitals established in the city. The new sculpture is meant to symbolize Israeli solidarity with the suffering of the Japanese people.

Israel was one of the first countries to offer its help to Japan in the immediate aftermath of the tragedy. The IDF sent an aid delegation to Minamisanriku that erected a field clinic featuring a pediatrics ward, a surgical ward and a pharmacy among other offerings. The clinic’s first patient was the mayor of Minamisanriku, who was injured during the tsunami

Japanese ‘smart homes’ land in New York, via Israel

\$13 million visual intercom system in Manhattan’s Stuyvesant Town connects 8,760 apartments through 178 entrances in 89 towers to each other.

The new \$13 million visual intercom system in Manhattan’s Stuyvesant Town, the largest in the world, connects 8,760 apartments through 178 entrances in 89 towers to each other, with a central command system, security and fire-alarm lines, and was delivered from Israel by way of Japan.

The company behind the system, **Elbex, was founded in Japan by an Israeli, David Elberbaum, in 1974** and has since grown into a global entity with branches in the United States, Germany, France, Belgium, China, Hong Kong, Singapore, Australia and Israel. It is pushing the development of apps to control video intercom-based “smart homes.”

“StuyTown” ordered the system in part to help track if its tenants were actually living there and who were subletting their rent-controlled apartments for profit. In addition to an intercom, the system provides a variety of services for the whole complex, including security and fire alarms. It allows the “econcierge” to send tenants messages, including alerts for water outages, payment reminders and general announcements.

Despite its ambitious scope, the system provides only a fraction of its potential. Both in Israel and around the world, the company is installing the intercom for use as a central control panel for everything in the home, including lights, blinds, audio-video equipment, water heaters and the security alarm.

“People control everything from their tablet or phone remotely,” **Elbex Israel** general manager Yochai Amidi said.

“This is being developed in Israel – because we’re good at the software aspect – for the worldwide organization.”

In Israel, the system is already installed in the Philippe Starck-designed Yoo Towers and the Africa Israel building. But Amidi said it could be a staple of future homes for its



relatively low cost and, perhaps more importantly, its energy-savings potential.

“We’re moving forcefully into power consumption, connecting with the smart grid,” he said. By connecting the system with home appliances, it can control them and also monitor and adjust their usage. Having an accurate readout of what appliances cost can help people reduce their electricity consumption by 15 percent to 20%, Elbex said.

Because Elbex, which once used 6% of global closed-circuit television equipment, developed an infrastructure to run in parallel to a building’s electricity wiring, it is focused on selling its services to construction companies as they build new apartments.

“Today, worldwide, 10 million to 15 million brand-new apartments are being built each year,” Amidi said.

The cost of equipping a medium-sized apartment with 40 electric monitoring points, including sockets, switches, blinds and water heaters, is about \$2,000, he said.

“Since we don’t have to run new or additional infrastructure like our competitors, their costs are four or five times our offering price,” Amidi said.

In Israel, where about 30,000 apartments are built annually, Elbex estimates it will sell 3,000 of the systems this year and twice as many by 2015.

The company has new systems in Ramat Aviv, Haifa and Kiryat Ono and is completing another on the Jaffa beach, as well as installing a centralized system for an entire neighborhood in Ramat Aviv, the first of its kind.

Elbex also hopes to add commerce features to the monitor, allowing people to purchase groceries and prescription refills from their intercom. Such amenities, Amidi said, might tempt Stuyvesant Town to upgrade.

Jerusalem Post

Israel eyed as fresh market for seafood

JERUSALEM – Seafood company **Rumi Japan** has started exporting frozen yellowtail to Israel, seeking new foreign markets for the fatty white-fleshed fish.

The company, based in **Imabari in Ehime Prefecture**, held a tasting event for food industry officials at the official residence of the Japanese ambassador to Israel, serving a variety of dishes using the fish, known as “hamachi,” which is very popular in Japan.

”Morimatsu Suisan Reito Co., Ltd. (Rumi Japan) is located in Imabari, Japan. We have been operating as a seafood wholesaler in this favorable location for over forty years. Furthermore, as a seafood processor, we are now shipping our safe HACCP-controlled seafood products under the brand name of “Rumi Japan” throughout not only Japan, but also North America, Asia and Europe. The driving goal of our company is to produce safe and secure food that we can provide to our children without worry, and to deliver the same quality food to consumers’ tables in Japan and around the world.”

Kyodo

March

Rotary International 2012-13 President Sakuji Tanaka visits Israel

Mr Tanaka visited Israel early this month, visiting a global youth leadership Seminar organized by Rotary Israel and sponsored by Rotary International.

He also met with Israeli leadership and Members of Rotary organization.

City of Ishinomaki, biotech company ally to culture algae

The municipal government of Ishinomaki, Miyagi Prefecture, is allying with biotechnology venture **Smabe Japan Co.** to launch an algae culture project in the near future. The project promises to contribute to the city's recovery from the Great East Japan Earthquake of March 2011.

Smabe Japan and the municipal government will culture nanochloropsis, a type of phytoplankton. They will use technologies developed by **Seambiotic Ltd., an Israeli company.**

The two sides will propagate nanochloropsis in a few concrete ponds containing a total of 300-500 metric tons of seawater. They will try to sell nanochloropsis as a raw material for health foods, medical products and biofuel.

The Oshika Peninsula, just outside of central Ishinomaki, is said to be an ideal location for algae culture because of relatively low sea temperatures and abundant sunlight.

Algae culture projects have been attracting a great deal of attention in Japan in recent years. Euglena Co., a venture that was spun off from the University of Tokyo, focuses on the development of euglena algae. Last year, it listed shares on the Tokyo Stock Exchange's Mothers market for start-up companies.

This month, the Sendai municipal government launched an algae culture research project at a sewage treatment facility in Miyagi. The governments of many other cities throughout the Tohoku region are also considering algae culture projects as a way of using land more effectively in coastal areas.

Smabe Japan was set up in 2009. Its focus on algae-related projects in the Ishinomaki area dates back to before the disaster.

Seambiotic's vision is to become the global leader in development and production of superior quality marine microalgae for the food additives sector and as an energy alternative source.

Seambiotic was initially established to produce and sell Omega 3 fatty acid products from marine microalgae. Seambiotic developed its business model and now presents a very appealing dual purpose application of its technology: Omega 3 and bio-fuels.

Seambiotic will achieve this goal by establishing marine microalgae farms in different locations worldwide using our know-how technology in utilizing power plant resources & wastes for marine microalgae cultivation.

Nikkei news

April

Abe Pledges US\$2.2 Billion Aid For Middle East, North Africa

Japanese **Prime Minister Shinzo Abe** said that the country will provide a total of US\$2.2 billion of financial assistance to the Middle East and North Africa to help promote the stability in the region, Japan's Jiji Press reported.

In a speech delivered in this Saudi Arabian city, Abe called for stronger cooperation between Japan and the region in fields such as the economy, industry, security, culture and personnel exchanges.

The planned financial assistance is designed to help "**build lasting peace and stability**" in the region, which remains in turmoil even after the Arab Spring democratisation movements, the Japanese leader said.

The assistance is expected to be provided mainly in the form of low-interest yen loans.

In the speech, entitled "**Japan's Ties with the Middle East in a New Age of Synergy, Mutual Prosperity and Cooperation,**" Abe also said that Japan is ready to launch high-

level security dialogues with Saudi Arabia, the United Arab Emirates and Turkey.

"In the coming years, Japan and the Middle East will make a leap beyond the dimension of trading oil and gas, and strengthen our economic and business ties" in all sectors, he said, adding that the process will help raise relations between the two sides to "a significantly higher level" and lead them into "an era of expanded cooperation."

Japan and the Middle East will make yet another leap, beyond business-centred relations, by strengthening their ties in politics and security, he also noted.

Japan and the Middle East are partners that share the same interests and concerns, and the 21st century will be a century of coexistence and co-prosperity, he said.

Abe urged **Israel and the Palestinians** to move toward a so-called two-state solution, saying that both parties "have a responsibility to enter into direct negotiations as soon as possible and redouble their efforts to achieve a lasting peace."

The two-state solution calls for allowing Israel and a future Palestinian state to achieve a peaceful and secure coexistence. Japan has shown understanding for the Palestinians' "earnest desire to establish their own independent state" and supported "their rights for self-determination," Abe said.

Abe also unveiled his government's plan for two-way personnel exchanges involving a total of 20,000 people over the next five years, by inviting business trainees from the Middle East and sending Japanese instructors to the region.

Abe also said that Japan will initiate a "cost-sharing technical assistance" programme with Saudi Arabia and the UAE.

Under the programme, specialists from the Japan International Cooperation Agency will be sent to the two countries to transfer their know-how, with part of the associated costs to be borne by the host countries, Abe said.

He added that his government aims to increase the number of UAE students learning in Japan to 500 from around 60 at present.

Abe is now on a week-long tour of Russia, Saudi Arabia, the UAE and Turkey.

JEDDAH, Saudi Arabia, May 2 (Bernama)

Ormat, Itochu and Kyushu Electric signs \$254m Indonesian geothermal deal

The first phase of the 330-megawatt Sarulla geothermal power station in Sumatra is due to begin operating in 2016.

Ormat Industries Ltd. subsidiary **Ormat Technologies Inc.** (NYSE: ORA) announced that Indonesia's Sarulla Operations Ltd., in which it is a partner, signed a joint operating contract (JOC) and energy sales contract (ESC) for the 330-megawatt Sarulla geothermal power project in Tapanuli Utara in north Sumatra. Ormat designed the plant and will supply its Ormat Energy Converters, for which it will receive \$254 million.

Under the JOC, PT Pertamina Geothermal Energy, the project concessionaire, has granted Sarulla Operations the rights to use the geothermal field, and under the ESC, Indonesia's state utility, PT PLN, will buy Sarulla's electricity for 30 years.

Ormat unit Ormat International Inc. owns 12.75% of **Sarulla Operations**. Its partners are Indonesia's **Medco Energi Internasional Tbk (Jakarta(MEDC))** and **Japan's Itochu Corporation (TSE: 8001)** and **Kyushu Electric Power Co. Inc. (TSE: 9508)**

Sarulla is Indonesia's largest geothermal power project. It will be built in three phases of 110-megawatts each, and will utilize both steam and brine extracted from the geothermal field to increase the power plant's efficiency. Preliminary testing and development of the project has begun, and construction will start when consortium secures financing in a year. The project's first phase is scheduled to begin operating in 2016, and the next two phases will start 18 months later.

Ormat said that **Japan Bank for International Cooperation (JBIC)** and the Asian

Development Bank are due to finance the project, along with loans from five commercial banks, backed by political risk guarantees from JBIC

Ormat CEO Yehudit Bronicki said, "After a long process of negotiations, we reached an agreement on the amendments to the JOC and ESC agreements that were required for the bankability of the project. Once the financing closes, we will be able to recognize revenues from the supply of the equipment over the construction period and further strengthen the performance of our Product Segment. This project, represents our entry into Indonesia, a region we have been excited about for some time, We believe the potential opportunity in Indonesia is significant, and we look forward to pursuing opportunities in what we anticipate will be a growing market in the years to come. I would like to thank Pertamina, PGE, PLN and our partners for their confidence in our technology."

The Sarulla geothermal power stations will join Ormat's current power stations in the US, Kenya, Guatemala, and Nicaragua, which generate a net 575 megawatts of electricity According to their press release, Ormat will deploy their modular geothermal generating technology in three phases, each consisting of 110 megawatts of generating capacity.

One important consideration for this project is Ormat's technology which allows nearly 100% of the geothermal fluid to be recycled and which utilizes the extracted brine. This will both increase the efficiency of this geothermal project and reduce the emissions of unwanted volcanic gasses.

4 April 13, Globes

NTT Communications Selects Breakthrough Compass-EOS Routers for use in Transpacific Network

Compass-EOS announced that **NTT Communications**, a wholly owned subsidiary of Nippon Telegraph and Telephone Corporation (NTT Corp.), one of the world's largest providers of telecommunications services, has signed on as a customer. NTT



Communications delivers IP-based services in more than 150 nations to more than 10 million customers.

Compass-EOS is providing its next-generation r10004 core-grade modular routers to NTT for use in its high-capacity transpacific network. The Compass-EOS routers are the world's first direct silicon-to-photonics-based routers.

“We chose Compass-EOS routers to be used at the termination points of our transpacific high-capacity network, providing a vital link between North America and APAC,” said Dorian Kim, Vice President of IP Engineering at NTT Communications. “The high bandwidth and low power consumption, together with the modularity of the Compass-EOS router family fit well with our future vision and plans.”

The r10004, the first in a family of new routers unveiled by Compass-EOS on March 12, uses the power of silicon-to-photonics to drive more bandwidth at high port densities. NTT Communications selected the r10004 for the benefits derived from its breakthrough icPhotonics technology – the world's first commercial chip-to-chip direct silicon-to-photonics implementation. It will be an important element in NTT's Global Tier 1 IP Backbone.

“We are thrilled to have NTT Communications among the first production users of our r10004 routers,” said Gadi Bahat, CEO of Compass-EOS. “We look forward to working with them on their implementation in building simple, innovative networks that deliver better services to their customers.”

The Compass-EOS r10004 router simplifies the deployment, operation, and scaling of service provider networks. Each r10004 can serve as a modular router building block for the deployment of scale-out routing, enabling software-defined networking (SDN) and other approaches such as network function virtualization (NFV).

About Compass-EOS

Compass-EOS radically changes network routing by shifting it into the age of silicon photonics. The Compass-EOS icPhotonics technology is the world's first commercial silicon for inter-chip optical interconnect, unleashing the next revolution in routing architectures. Its family of carrier-grade routers is a new breed of scale-out routers,



enabling SDN-based, simplified architectures in service provider networks. Since 2006 Compass has attracted top-tier investors ranging from leading venture capital funds to service providers and core routing suppliers.

NETANYA, Israel, April 2, 2013

INSIDE Secure Protects Rakuten ShowTime Premium video on Android and iOS Devices

Japan's Leading VOD Service Picks INSIDE's Downloadable DRM Fusion Agent for their Mobile Apps

INSIDE Secure (NYSE Euronext: INSD) announced that its downloadable DRM Fusion™ Agent software is now protecting premium video content for Rakuten ShowTime, Japan's leading video-on-demand (VOD) service on Android™ and iOS platforms. Rakuten licensed the DRM Fusion Agent software from INSIDE because it offered fast implementation of a downloadable client for iOS and Android™ using the Microsoft® PlayReady® platform, a solution that is well known and trusted by all the major premium content providers.

“Finding a content security solution that provides the assurance that content providers need to deliver mobile content was a major factor in deciding on the DRM Fusion Agent solution. The ability to quickly implement Microsoft PlayReady in our apps was another key factor ,” said Mr. Hamada, operating officer of the ShowTime service at Rakuten. “Using DRM Fusion Agent, we were able to develop and test our mobile apps quickly. The support we received from INSIDE was also invaluable.”

Rakuten ShowTime is a major VOD service in Japan. Founded in 2002, the Rakuten ShowTime service offers subscribers more than 100,000 Japanese and Korean video selections. This range from movies and dramas to animation and sports, which they can view easily, conveniently and securely on PCs, smartphones and other devices

“The Android and iOS operating systems together power virtually all of the smartphones and tablets in Japan today. By supporting these platforms, we have enabled Rakuten to quickly reach the entire mobile audience in that country,” said Dr. Simon Blake-Wilson, INSIDE executive vice president of embedded security solutions. “We are pleased that



Rakuten has chosen our DRM Fusion Agent software for this critical security role in the successful extension of its ShowTime VOD service to users of Android and iOS devices.”

About 60 million mobile apps with downloadable DRM Fusion Agent software embedded in them have already been downloaded by consumers worldwide, protecting billions of premium content playbacks. It offers developers the critical Microsoft PlayReady, Windows Media DRM, OMA DRM 2.X, and/or UltraViolet security they need in their mobile apps to enable premium content to be played on Apple iOS, Android and BlackBerry 10-based mobile devices. Approved for use by Apple, Microsoft, BlackBerry and all the major Hollywood studios, the downloadable DRM Fusion Agent software provides content protection and key management for multiple mobile device platforms and operating systems.

The INSIDE downloadable DRM Fusion Agent software allows protected high-value content to be distributed in a single, uniform and secure way to all supported platforms and devices. Operators can more readily deploy secure content services and support a variety of business models, including ad-supported and pre-paid services. This dramatically reduces DRM implementation costs and time to market. It also enables media companies and high-value content providers to more quickly achieve revenue from service deployment by eliminating the dependence on mobile phone and device manufacturers to embed DRM protection.

More information about INSIDE downloadable DRM Fusion Agent is available online at www.insidesecond.com/DRM.

About INSIDE Secure

INSIDE Secure (NYSE Euronext Paris FR0010291245 – INSD.PA) is a leading designer, developer and supplier of semiconductors, embedded software and platforms for secure transactions and digital security. INSIDE mobile NFC, secure payment and digital security products provide security for a wide range of information processing, storage and transmission applications. The company’s customers are found in a wide range of markets, including mobile payment, identification documents, access control, transit, electronic device manufacturing, pay television and mobile service operators.

Apr 3, 2013



Cellebrite Makes Strategic Investment in CommuniTake Ltd.

Cellebrite is a wholly-owned subsidiary of the Sun Corporation, a listed Japanese company (6736/JQ).

Investment allows Cellebrite to leverage CommuniTake technology to provide mobile carriers advanced phone diagnostics solutions

Cellebrite, the global market leader in retail mobile content transfer, backup and restore solutions, announced that the company has made a \$3,000,000 investment in **CommuniTake Ltd.**, an Israeli technology company specializing in providing remote access to mobile devices. As part of the strategic investment, Cellebrite will hold two newly created seats on the CommuniTake Board of Directors.

The deal enables Cellebrite to offer multi-channel diagnostics for smartphones which will include CommuniTake's unique remote control, diagnostics and support technology for use by call center agents. These innovative diagnostic capabilities allow wireless retailers to address smartphone problems immediately through the remote takeover of devices by an agent. The CommuniTake technology is an integral part of Cellebrite's Multi-Channel Diagnostics solution.

With the explosive growth in global smartphones sales, Cellebrite's Multi-Channel Diagnostics solution addresses the pressing need for the fast identification and resolution of common mobile device faults, without requiring the phone to be sent away for repairs.

In announcing the deal, Yossi Carmil, Co-CEO of Cellebrite, said: "Cellebrite has demonstrated a proven track record in delivering products that improve wireless operator revenue, margins, and customer satisfaction in the store. With the investment in CommuniTake, we are expanding the impact of our solutions portfolio beyond the store into the broader retail environment, addressing a multi-billion dollar business opportunity in the process."

Ronen Sasson, CEO of CommuniTake added: “We welcome Cellebrite as a strategic investor and believe that having access to Cellebrite’s resources, mobile expertise, brand and global market presence will position CommuniTake for success in the years to come.”

About Cellebrite

Founded in 1999, Cellebrite is a global company known for its technological breakthroughs in the cellular industry.

Cellebrite’s advanced retail mobile solutions are unique in offering in-store phone-to-phone content transfer, backup and restore, phone diagnostics, and side-loading of applications and content. With over 100,000 units deployed in more than 200 mobile carriers and retailers globally – such as Verizon Wireless, AT&T, Sprint/Nextel, T-Mobile, O2, RadioShack, Orange, Vodafone and others – and in excess of 250,000,000 transactions a year, Cellebrite has become a world leader in the mobile retail market with companies in Israel, Germany, the USA, South America and Asia Pacific,

Cellebrite is a wholly-owned subsidiary of the Sun Corporation, a listed Japanese company (6736/JQ).

Japanese Jewelry Chain Adopts Sarine Diamond Tech

One of Japan's leading bridal jewelry chains has adopted the use of an Israeli firm's technological solutions for grading polished diamonds. **CIMA** announced in a press release that it will implement **Sarine's Light Performance polished diamond grading** reports at all of its Japanese stores of both brands, **Ginza Diamond Shiraishi** and **Exelco Diamond** and that it will begin phasing in the technology at its two flagship stores in Tokyo's upscale Ginza district.

Sarine's Light Performance grading reports are applicable for all solitaire diamonds weighing at least 0.25-carats. CIMA customers will soon be able to view digital Light Performance reports directly on interactive tablets provided in-store, where they will also be able to view an informative interactive tutorial about the nature of Light Performance and the way in which it is measured.

CIMA has over fifty jewelry stores in Japan and records sales of over \$140 million annually.

24.04.13,

Teva names CEOs for Japanese, Korean units

Ichiro Kikushige will become **CEO Teva Seiyaku** and **Yoo Suk Hong** will become the first CEO of Teva-Handok in Korea.

Teva Pharmaceutical Industries Ltd. has named the CEOs of its Japanese and Korean units. **Ichiro Kikushige** will become **CEO Teva Seiyaku Ltd.** in Japan, effective on May 15, succeeding **Makoto Shimada**, who is retiring after 40 in Japan's pharmaceutical industry.

Teva also announced that **Yoo Suk Hong** will become the first CEO of **Teva-Handok, the Korean joint venture** established in February 2013 between Teva and Handok Pharmaceuticals Ltd. (KRX: 2390). Teva-Handok will launch its first products in September.

Teva Japan and Teva South Korea CEO Prof. Itzhak Krinsky said, "As an effective leader with more than 30 years of experience in the pharmaceutical industry, Mr. Kikushige is well-qualified to assume this important role within Teva in Japan."

Regarding **Yoo Suk Hong**, Krinsky said, "As we prepare to officially launch Teva-Handok, we are very pleased to welcome him as our CEO. "With his deep international experience coupled with his keen understanding of the Korean market, Yoo Suk will help us realize our goal of bringing high-quality and affordable medicines to patients in Korea."

Senior Media Delegation visit Israel, in Search of Investments in Start-ups

A delegation of senior managers from Japanese Media, Advertisement and Communication Companies, visited Israel in search of new innovative technologies. The delegation includes members from **Rakuten, NTT DoCoMo, Softbank, Hakuodo and Dentsu.**

The delegation met with representatives of numerous Israeli Start-ups and participated in Microsoft's acceleration plan demos. They also participated in "The Mobile Monday" event organized by Microsoft Israel.

The visit was initiated by Jimmi Fund. Mr Shapiro manager of the fund: "the Goal of the visit is to interest the Japanese companies in new investments opportunities here.

The delegation consists of:

Toshiaki Chiku of Softbank USA
Noboyuki Akashi of Yahoo Japan
Makiko Fukaya of Yahoo Japan
Masami Hasui of Rakuten, Mobile development unit
Toshiaki Osada of Dentsu
Haruko Minagawa of HAKUHODO
Masami Tamamura of DAC
Nabuhiko Kanagawa of NTT DOCOMO.

During their visit here they met with companies like : Conduit, Fornova, Jinni, TvTAK, Idomo, C-B4, Applicaster, Orca, Rotaryview, Mobuynet, Mximo, Eyesight, Glide, Snapily, Magisto, Comigo, Appsflyer and more

The delegation was also hosted by the Law firm of Igal Arnon &Co and by the Israel Export Institute.

24 April 2013 Haaretz

May

Japan: New Israeli Settlement Construction Undermines Peace Efforts

Japan condemned an Israeli plan to build 296 housing units in a Jewish settlement in the occupied West Bank, warning that the new construction would further undermine US-led efforts to jump-start stalled Palestinian-Israeli peace talks.

The Foreign Ministry in Tokyo said in a statement that Israel's latest settlement scheme contravened international efforts to bring Palestinians and Israelis back to the negotiating table, Petra reported.

"In order to make progress in the peace process, the Japanese government strongly calls upon the Israeli government not to carry out the Beit El settlement plan, which runs against international law," added the statement.

It said Japan does not recognize any "unilateral moves that prejudge the final status of the pre-1967 territory", urging Palestinians and Israelis to work towards peace and embark on confidence-building measures.

Israel announced that it would build 296 housing units in the settlement of Beit El, adjacent to the city of Ramallah, drawing swift international censure.

(May 12th 2013, reuters)

Sony invests \$10m in Rainbow Medical

Global giants Medtronic, Abbott, and Sorin have already invested in the medical devices investment company.

Sources inform "Globes" that Sony Corporation (NYSE: SNE; TSE: 6758) has invested \$10 million in Rainbow Medical Ltd. Last year, "Globes" reported that Sony wanted to expand its medical devices operations. Company representatives met Israeli medical devices companies, but decided against making any acquisitions for now, opting instead to invest in Rainbow Medical, which invests in the industry.

Sony is not the first corporation to invest in Rainbow Medical. Global medical devices giants, including Medtronic Inc. (NYSE: MDT), Abbott Laboratories Inc. (NYSE: ABT), and

Italy's Sorin SpA (BIT: SRN) have invested in the company. The first investment in the company was by GlenRock Israel, headed by Leon Recanati.

Rainbow Medical, which invests in the inventions of serial entrepreneur Yossi Gross, is managed by Efi Cohen-Arazi. He told "Globes": "We are very proud to work with Sony and we are fully cooperating with it."

Sony confirmed that it has invested in Rainbow Medical, but declined to disclose further details.

Sony is building its brand in the healthcare field, marketing medical imaging products, and will now try to sell its own medical devices. The strategy is being implemented with a \$644 million investment in Olympus Corporation (TSE: 7733), giving Sony an 11% stake in the company. The companies have set up a joint medical devices venture, which will focus on miniature imaging systems for endoscopic procedures. Olympus will develop the endoscopes, and Sony will develop the lenses and data processing systems for the images.

Sony CEO Kazuo Hirai said, "Sony aggressively seeks to grow its medical operations." Sony has been struggling in recent years with losses in its core businesses, and Hirai has said that it must expand out of its core businesses and enter new markets, including healthcare.

Rainbow Medical does not specialize in endoscopes, and Sony's investment is apparently intended for another field. Rainbow Medical specializes in complex systems, especially implants. The devices often involve electrical stimulation of the body, or replacing an organ's functions with electrical functions. All these devices target large markets where there are few solutions.

The sources said that, for now, Sony will keep a business development executive in Israel in a full-time position, who will answer to the Sony-Olympus joint venture. This executive will apparently seek acquisition opportunities in Israel as well as maintaining ties with Rainbow Medical.

Sony originally sought to acquire a company to set up an Israeli R&D center. While it ultimately opted to invest in an investment company, Rainbow Medical will effectively function as a kind of R&D center for Sony.

Personal and business ties

Like other multinationals which have invested in Rainbow Medical, Sony can ask it to develop customized products. "Our closeness and business and personal ties with these corporations enable us to learn about the needs of our corporate investors at a very early stage," said Cohen-Arazi. "Our in-house inventor, Yossi Gross, and his team of talented inventors and engineers, work to develop the right solutions for the corporation."

These solutions are developed through joint ventures between Rainbow Medical and the corporation which wants the particular inventions. Rainbow also develops products through its portfolio companies, in which the corporations have indirect stakes through their investments in Rainbow.

An example of one of these companies is Enopace Biomedical Ltd., which raised \$18 million from Sorin a few months ago. Sorin has an option to acquire the company for an undisclosed amount. Enopace has developed a minimally invasive, implantable neurostimulator that increases cardiac efficiency by reducing left ventricular workload. The company is targeting an \$11 billion market, one of the largest markets in cardiology.

Sorin, a global leader in cardiology products, made a strategic investment in Rainbow Medical because of its interest in Enopace. Sorin invested \$7 million in Enopace in November 2011.

Another portfolio company, Vascular Dynamics Inc. is developing the MobiusHD, a catheter-delivered implant for the treatment of high blood pressure (hypertension). The company, which mainly operates in the US, has raised \$13.5 million from a US investment fund, and is about to begin a clinical trial there.

Portfolio company Mexillent Ltd. is developing the iRaise Sinus Lift Implant, a minimally invasive dental procedure for lifting the sinus. "The company has begun production of the product for human implants. We estimate that, in 18 months, we can begin human clinical trials," says Gross.

Recanati says, "A new company, which we are proud of is BlueWind Medical Ltd., which has developed a platform for wireless neuro-stimulation for the treatment of peripheral neuropathic pain. This implant is so small that it is injected, and is powered by an external power source. Leading multinationals are very interested. We believe that the company has huge potential, as an alternative to drugs, when medication does not work. The first indication is for the treatment of chronic neuropathic pain."

A unique model

Rainbow Medical's model includes a single in-house entrepreneur for a great many companies, which enables it to move forward relatively quickly, and avoids investor-inventor tensions. (However, the company will have to show that it is possible for a start-up to progress without this tension). The company provides its portfolio company with services, including regulatory relations, financial management, and legal advice. It generally invests about \$3.5 million in the portfolio companies, bringing them to human clinical trial stage, before it starts to look for other investors.

Rainbow Medical was founded in 2007, and raised \$50 million in its second financing round, led by Abbott and Medtronic, in 2012. According to its business plan, it will not need additional substantial financing, but will soon be financed from revenue. "We receive queries from parties interested in investing in us, but we don't need money right now. We accept such partners only if they bring strategic value, like Sony," said Cohen-Arazi.

Rainbow Medical is considering entering the Chinese market, with a focus on treatments for diabetes, which is spreading rapidly. "There are 100 million diabetics in China," said Gross.

(9, May 13, GLOBES; inShare)

CimatronE Live Milling with Mitsubishi at Feimafe, Brazil

Cimatron Limited (NASDAQ: CIMT) announced that its integrated CAD/CAM software, CimatronE, will be powering the **Mitsubishi Machine Tools'** live milling demonstration at the Feimafe trade show in São Paulo, Brazil.

"Cimatron is investing more than ever before in the Brazilian manufacturing field, assisting local mold and die makers in significantly boosting their productivity," said Alexandre Censi, Cimatron's country manager for Brazil.

"The five local resellers of our integrated CAD/CAM solution, CimatronE, offer an exceptionally high level of localized support to ensure that Brazilian mold and die shops benefit from the full range of CimatronE's dedicated mold and die design and NC



programming capabilities. With offices across the main industrial regions, our resellers provide tailored training and technical support in line with shops' specific needs."

The live milling demonstration at Feimafe powered by CimatronE will be held at the booth of Mitsubishi Machine Tools (#J14). The parts to be milled with the DEV1000 and TV 500 machines include a blow mold for the base of a plastic soda bottle, employing a range of capabilities that enable the creation of an accurate, smooth toolpath, mirror-finish part quality, and the use of short tools for safe tooling with minimal vibration.

CimatronE functionality will also be showcased at Feimafe at the Cimatron booth (#P71). Representatives from Brazilian resellers Autoflow, Cimacad, Delcon and Fitso will be on hand to demonstrate the new and enhanced CAD and CAM modules in the latest version of the software, CimatronE 11.

About Cimatron

With more than 30 years of experience and more than 40,000 installations worldwide, Cimatron is a leading provider of integrated, CAD/CAM software solutions for mold, tool and die makers as well as manufacturers of discrete parts. Cimatron is committed to providing comprehensive, cost-effective solutions that streamline manufacturing cycles and ultimately shorten product delivery time.

The Cimatron product line includes the CimatronE and GibbsCAM brands with solutions for mold design, die design, electrodes design, 2.5 to 5 axes milling, wire EDM, turn, mill-turn, rotary milling, multi-task machining, and tombstone machining. Cimatron's subsidiaries and extensive distribution network serve and support customers in the automotive, aerospace, medical, consumer plastics, electronics, and other industries in over 40 countries worldwide.

Cimatron's shares are publicly traded on the NASDAQ under the symbol CIMT
(June 3-8, 2013.)

June

Foreign minister may visit Mideast in July

Foreign Minister Fumio Kishida is considering visiting Israel, Palestinian territories and Jordan in late July, government sources said.

The tour is aimed at demonstrating Japan's active involvement in Middle East peace efforts, the sources said.

During his stay in the Palestinian region, Kishida is expected to announce Japan's intention to continue supporting the region, where Tokyo is promoting a "corridor for peace and prosperity" initiative that, among other things, calls for establishing an agro-industrial park, the sources said.

(16 June 13, Jiji Press)

Tel Venture Capital Inc. invests in PML of the Haifa Technion.

Tel Venture Capital Fund (TVC) the US-based venture capital arm of the semiconductor equipment manufacturer Tokyo Electron Ltd. (TEL) and PML have signed in the spring of 2013 a strategic investment agreement in which TVC has become a shareholder at PML

PML has developed and patented a breakthrough in-process nano particle analyzer. This analyzer is capable to measure particle sizes down to the nanometer range, and their concentration. It can also differentiate among distinct particle populations according to their optical properties, in fluids such as oil and water and in an air environment.

PML's new nano analyzer provides greater accuracy, reliability and responsiveness which will make industrial processors more efficient, improve the quality of their processes and reduce their energy consumption and overall impact on the environment.

PML's technology uses a unique structured laser beam, scanning at high speed across the sample coupled with artificial intelligence, making this a unique nano particle in-

process analyzer. Patented technology with capability to apply it in a wide range of industrial applications creates substantial commercial value for the customers.

PML operates and is located in both, Edmonton, Alberta Canada, and Haifa, Israel, and is controlled by Alberta Nano-Monitoring Systems Ltd.

This is the first direct investment of TVC into an Israeli Start up. HIH is the SOLE service contracted company with TVC in Israel"

AstraZeneca to bid with Takeda for Israeli biotech incubator

AstraZeneca and Japan's Takeda will bid against Johnson & Johnson and OrbiMed for the Chief Scientist's tender.

UK pharmaceutical company AstraZeneca plc (LSE:AZN) is the second bidder for the dedicated biotech incubator being set up by the Chief Scientist's incubator program at the Ministry of the Economy, sources inform "Globes."

The company will bid for the incubator tender against a consortium of OrbiMed venture capital fund and healthcare giant Johnson & Johnson (NYSE: JNJ).

In bidding for the incubator AstraZeneca will team up with Takeda Ventures Inc., the venture capital fund of Japanese drug company Takeda Pharmaceuticals Co. Ltd. (TSE: 4502).

Takeda Ventures CEO: We'd be happy to add Israeli companies to our portfolio

Graeme Martin, CEO of the Japanese Takeda Ventures, is visiting Israel prior to participating in IATI-Biomed Israel 2013, June 10-12 in Tel Aviv. Martin will take part in the panel "Life Sciences Industry– A view to 2013".

Takeda Pharmaceutical Company is one of the World's 15 largest pharmaceutical companies. The company holds no activity in Israel but this might change soon, says Martin. "We were highly impressed by what we saw in our previous visit to Israel", said Martin in a Globes interview. "Israel is a kind of 'hole' in our portfolio, which we feel obliged to fill in. We'd be happy to co-work with the Chief Scientist as well".

(3 June 13)

TEVA to double Japanese output capacity

TOKYO (Nikkei)-- Teva Pharmaceutical Industries Ltd., the world's top maker of generic drugs, will spend about 20 billion yen to double production capacity in Japan, The Nikkei learned Thursday.

The use of nonpatented medicines in Japan is expected to soar as the government seeks to control health care costs. Business expansion by Teva could further spur the market's growth.

The Israeli firm's capacity will climb to 9 billion pills a year by 2018. Its mainstay Takayama plant in Gifu Prefecture will get new, more efficient equipment. Teva's three other Japanese factories will also receive investment.

Along with the U.S. and Europe, Japan will become an important production base for Teva which sees the country as a staging area for an eventual full-scale push into China and Southeast Asia.

Japan's generic-drug market is forecast to grow 8% a year and reach 1.3 trillion yen in fiscal 2017 -- up from the current 800 billion yen.

Over the next five years, drugs accounting for more than 10 billion yen in annual sales will lose patent protection. Makers of generics are readying versions that are 30-40% cheaper.

TEVA expanded into Japan back in 2008. Three years later, it bought Taiyo Pharmaceutical Industry Co., rising to third place, behind Nichi-Iko Pharmaceutical Co. (4541) and Sawai Pharmaceutical Co. (4555).

(28 June 13, The Nikkei)

SodaStream seeks cosmetics partner in Japan

SodaStream is exploring a tie-up with a cosmetics partner to take its soda siphons, which graced many a Mad Men-style cocktail party in the 1960s, into Japanese bathrooms.

The move into skincare comes as Nasdaq-listed SodaStream, whose past owners have included Cadbury Schweppes, seeks to carve out a bigger share of the \$260bn at-home fizzy drink market now dominated by Coca-Cola and PepsiCo of the US.

Using a business model similar to that of Nespresso, the coffee capsule system made by Nestlé of Switzerland, SodaStream makes repeat sales of carbon-dioxide cartridges and flavourings.

SodaStream discovered a predilection among Japanese women to wash their faces in sparkling water while it was ramping up its overseas drive.

“It’s a classic story of stumbling over a consumer insight unintentionally,” said Daniel Birnbaum, chief executive. “That could bring life to a different product line that could be sold through cosmetic chains.”

It listed on Nasdaq at the end of 2010 and now boasts a market capitalisation of about \$610m and is targeting a 28 per cent lift in sales year on year from \$289m in 2011.

“We want to take share from Coca-Cola,” said Mr Birnbaum. He added that the system is more environmentally friendly than buying cans or bottles, and is now taking it into some of the US beverage giant’s biggest per-capita markets, including Mexico.

Analysts reckon this may prove overly ambitious. “They might be able to establish a niche business, but I don’t see them taking a lot of purchases from the grocery store,” said Richard Haffner, head of global beverages research at Euromonitor, the data consultancy.

He said it could carve a niche business on the back of its greater range of flavours, functional additives and flexibility in tailoring the amount of carbonation.

Like its bigger rival PepsiCo, SodaStream is also pushing its healthier credentials.

Flavours with no calories or sweeteners are available, as are ingredients such as ginseng and antioxidants.

The message is not winning everyone over, however. Mr Birnbaum says the company is fighting for “share of kitchen counter space”, an area being battled over by Nespresso and a host of kitchen gadgets.

Mr Haffner noted that Nespresso was able to capitalise on existing habits, as there had been expensive espresso makers used in homes before. "I don't see SodaStream going mainstream in the same way as Nespresso and its competitors have," he said.

(Louise Lucas - the FT)

ZRRO's 3D Sensor remote control is a landmark game experience

Japan quality Vice President Ikenouchi Satoshi critic,

Israel sensor technology development company ZRRO, 3D sensor remote control package as a set-top box for the network game remote FUNAI electric. It's remote control pad-type with both hands. Horizontal shifting and scribbled a bit both thumbs on TV screens two different pointer moves. Odds maker at the touch screen remote control directly in the can perform the desired behavior.

Mr. Makoto Kawano FUNAI electric technology development headquarters told the recruitment process: "Set-top box is Android based. But play only a few games so far TV remotes sold in the Android market. Is different from the operation. So that at the time was looking for a new remote control ZRRO company it's find the 3D sensor remote control and good for our needs thought".

ZRRO Inc. is a 3D sensor was founded in 2009, Tel Aviv, Israel-based, development company. Strengths and to technology and less for electric field sensor of curbing the noise (noise). "That so can reduce the sensor number, leading to cost reduction is" (Deputy Head of Kono Mr). First, incorporate the set-top box remote control was talking about the idea to employ the 3D sensor smart phone themselves.

(Nikkei BP)

Wix adds Japanese to growing list of supported languages

The leading HTML5 web-publishing platform Wix.com now offers its powerful website builder in Japanese, the company announced today. Wix, which provides anyone with the ability to create professional HTML5 websites without any coding

or web design experience sees huge business potential in the technologically savvy Japanese Market. Wix is already multilingual “friendly” and currently supports 8 other languages including Spanish, Portuguese, French, German, Polish, Russian, Italian and English.

Japanese language users can now easily design and publish their own Wix HTML5 website through the drag & drop builder that makes Wix a favorite among the more than 28 million users worldwide. Everything from customizing layouts and adding advanced web design elements to adding pages and publishing the site is done with intuitive, Japanese-based, prompts.

“This is the perfect way to begin a new year, and a whole new direction for the Wix Community. Japan is an intriguing market, characterized by technological innovation and a mass of early adopters who understand the power of the web and the huge potential it has to boost their businesses,” said Avishai Abrahami, Wix Founder & CEO. “By offering our advanced technology and user friendly interface in their native language; we’re removing the language barrier preventing many from creating a professional web presence for their businesses, products and services.”

The Wix platform also includes a new app market enabling the integration of third party applications to the Wix website builder. This enables the company to best cater to the needs of website owners across all business categories. The apps, requiring no downloads or technical knowledge, are tailored to flawlessly fit into Wix websites and further enhance their functionality offering an almost limitless set of features. Developers looking to grow their user base by getting exposure to Wix’ huge following are invited to submit their apps to the Wix App Market.

In addition to Wix’ website builder being available in Japanese, Wix also underwent great efforts in translating its massive support knowledgebase offering thousands of tutorials on design, publishing and promotion of users’ Wix websites. Additionally, the company has hired and trained Japanese Support specialists who will offer users 24/7 online and email support to help them address any questions they may have when using Wix.

Wix in Japanese can be visited from Wix.com's home page through the drop down menu at the top right. For more about the Japanese announcement in Japanese see, www.value-press.com/pressrelease/105007

About Wix

Wix offers cutting-edge web technology that enables online users to customize websites regardless of technical skill or previous knowledge. Built on a freemium business model, Wix earns its profit through premium upgrades that allow users to connect their sites to their own domains, remove Wix ads and other features.

Founded in 2006 by brothers Avishai and Nadav Abrahami and Giora (Gig) Kaplan, Wix.com set out to revolutionize the web by providing everyone the ability to easily create beautiful websites for free and without the need to code. Wix is backed by investors Insight Venture Partners, DAG Ventures, Mangrove Capital Partners, Bessemer Venture Partners and Benchmark Capital. Wix headquarters are in Tel Aviv, with offices in San Francisco, New York and Dnepropetrov

Japan picks Mirai Moriyama, 7 others as cultural envoys

TOKYO (Kyodo) -- Japan has selected 28-year-old actor Mirai Moriyama and seven other arts professionals as cultural ambassadors to help promote Japanese arts and culture overseas, the cultural agency said Wednesday.

For one year starting in October, Moriyama, who starred in the Japanese movie "Moteki," plans to coproduce dramas with theatrical groups based in Belgium and Israel, and engage in other activities, according to the Agency for Cultural Affairs.

A ceremony to appoint the cultural ambassadors was held the same day.

Renowned calligrapher Souun Takeda, 37, is scheduled to teach Japanese calligraphy as an envoy at schools in Vietnam and Indonesia from July to August.

The other six include Japanese-style gardener Masashi Hirao, 32, dancer and choreographer Kaiji Moriyama, 39, and taiko player Leonard Eto, 50.

The agency will shoulder part of the ambassadors' travel and other expenses.

July

Peres thanks Japan for its contribution to the Middle East Peace Process

The Corridor for Peace and Prosperity, is a Japanese initiative aimed at improving co-existence with the Palestinians.



Shimon Peres (R) and Japan's Foreign Minister Fumio Kishida shake hands on July 24, 2013.

Japanese Minister for Foreign Affairs Fumia Kishida met on Wednesday with President Shimon Peres, who praised Japan's role in joint projects with Israel. Kishida is in the region to participate in the Fourth Ministerial Meeting of the Four-Party Consultative Unit for the Corridor for Peace and Prosperity, which is due to take place Thursday in Jericho. Peres expressed particular pleasure in welcoming Kishida because of the Japanese initiative in funding the Jericho Agro-Industrial Park, which is due to begin operations in the spring of 2014. Memoranda of understanding have been signed with 24 companies so far.

Japan has funded infrastructure for the project, including the establishment of a solar power plant, the construction of an administration building that should be completed by this September, and a waste water treatment plant expected to become operational by March 2014. The Corridor for Peace and Prosperity, established as a Japanese initiative in cooperation with the Palestinian Authority, Israel and Jordan, is Japan's contribution to the Palestinians' coexistence with their neighbors. In expressing appreciation to Kishida,

Peres recalled that he had personally flown to Japan to reach an agreement with the Japanese government.

“At the time it looked far away, but this is one of the most successful and sophisticated programs,” he said, adding that “peace must have an economic side.” Peres said he was happy with the way the Japanese had handled the project, which he said was important both economically and culturally. “You can demonstrate that we’re not only talking, but doing,” he told Kishida. The president declared that his respect for the Japanese “has gone up tremendously,” not only because of the achievements in Jericho, but because of the way Japan recovered from the catastrophic earthquake it suffered in 2011.

“I don’t know of any other people who would take it like Japan,” he said, praising the calm, constructive and courageous manner in which the eastern country had set out on the road to rehabilitation. Peres also voiced his appreciation for Japan’s participation in the efforts to prevent Iran from going nuclear and becoming a world center for terrorism. There are already enough bombs in the world, he said, adding that Japan had suffered more than any other country from being bombed. Reviewing Japan’s relations with the Middle East, he observed that Tokyo’s previous connections with the region had been through energy, “but now the map of energy is changing.” He noted that the United States has twice as much oil as the Middle East. The relationship should now turn to cooperative endeavors in science and technology, he said.

“The problem of the Middle East is not energy, but peace,” he stated. Peres suggested that Japan and Israel could join forces in helping people find the path to peace by escaping poverty, unemployment and suffering. Kishida commented on Israel’s long relationship with Japan, and praised ambassadors from both countries for having done so much to strengthen the ties. He was particularly grateful for Israel’s assistance following the earthquake, especially the medical units the Israelis had sent in. “This touched the hearts of the people and strengthened the bond between us,” he said.

Last year, Japan and Israel celebrated the 60th anniversary of their diplomatic relations. Kishida said he wanted the ties over the next 60 years to be even closer and more productive. Commenting that Israel was constantly in the spotlight internationally, he said the Middle East peace process was a central issue for the global community. From a

personal standpoint, he said he had always wanted to visit Israel and was happy to be here now, in the immediate aftermath of US Secretary of State John Kerry's announcement last weekend that the peace negotiations would resume. Kishida took this as a sign of positive developments. Following the Thursday meeting in Jericho, Kishida will proceed to Jordan

(24 July 2013, Greer Fay Cashman)

Visit to the Middle East by Foreign Minister Kishida (Israel, Palestine and Jordan)

Foreign Minister Kishida visit to Israel on July 24th

Meetings

1. Courtesy call on President Shimon Peres, talks with Justice Minister Tzipi Livni (in charge of peace process with Palestine) and Regional Cooperation Minister Silvan Shalom, visit to Yad Vashem (the Holocaust Memorial Museum) and courtesy call on Prime Minister and Foreign Minister Benjamin Netanyahu.

Achievements of the Visit

(1) Contribution to Regional Stability

1. Middle East Peace: Appeals for Resumption of Peace Negotiations
 1. Amid positive moves toward the resumption of peace negotiations, thanks to the mediation efforts made by the United States, Fumio Kishida, Minister for Foreign Affairs of Japan, asked both Israel and Palestine to hold sincere talks and negotiations.
 2. Minister Kishida strongly urged both Israel and Palestine to refrain from taking any unilateral action that may harm the environment for the resumption and progress of the peace negotiations. Specifically, he appealed to Israel to freeze settlement activities and to Palestine to abstain from newly seeking membership of international organizations and participation in international agreements.
 3. Minister Kishida then conveyed to them that Japan is ready to provide support for successful talks in both political and economic ways. He also expressed Japan's intention to continue and further strengthen its assistance to Palestine in order to help create an environment for the achievement of peace through a two-state resolution by pushing ahead with

the "Corridor for Peace and Prosperity" initiative and the Conference on Cooperation among East Asian Countries for Palestinian Development (CEAPAD).

4. In this regard, Minister Kishida said Japan plans to double the number of people invited to Japan under the Joint Invitation Program for Israeli and Palestinian Youth Leaders in order to promote confidence building between the two parties.
 5. Both Israel and Palestine highly appreciated Japan's contribution to Middle East peace and made positive remarks saying that they will work seriously for the achievement of peace.
2. "Corridor for Peace and Prosperity" Initiative: Ministerial-Level Meeting of Four-Party Consultative Unit (Morning of July 25)

Participants: Regional Cooperation Minister Silvan Shalom (Israel), Mohammad Abu Ramadan State Minister for Planning Affairs (Palestine) and Interior Minister Hussein Hazza' Al-Majali (Jordan)

1. Minister Kishida held a Ministerial-Level Meeting of Four-Party Consultative Unit for the "Corridor for Peace and Prosperity" initiative, the meeting for the first time in about five years, inviting ministers from Israel, Palestine and Jordan. In a friendly atmosphere, the four ministers discussed their respective efforts and positions on the initiative's progress.
2. After the talk, they announced the achievements of the meeting as a chairman's summary, outlined as follows:
 1. The ministers reconfirmed the importance of the initiative in realizing peace through a two-state solution.
 2. They welcomed the progress toward the initiation of operations at the Jericho Agro- Industrial Park (JAIP).
 3. They agreed to accelerate their cooperation for the early implementation of the agreements on JAIP.
 4. They agreed to start discussing a new project under the initiative after JAIP.
3. Amid moves toward the resumption of peace negotiations, it was timely that the ministers of both Israel and Palestine met in Palestine face to face, together with the Jordanian minister, and committed themselves to working together on a single project. The meeting was significant from the perspectives of promoting the peace process and, at the same time, strengthening Japan's international presence.

2. (2) Strengthening Bilateral Relations

During Minister Kishida's visit to the Middle East, Japan was able to confirm the commitment of Israel, Palestine and Jordan to further strengthening their bilateral relationships with Japan at a high level, through his audiences and courtesy calls with heads of states as well as in talks with his counterparts. In the respective bilateral relations, Minister Kishida had significant exchanges of views on the following:

1. Israel

Minister Kishida invited Prime Minister Netanyahu to visit Japan. Prime Minister Netanyahu showed strong eagerness to do this and invited Prime Minister Shinzo Abe to visit Israel. Japan and Israel agreed to further reinforce the framework of dialogue between the two countries, in the areas including public relations, security and international law as well as between experts in the field of space, and to promote cooperation in science and technology, in which both countries are advanced.

Japan to Arrange 4-Way Ministerial Talks on Mideast

TOKYO (Nikkei)--Japanese Foreign Minister Fumio Kishida will try to arrange four-way ministerial talks with Israel the Palestinian Authority and Jordan during his planned tour of the Middle East from July 23, The Nikkei learned on Wednesday. The talks would review progress in the Japan-led "Corridor for Peace and Prosperity" project. The meeting would also provide an opportunity for dialogue between Israel and the Palestinian Authority. The Corridor for Peace and Prosperity project aims to construct an agro-industrial complex in the West Bank and export goods produced there through Jordan in order to help the local economy develop.

Kishida is proposing holding the talks in the West Bank city of Jericho. Israel and the Palestinian Authority are considering having their ministers in charge of economic affairs attend the proposed meeting. This would be the first four-way ministerial meeting since 2008, when then Japanese Foreign Minister Masahiko Koumura met with ministers from Israel , the Palestinian Authority and Jordan.

(24 July 2013, Kyodo News International)

Japan vows 800 mil. yen in grant aid to Palestine

Japanese Foreign Minister Fumio Kishida pledged Wednesday that Japan will provide 800 million yen in grant aid to the Palestinian Authority to help infrastructure development in the Palestinian territories, a Japanese official said. In a meeting with President Mahmoud Abbas of the Palestinian Authority Wednesday evening in Ramallah, Kishida also called on the Palestinian Authority to refrain from unilateral action so that stalled peace talks between Israel and Palestine can resume, the official said.

Kishida suggested the Palestinian Authority should halt its attempt to seek statehood by applying for membership of international organizations, according to the official. The Israelis and Palestinians reached a basic deal last week to revive the stalled peace process. The Japanese minister was quoted as telling Abbas that momentum toward a restart of peace talks stalled since fall 2010 has been increasing. Abbas said he is positive about resuming the negotiations and that Palestine will make serious efforts toward peace once the talks are restarted. Japan is hoping to use its good ties with both Israel and Palestine to urge them to restart dialogue as soon as possible and help the United States push forward the Middle East peace process.

OHK Medical Devices & Mitsubishi Corp. to Launch HemaClear® in Japan

OHK Medical Devices Ltd., manufacturer of the HemaClear® single-use, sterile, exsanguinating tourniquet device, announced today that it has entered an exclusive agreement with Japan Medicalnext Co.,Ltd., a Mitsubishi Corporation company, to introduce HemaClear® to the Japanese market.

OHK Medical Devices Ltd., manufacturer of the HemaClear® single-use, sterile exsanguinating tourniquet device, announced today that it has entered an exclusive agreement with Japan Medicalnext Co., Ltd, a Mitsubishi Corporation company, for the distribution of HemaClear® in Japan. OHK and Japan Medicalnext Co, will formally launch their entry into the Japanese market over the coming months. The Japanese

orthopedic devices market, estimated at \$1.4billion and growing at an annual rate of about 5%, represents one the largest markets in the world

“We are very excited to enter one of the largest global markets with such a well respected partner,” said Omer Inbar, CEO, OHK Medical Devices. Inbar added that “The introduction of HemaClear® in Japan is an important step in further establishing HemaClear® as a standard of care in the APAC market following our recent launch of HemaClear® in South Korea, Australia, and Thailand. “We are very excited to launch this new tourniquet technology in the Japanese market,” said Takeru Fujihashi, Vice President of Orthopedic Division, Japan Medicalnext Co., Ltd. “The technology will lead a major change in the current procedure and will create new benefits to the market.” HemaClear® will be represented by the orthopedic implant division of Japan Medicalnext co., which includes 50 sales representative selling both external and internal fixation technologies.

About HemaClear®

HemaClear® is the world’s leading sterile tourniquet with a simple yet innovative technology, representing a new standard of care in bloodless orthopedic surgery. Since entering the market in 2007 this product has been successfully used in more than 500,000 procedures. HemaClear® represents the first significant advancement in tourniquet technology in over 100 years. HemaClear® was developed by OHK Medical Devices (OHK), a privately held company based in Haifa, Israel and the United States and is currently used in over 2000 operating rooms across 30 countries..

About Japan Medicalnext Co., Ltd.

Company was originally established in 1992, and was taken over by Mitsubishi Corporation in 2012. Then, Company changed company name as “Japan Medicalnext Co., Ltd.”, and made a new start. Company’s mission is to optimize quality of life for patients by providing new technology and new medical devices

Given Imaging's PillCam(R) COLON Cleared in Japan, World's Second Largest Healthcare Market

Broad Indication Could Benefit Over One Million Patients Per Year in Japan.

Significantly Broadens Given Imaging's Potential Capsule Endoscopy System Customer Base

Given Imaging Ltd, a world leader in gastrointestinal medical devices and pioneer of capsule endoscopy, today announced that PillCam(R) COLON has been cleared by Japan's Pharmaceuticals & Medical Devices Agency (PMDA) for diagnosis of colonic disease when colonoscopy is required but difficult to conduct, including patients unwilling or unable to undergo colonoscopy. "We thank the PMDA for its very efficient review process and for granting a broad indication for PillCam COLON," said Homi Shamir, President and CEO, Given Imaging. "The clearance of PillCam COLON in Japan, the world's second largest healthcare market, represents an important accomplishment for Given Imaging. The decision could expand our potential customer base in Japan from approximately 1,000 today to potentially 10,000 and will help in enhancing adherence to screening guidelines for over 1,000,000 potential patients."

Screening guidelines in Japan call for everyone over 40 to undergo a fecal occult blood test (FOBT). Compliance with screening remains low and only approximately 25% of the population actually get tested.¹ After a physician identifies blood in a patient's feces (which can be a strong indication of colon cancer or other diseases), only 54.7% of these patients² proceed to have a recommended colonoscopy to confirm the diagnosis due to a variety of reasons. PillCam COLON's ease of use and minimally-invasive profile could appeal to those patients. "The number of deaths due to colorectal cancer in Japan continues to increase at an alarming rate," said Akira Terano, MD, PhD, Emeritus president, Dokkyo Medical University, president, Japanese Association for Capsule Endoscopy (JACE). "Colorectal cancer is now the leading cause of cancer death in women in Japan and the incidence rate for colorectal cancer in men and women is expected to be at the top of the list in the population of Japan by 2020. PillCam(R) COLON is a less invasive medical device which would be able to drive higher compliance. I believe that PillCam(R) COLON would make a huge contribution for early

detection and treatment of colon cancer by applying it in the clinical setting. JACE would undertake the central role in research, education and the upgrading of the medical system for the capsule endoscopy of the colon. I believe PillCam COLON will be widely accepted into the clinical practice for patients who are not able or unwilling to undergo a colonoscopy due to physical or psychological reasons or who do not have a convenient access to a medical (colonoscopy) facility near their place of residence."

"Our top priority is to provide physicians and patients with an alternative colorectal exam option to ensure every patient, including those who are unable or unwilling to get a colonoscopy, has the opportunity to undergo a colorectal exam," Shamir said.

"Meaningful sales of PillCam COLON capsule will commence immediately after obtaining reimbursement." Reimbursement in Japan is expected to become effective during the first half of 2014, subject to government discretion. PillCam COLON received the CE Mark in September 2009 and is commercially available throughout Europe, Latin America, Canada, and parts of Asia. PillCam COLON is pending U.S. Food and Drug Administration (FDA) clearance and is not cleared for marketing or available for commercial distribution in the U.S. and certain other countries. 1 Ministry of Health, Labor and Welfare, 2007 Health Review of Japanese Households,-- 2007

2 "Nationwide Survey Committee of Mass Screening for Digestive Organs of the Japanese Society of Gastroenterological Cancer Screening: annual report of 2008 of the nationwide survey of mass screening for digestive organs," Journal of Gastroenterol Cancer Screening, vol. 49, pp. 73-112, 2011.

About PillCam(R) COLON

The PillCam COLON video capsule is equipped with two miniature color video cameras (one on each end), a battery and an LED light source; it measures 11 mm X 31 mm. PillCam COLON is designed to be ingested by the patient and transmit up to 35 frames per second for approximately 10 hours to a recording device worn by the patient. Data are transferred from the device to a computer that uses RAPID software to compile the video data and enable the physician to review and report the results of the PillCam study. The risks of PillCam capsule endoscopy include capsule retention, aspiration and skin irritation. The risks associated with colon preparation are allergies or other known

contraindication to any preparation agents or medications used for the PillCam COLON regimen, according to laxative medication labeling and per physician discretion. After ingesting the PillCam capsule and until it is excreted, patients should not be near any source of powerful electromagnetic fields, such as one created by an MRI device. Medical, endoscopic or surgical intervention may be necessary to address these complications, should they occur. A normal or negative capsule endoscopy examination does not exclude the possibility of colon polyps or colon cancer.

About Given Imaging Ltd.

Since pioneering the field of capsule endoscopy in 2001, Given Imaging has become a world leader in GI medical devices, offering health care providers a range of innovative options for visualizing, diagnosing and monitoring the digestive system. The company offers a broad product portfolio including PillCam(R) capsule endoscope for the small bowel, esophagus and colon. The company also offers industry-leading GI functional diagnostic solutions including ManoScan(TM) high-resolution manometry, Bravo(R) capsule-based pH monitoring, Digitrapper(R) pH-Z, and the SmartPill(R) GI monitoring systems. Given Imaging is committed to delivering breakthrough innovations to the GI community and supporting its ongoing clinical needs. Given Imaging's headquarters are located in Yoqneam, Israel, with operating subsidiaries in the United States, Germany, France, Japan, Australia, Vietnam, Hong Kong and Brazil
(15 July 2013, Yoqneam – Israel)

Novocure Treats First Recurrent Glioblastoma Patient in Japan with NovoTTF Therapy

Novocure announced that Dr. Tatsunori Okamura, MD, Ph.D., of the Kashiwaba Neurosurgical Hospital in Sapporo, Japan has treated the first patient in Japan with alternating electric field therapy. Dr. Okamura is using NovoTTF Therapy to treat a recurrent glioblastoma tumor, the most common form of primary brain cancer worldwide. Novocure provided the treatment in response to a compassionate use request from the Kashiwaba Neurosurgical Hospital in Sapporo, Japan.

Dr. Tatsunori Okamura, MD, Ph.D., commented, "NovoTTF Therapy was the best treatment option for this patient. We are very pleased with how quickly Novocure responded to our compassionate use request." "Novocure is committed to providing physicians and patients with appropriate access to NovoTTF Therapy," said Asaf Danziger, Chief Executive Officer of Novocure. "I am proud that our team was able to respond quickly to this request, and ensured that the physician and patient received the clinical and technical support necessary to initiate treatment."

"NovoTTF Therapy is a novel modality for the treatment of recurrent glioblastoma. We are happy to be the first institution in Japan to offer this treatment to our patient," said Dr. Sadao Kaneko, MD, Ph.D., and Director of the Kashiwaba Neurosurgical Hospital.

About the NovoTTF™-100A System

NovoTTF-100A System is a portable, non-invasive medical device designed for continuous use throughout the day by the patient. The system has been shown in both in vitro and in vivo studies to slow and reverse tumor growth by inhibiting mitosis, the process by which cells divide and replicate. The NovoTTF-100A System, which weighs about six pounds (three kilograms), creates a low intensity, alternating electric field within the tumor that exerts physical forces on electrically charged cellular components, preventing the normal mitotic process and causing cancer cell death prior to division. In patients with recurrent glioblastoma brain tumors, the system has shown clinical efficacy comparable to that of active chemotherapies with better quality of life and without many of the side effects of chemotherapy. The NovoTTF-100A System has received marketing approval in the United States (U.S.) and is a CE Marked device cleared for sale in the European Union, Switzerland, Australia and Israel, but is yet to be allowed for marketing in Japan.

Approved Indication

The U.S. Food and Drug Administration (FDA) has approved the NovoTTF-100A System for use as a treatment for adult patients (22 years of age or older) with histologically-confirmed glioblastoma multiforme (GBM), following histologically – or radiologically-confirmed recurrence in the supra-tentorial region of the brain after receiving chemotherapy. The system is intended to be used as monotherapy, and is intended as an

alternative to standard medical therapy for GBM after surgical and radiation options have been exhausted. Patients should only use the NovoTTF-100A System under the supervision of a physician properly trained in use of the system.

About Novocure™

Novocure Limited is a private Jersey Isle oncology company pioneering a novel therapy for solid tumors called NovoTTF Therapy.

Founded by Dr. Yoram Palti in 2000, Novocure has grown to become a global organization with employees in six countries. We have been fortunate throughout our expansion to attract a world class team with a shared passion to provide cancer patients with a new treatment option. Novocure is headquartered in the Jersey Isle. Novocure's US operations are based in Portsmouth, NH and the company maintains a research facility in Haifa, Israel.

Zadara Storage Gets \$3 Million Investment from Toshiba to Expand Cloud Storage

Cloud storage provider Zadara Storage announced that Toshiba America Electronic Components has invested \$3 million in the company, which it says it will use to expand the sales, support and engineering teams. The move comes a few months after OpenStack released its latest version, Grizzly, which includes 10 new drivers including Zadara. The funding brings Zadara's total to \$10 million to date. The two companies will be working together to introduce storage as a service products using their respective technologies.

Founded in Israel in 2011, Zadara launched what it says is the industry's first enterprise-class storage as a service solution in 2012 that allows both enterprises and service providers to buy enterprise block-and-file storage by the hour as its own Virtual Private Storage Array. Zadara Storage can serve as either primary storage for applications, or secondary storage for backup. Using its patent-pending CloudFabric architecture, Zadara Storage delivers single-tenant performance and privacy that can be instantly created, grown, and shrunk with cloud-based cost efficiency.

Zadara brought private storage to the public cloud via Amazon Web Services and makes its off-premises solutions via partnerships with AWS, Dimension Data and Equinix. "By



working closely with TAEC we can synergistically integrate disk drive and SSD components with storage software,” said Nelson Nahum, CEO and co-founder of Zadara Storage. “The combination means unique and compelling cloud storage solutions as well as ‘cold storage,’ or secondary storage, solutions.” Zadara Storage provides enterprise-class storage for the cloud in the form of storage as a service. By combining the best of enterprise storage with the best of cloud and cloud block storage, Zadara Storage accelerates the cloud by enabling enterprises to migrate existing applications to the cloud

XPAND 3D Bolsters Commitment To Japan Market: Names Yasunori (Yogi) Higashimura To Lead Business Development Initiative Operating From New Japan Offices

Underscoring its commitment to provide partners and customers in the Japanese market with the highest levels of attention and support, XPAND 3D today announced the appointment of Mr. Yasunori (Yogi) Higashimura to the position of Business Development Manager. Mr. Higashimura is a veteran technology and business leader with considerable experience in senior engineering, business planning, financial analysis and operations positions at Panasonic Corporation in Osaka, Japan and the United States. He joins XPAND 3D with immediate effect and will be based from offices in Osaka and will have responsibility across all of XPAND 3D’s businesses including cinema, consumer electronics, retail, education, OEM, medical and licensing.

According to Maria Costeira, Chief Executive Officer, XPAND 3D, the addition of Mr. Higashimura to the executive team at XPAND 3D will provide deep insight into market needs coupled with a strong commitment to serve partners and grow the business.

“I am very pleased that Yasunori Higashimura has elected to join XPAND 3D and am very confident he will make a strong and immediate impact on our business in Japan,” Costeira noted today. “As a global organization with operations in every continent, we have grown our business by listening to customers and partners and then adjusting our offerings to provide innovation, interoperability and value packaged to address the unique needs of each market. In Japan, it will be a great asset to have someone of Mr. Higashimura’s caliber leading our business development initiatives, interacting with

customers and partners and providing our executive team with the direction to succeed in this important, demanding market.”

Echoing this sentiment, Yasunori Higashimura noted the opportunity XPAND 3D faces in the Japan market: “XPAND 3D under Maria Costeira’s leadership understands that the road to success in retail, education, cinema, medical, consumer technologies and OEM begins at the intersection of great technology and unique design. I am very pleased to join XPAND 3D on this exciting journey and I believe that my experience and energy equips me to make a valuable contribution,” Mr. Higashimura said. “I look forward to working with the international XPAND 3D team and to excel with customers and partners in the Japan marketplace.”

Yasunori Higashimura joined Panasonic Corporation as an Electric Video Engineer in 1970 and held engineering and sales positions in the United States and Japan. In 1983, Mr. Higashimura led Panasonic’s broadcast video business initiative and worked closely with leading broadcasters in Japan and North America and in 1995 he was appointed Vice President and Director of Panasonic’s Digital Video Compression Company in Universal City, Los Angeles. Returning to Japan in 2004, Mr. Higashimura held senior planning and analysis roles with the company’s AVC company.

About XPAND 3D:

The global leader in the 3D technologies for home, business, education, cinema, military and medical applications, XPAND is committed to advancing the state-of-the art in technology to provide consumers, businesses, educators and medical professionals with the comprehensive advantages of stereoscopic 3D. XPAND provides glasses on a linear scale from the most advanced and feature-packed for sophisticated surgical, training and home theater to more ruggedized and affordable for cinema and mass market use. X6D Limited is a global company whose products and services are marketed under the XPAND brand name. XPAND 3D technology is used by over 5,000 3D cinemas in more than 50 countries and is the 3D solution of choice for post-production houses, educational and professional 3D applications. XPAND designs, manufactures and OEMs a range of consumer electronics 3D solutions that are driving the 3D revolution.

Panasonic Delegations visit Israel looking for new contributing innovations

Yorihisa Shiokawa, managing executive officer and regional head for Asia Pacific, Middle East & Africa at Panasonic, led a delegation of senior officials from the corporation which arrived in Israel last Thursday. He met with senior businesspeople, chain managers and marketers, as well as startup companies which presented him with their developments. The delegation was focusing on “Green Technologies” and in Eco City technologies.

The delegation members were interested in meeting Israeli startups that are active in the fields of screens, multimedia and screen-complementary products. IATI presented them with 5 excellent young Israeli companies to meet with the delegation.

August

Israel clarify to Japan: Official's comments on Hiroshima and Nagasaki are "unacceptable"

Israel has distanced itself from a government official who made strong comments about the World War II nuclear bombings of Hiroshima and Nagasaki. Responding to a Japanese request for clarification, a top Israeli envoy told Japan that the comments were "unacceptable" and that the official had been suspended. Danny Seaman was a government public relations official and posted on Facebook that he was "sick" of "self-righteous" Japanese and international commemorations of Hiroshima and Nagasaki victims. He said those events were the results of "Japanese aggression."

The comment embarrassed Israel before an international ally. Israeli diplomatic officials said Thursday that National Security Adviser Yaakov Amidror made the clarifications last week. The officials spoke on condition of anonymity because they were not authorized to discuss the private diplomatic discussions with the media.

(Jerusalem – Israel)

Israel's Gerbi takes gold at Judo World Championships

Yarden Gerbi became the first Israeli to win a gold medal at the Judo World Championships in Rio de Janeiro on Thursday night, recording ippons – judo's version of a knockout – in all five of her fights. The 24-year-old entered the championships as the world No. 1 in the under-63 kilogram competition and proved she truly is the best with a win over France's Clarisse Agbegnenou in the final in just 43 seconds.

Gerbi began the competition with her quickest ippon of the day, knocking out Karla Catota Quijano of El Salvador in just 45 seconds. It took almost three minutes for the Israeli to spring an ippon against Italian Valentina Giorgis, but she needed less than two minutes to do so against Tina Trstenjak of Slovenia to advance to the semifinals. Gerbi faced world No. 4 Kane Abe of Japan in the semifinals, but she came up with yet another

ippon, this time by forcing her opponent into submission 2:47 minutes into the battle by pinning her to the mat.

J&J, Takeda, Orbimed consortium win biotech incubator tender

The consortium members will receive NIS 6.9 million in financing over three years.

BioBoost, a consortium of OrbiMed Advisors LLC, Johnson and Johnson (NYSE: JNJ) and Takeda Pharmaceutical Co. Ltd. (TSE: 4502) has won the tender to establish the life sciences incubator as part of the Office of the Chief Scientist's incubator program. The franchise for the biotech tender, like the franchise for all incubators since the reform, is for eight years. The consortium members will receive NIS 6.9 million in financing over three years, more than franchisees of incubators in other fields, as part of the government's wish to provide special support for the life sciences. Most of the incubator's companies will develop drugs, and a few will develop medical devices.

BioBoost beat a consortium of Minrav Holdings Ltd. (TASE: MNRV) and AstraZeneca plc (NYSE; LSE; OMX: AZN). The threshold condition for establishing the incubator was a big pharma company as one of the franchisee's partners, together with a financial partner. BioBoost includes two big pharma companies, one of which, Japan's Takeda, has no operations in Israel. Orbimed Israel senior managing director Dr. Nissim Darvish said, "The intention is to create a network of companies, each of which stands on its own, but will have ties between them. We are not limiting ourselves to any field, especially not fields in which Johnson and Johnson and Takeda operate. We are aiming for companies that will make money. The incubator is not designed to fill the corporations' products pipeline."

As for follow-on investments in the portfolio companies, Darvish said, "We will not let the companies that graduate from the incubator enter the 'valley of death'. Each of the incubator's partners has already allocated a substantial amount to support the good companies, after three years at the incubator. We cannot disclose the amount, but if the Chief Scientist demands x, we'll double or triple it." Under the tender's terms, the Chief

Scientist required an investment of at least NIS 50 million, which means that BioBoost's partners have promised at least NIS 100 million in follow-on investment in the companies.

(13 August 2013, Globes)

Japanese Govt to Push Exports Of Artificial Islands

The Japanese government plans to market megafloats -- artificial islands used to store materials such as natural gas, oil and coal -- to resource-rich countries, in cooperation with private firms. It plans to hold a meeting with Israel, which is aiming to develop a gas field off the Mediterranean coast. Israel aims to secure energy supplies amid tensions in the Middle East. Up to now, it has imported natural gas from Egypt.

Tokyo also hopes to persuade the Indonesian government to use such floating facilities to transfer coal brought on smaller ships to larger ones, saying megafloats will help protect endangered mangrove forests in southern Sumatra by eliminating the need for structures on land. The government will promote sales of the technology to Vietnam, Thailand and Singapore, all of which plan to build oil-storage bases. In Latin America, Tokyo hopes to market the man-made islands to Brazil as bases for the transport of materials and people to and from deep-sea oil fields.

Megafloats were originally developed by shipbuilders and steelmakers, including Mitsubishi Heavy Industries Ltd. (7011) and IHI Corp. (7013). The facilities are currently used by the government in Japan to store oil in two locations, one of which is in Kitakyushu, Fukuoka prefecture, and to store contaminated water from Tokyo Electric Power Co.'s (9501) Fukushima Daiichi nuclear plant. A megafloat with the storage capacity of 1 million cu. meters costs around 30 billion yen to build. Selling a facility with about 5.6 million cu. meters of storage capacity, such as the one off the coast of Kitakyushu, would generate tens of billions of yen in revenue. The government hopes to promote exports of the technology, creating more business for domestic shipbuilders.

(18 August 2013, The Nikkei- Tokyo)

Seed breeding co Kaiima raising \$50m

Mitsui global investments (MGI) joins HK Horizon Ventures, as well as the World Bank

Genetic engineering seed company Kaiima Ltd. is in the final stages of a financing round from Asian investors, including Mitsui Global Investments (MGI) Horizon Ventures of Hong Kong billionaire Li Ka-Shing, the chairman of Hutchison Whampoa Ltd. (HKSE: 0018). The World Bank has pledged up to \$20 million out of the \$50 million that Kaiima plans to raise. Current Kaiima investors, including US funds Kleiner Perkins Caufield & Byers and Draper Fisher Juvetson and its Israeli affiliate DFJ Tamir Fishman Ventures Ltd. (TASE: TFVC), are also due to participate in the financing round.

Kaiima develops improved varieties of crops using a proprietary "advanced ploidy" technology to replicate a crop's genome, not modifying it through genetic engineering. The company says that it can create bigger plants that are richer in nutrients, able to photosynthesize faster, survive in extreme and drought conditions, and generate more seeds for the faster propagation of the next generation. Kaiima's capabilities have been demonstrated with various crops, but it currently focuses on rice, corn, wheat, rapeseed (an alternative to canola), and the castor oil plant. Castor oil is a leading biodiesel product, and the company already sells a variety with higher oil concentration (double the amount of oil per hectare, it says).

Genetic engineering of crops has been gaining ground among Israeli start-ups. Evogene Ltd. (TASE:EVGN) has major cooperation agreements with Monsanto Corporation (NYSE: MON), Dupont (NYSE: DD) unit Pioneer Hi-Bred, and Syngenta AG (SWX: SYNN; NYSE: SYT); and Rosetta Green was acquired by Monsanto earlier this year for \$35 million. Kaiima uses a different business model and has no cooperation agreements with the seed giants. Instead, it has raised, and continues to raise, substantial amounts of capital, apparently in order to bring products to market independently, as it did with rapeseed.

Kaiima is currently focused on China, which is apparently why it approached the investors mentioned above. The company is also targeting India, and it plans to



collaborate with the Indian government. Over the coming year, it plans to find a distributor in India and China, produce its own products, and launch large-scale sales a few years later. Kaiima was founded in 2006 by CEO Dr. Doron Gal, who has a doctorate in Geophysics from Stanford University.

(4 August 2013, Globes)

Magisto Partners with SoftBank Mobile

Launching in Japan on Arrows A 202F Smartphone

Magisto, which provides the easiest way to create and share professional quality personal movies, today announced it has partnered with Japan's leading mobile carrier, SoftBank Mobile. The company's app, which was released in Japanese on iOS and Android earlier this year, now will be preloaded on Arrows A 202F, a Fujitsu Smartphone which debuted on June 28, 2013 in Japan. "Japanese Smartphone users are among the most engaged and sophisticated in the world," said Oren Boiman, CEO of Magisto. "We believe Japanese consumers will help lead the way in realizing the potential of mobile video as a mode of interpersonal communication. Our collaboration with SoftBank Mobile and Fujitsu provides a powerful platform to enable mass adoption of produced personal video."

In addition, the company is further expanding its international presence by launching localized versions of Magisto iOS app in French, Spanish, German and Italian, and is also in the process of adding Chinese, Korean, Russian, Turkish and Arabic. Watch a Magisto video that was made in Japan. Magisto recently announced the launch of its Emotion Sense Technology (EST) based on the company's proprietary artificial intelligence algorithm. It is able to unlock the emotional power of video editing and production from any Smartphone.

About Magisto

Driven by artificial intelligence and simple user experience, Magisto is a cloud-based service for creating and sharing professional quality personal movies. It automatically selects the most compelling moments and, like an expert video editor, weaves them

together to convey a story with customized styles and music. Magisto can be used across iOS, Android and the Web, and is the highest-rated video creation app in the Google Play and iOS App Stores. More information is available at <http://www.magisto.com/about> and <http://www.magisto.com/how-it-works>. The company is funded by Horizons Ventures and Magma Venture Partners and maintains its headquarters in Tel Aviv, Israel, with offices in New York and California

Israeli Endoscope Maker Seeks Broader Tie-Ups in Japan

Given Imaging Ltd. plans to forge a number of marketing partnerships in Japan for a capsule endoscope that can be swallowed and used to screen for colon cancer, The Nikkei has learned. The Israeli firm is the world's leading maker of capsule endoscopes with a greater than 80% share of the global market. In Japan, it currently has a marketing partnership with Fujifilm Holdings Corp. (4901) for capsule endoscopes to screen for cancer and otherwise investigate the small intestine.

But cancer of the large intestine causes some 47,000 deaths a year in Japan, so the market for colon screenings is huge. Just last month, the firm received clearance for selling the device to check the large intestine. Given Imaging needs to broaden its business operations accordingly so it can expand sales, President and Chief Executive Officer Homi Shamir told The Nikkei. In addition to widening its marketing alliance with the Fujifilm group, Given will seek partnerships with pharmaceutical companies and medical equipment manufacturers with a strong presence in the gastrointestinal field. Shamir said Given will soon enter into negotiations with various companies and expects to form tie-ups within the year. The goal is to introduce its capsule endoscope to 10,000 medical institutions in Japan next year.

(Nikkei, Tokyo)

Stratasys 3D Printer at the University of Tsukuba, Japan Customizes Equipment for Olympic Athletes

Personalized swords helped the Japanese fencing team take the Silver in 2012 Olympics

Stratasys Ltd (NASDAQ: SSYS), a leading manufacturer of 3D printers and production systems for prototyping and manufacturing, today has announced that the University of Tsukuba, Japan is using an Objet350 Connex multi-material 3D Printer as part of its advanced R&D program for sports science and Olympic training. The University of Tsukuba conducts research and development in three key areas: sports equipment, training and conditioning. A research team led by Professor Norihisa Fujii at the university's Faculty of Gymnastics developed equipment used by Japan's fencing team which won the Silver medal in the 2012 London Olympics.

3D Printing Helps Fencers Get a Grip. The hilt of the fencing sword must fit the fencer's hand perfectly, even a slight difference in the shape of the hilt can spell victory or defeat. Before 3D printing, there was only one type of fencing hilt in the world, and each competitor had to personally file the hilt to customize the fit and achieve a non-slip surface. If the sword ended up breaking, it was almost impossible to get another one with the same fit. For the 2012 Olympics the researchers at the University of Tsukuba scanned the actual equipment used by the fencers in 3D, and the resulting polygon data was then incorporated into 3D CAD. The 16-micron accuracy of the PolyJet based Objet350 Connex 3D Printer enabled the researchers to produce iterative prototypes of each sword with minute variations according to the athlete's feedback. A total of 70 prototypes were produced.

Mr. Osamu Takeda, a researcher who managed the modeling of the prototypes at the University of Tsukuba, Sports R&D Core commented, "Players are not engineers. They talk about their requirements instinctively. So, bearing this in mind, we develop various patterns based on different assumptions. With the Objet Connex multi-material 3D Printer, we can do this easily. We can respond flexibly and promptly because the machine is so accurate," The customized, completed hilts were manufactured in April

2012, three months before the London Olympics. For the first time in fencing history, each competitor had five spare hilts, providing a "sense of security."

"Whatever the sport may be, it's all about designing customized equipment to enable the athlete to maximize his or her personal best," said Jon Cobb, Executive Vice President Marketing, Stratasys. "Stratasys 3D printers have a long history with the sports world, spanning everything from the design of customized running shoes to the 3D printing of end use parts for bikes and snowmobiles. The accuracy of our technology and the durability and flexibility of our materials enable sports equipment designers to develop truly breakthrough concepts. Also, the fast turnaround time of 3D printing means that the athlete can try several design iterations until the equipment exactly matches personal preferences." The University of Tsukuba is now exploring other 3D printing sports applications such as protective equipment for gymnasts, shoes for javelin throwers, triathlon wear, sailing masts, a footwork assessment system for badminton, and more.

Stratasys Ltd. (Nasdaq: SSYS), headquartered in Minneapolis, Minn. and Rehovot, Israel, manufactures 3D printers and materials for prototyping and production. The company's patented FDM(R) and PolyJet(R) processes produce prototypes and manufactured goods directly from 3D CAD files or other 3D content. Systems include 3D printers for idea development, prototyping and direct digital manufacturing. Stratasys subsidiaries include MakerBot and Solidscape and the company operates the RedEye On Demand digital-manufacturing service. Stratasys has more than 1500 employees, holds over 500 granted or pending additive manufacturing patents globally, and has received more than 20 awards for its technology and leadership.

Mobile Internet Capital invests in Credorax

US Israeli -based Credorax, a provider of technology for the processing of online payment transactions and a Financial Institution licensed under the EU Payment Services Directive (PSD), has received an investment from Japanese venture capital firm Mobile Internet Capital, entering Japan's card-not-present arena.

Credorax provides online payment processing and acquiring bank services to online merchants worldwide. Credorax is a licensed financial institution and a Visa and MasterCard principal member based in Tokyo, Japan, Mobile Internet Capital's shareholders include: NTT docomo, Internet Research Institute and Mizuho Securities. "We are very pleased to have Credorax join our portfolio of companies," said Mikihide Katsumata, President and CEO of Mobile Internet Capital. "Based on Credorax's success in Europe's cross-border e-market, and more recently their innovation and traction in mobile payments, we believe the company has the potential to become a key acquirer in Japan."

Siano Further Expands Japan Distribution Network with Vitec

New Siano distributor gets on board to promote local MDTV market

Siano, the world's leading supplier of mobile broadcast DTV solutions, today announced the signing of a new partnership agreement with Vitec, one of Japan's foremost consumer electronics distributors. The agreement, which went into effect in early June, will help position Siano as a leading local provider of comprehensive Mobile Digital TV (MDTV) system-level products and accessories.

Vitec Co., Ltd. is one of Japan's leading consumer electronics distributors who specialize in semiconductors, a range of electronic components, and displays. With a customer base of major tier-1 manufacturers including SONY, Samsung, and others, Vitec is committed to its strong network of pre- and post-sales customer service and support, and its expansive R&D centers dedicated to systems devices and EMS-related projects.

Siano is a recognized global provider of products and solutions for digital broadcast TV, including IC receivers for mobile, consumer and automotive applications, drivers, middleware and apps for the most popular OS's and platforms and a range of comprehensive system-level products. The agreement with Vitec was brought about by Siano's recent partnership with a Japanese electronics component manufacturer and large local network operator to deliver "1segTV", a Siano-designed wireless mobile device accessory. Generically called "Meron," the 1segTV is a compact and lightweight



wireless accessory that delivers free high-quality broadcast TV to Android and Apple™ (iOS) smartphones or tablets via WiFi. The accessory has been available in Japanese retail outlets and online shops since June 2013.

"Merging our companies' experience and expertise will help us nurture and expand Siano's name and brand in Japan, and is a tremendous opportunity for Siano to penetrate the Japanese mobile market," said Alon Ironi, CEO of Siano. "We are confident that with Vitec's involvement and support, Siano's products will fast become an attractive and much sought-after accessory for smartphone and tablet manufacturers nationwide."

About Vitec

Vitec Co., Ltd. is a leading consumer electronics distributor specializing in semiconductors, electronic components, and displays. In addition to supplying electrical appliance and electronics manufacturers, the company's global network supports a range of general electronics customers, with services that include technical support, systems devices, and EMS-related projects.

Siano Partners with Sanshin - Japan's Leading Consumer Electronics Equipment Distributor

Partnership to fuel Siano's expansion in world's #1 MDTV market

Siano, the world's leading supplier of mobile broadcast DTV solutions, and Sanshin Electronics, Co., Ltd., one of Japan's foremost distributors of consumer electronics products and components, today announced the signing of new partnership agreement. Commencing in quarter 3 2013, Sanshin will support Siano's marketing and sales efforts in Japan with an emphasis on Siano's line of comprehensive Mobile Digital TV (MDTV) semiconductor and system-level products and accessories.

Sanshin bring decades of experience and expertise in Japan's fast-growing consumer electronics market. Recognized for achievements as a solution supplier and for providing superior service, Sanshin's team of professionals boast strong marketing, sales, and customer support in offices throughout the country. In addition to supporting electrical



appliance and electronics manufacturers, as a distributor, Sanshin will help Siano promote and leverage its strong brand in Japan.

Siano is the established worldwide leader in providing integral suites of solutions for digital broadcast TV - including state-of-the-art IC receivers for mobile, consumer and automotive applications; drivers, middleware and Apps for the most popular OS and platforms; and system-level complete products, including the recently launched WiFi-based "Meron," marketed in Japan by a leading Japanese mobile carrier.

The newly-established collaboration between Siano and Sanshin defines a shared long term commitment from both sides. Combining both companies' respective experience and expertise will allow Japanese device and solution makers to enjoy the best MDTV technology available, coupled with local customer support and service.

"Siano has a reputation for combining innovation and performance with large tier-1 brands," says Kenji Kaneko, AVP of Sanshin. They have proven this for nearly a decade with their receiver chips, and moreover - with this new set of system-level products. We are confident that marketing their full product line will accelerate the development of Japan's mobile TV market." "Our continued penetration of the Japanese mobile market is an important milestone for Siano, said Alon Ironi, CEO of Siano. This market has enormous potential with hundreds of thousands of smartphones and tablets sold every day. We are confident that these new partnerships will help position Siano as a leader in mobile DTV accessories in Japan."

About Sanshin Electronics

Since its founding in 1951, Sanshin Electronics Co., Ltd. has been devoted to the sales and distribution of consumer electronics products and components for leading tier-1 Japanese consumer electronics manufacturers. Sanshin's customer base includes global market leaders, Nintendo, Sony, Toshiba, and Sharp. Customers also include leading Japanese newspaper publishing groups, TV and radio stations, government offices, and academic institutions. Sanshin is publically traded on the Tokyo Stock Exchange.

About Siano

Siano is the world's leading supplier of mobile broadcast DTV solutions. Pioneers of the multi-standard approach, Siano provides high-performance and fast time-to-market digital



TV solutions for cellular-handheld, consumer electronics, automotive and public transportation device makers and solution/services providers. Close partnerships with global tier-1 PC, mobile handset and home entertainment manufacturers boast a customer base that includes Samsung, Motorola, LG, ZTE, Huawei, Dell, Lenovo and many others. Headquartered in Israel, Siano has offices in the US, China, Taiwan, Korea, Japan, and Latin America (Brazil, Argentina).

(19 August 2013, BUSINESS WIRE - Tokyo)

Mitsubishi to go Wireless WHDI with AMIMON Tech.

Mitsubishi picked AMIMON to fill the tech gap for its new LCD TV with an integrated HD wireless link (the technology used is called WHDI). AMIMON is a semiconductor technology company specializing in wireless HD video. The new Mitsubishi display is set to release in the Japanese market first. The LCD TV will come embedded with AMIMON's wireless technology, capable of delivering uncompressed HD video streams without the use of HDMI cables. The wireless HDTV is a two-piece system comprised of a slim and thin LCD panel and a separate HDTV receiver unit that transmits wireless HD video to the LCD panel.

The new flat panel displays from Mitsubishi are being dubbed the "Living Fit" line. The line is sleek and slim and feature the new wireless HDMI tech which will send both audio and video over the air to the display at resolutions up to 1080i (1080p is technically possible at 24/30 fps). The Mitsubishi wireless HDTV product will enable consumers to have a "layout-free" elegant LCD panel without the hassle of running audio and video wires to the panel. The wireless HDTV will enable flexible placement of HD source devices such as AVRs, DVRs, DVD players, set-top boxes (STBs) and game consoles anywhere within the room and throughout the home. The product is planned to be released in the Japanese market this fall.

AMIMON's wireless technology uses a unique video-modem approach to deliver wirelessly uncompressed HDTV with a range of over 100 feet (30 meters), through multiple walls and with latency of less than one millisecond. AMIMON's Wireless High



Definition Interface technology offers universal, high-quality and robust wireless whole-home HD connectivity.

Hitachi and LiveU Announce Strategic Technology Partnership

Hitachi and LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, are announcing a new collaboration to deliver an integrated professional live camera incorporating LiveU's LU40 compact video uplink device into Hitachi's professional video cameras, enabling camera operators to view and manage LiveU's transmission status and video quality in real-time. Sean Moran, VP of Sales & Marketing for Hitachi Kokusai Electric America, said, "We are very excited by LiveU's uplink technology not only for broadcast applications but also for other market segments. This is only the beginning of our collaboration; we're committed to building a strong integration between our two solutions to offer global customers the ultimate live video camera."

Samuel Wasserman, LiveU's CEO, said, "The Hitachi collaboration is an important step in LiveU's global strategy to offer live capabilities to professional camera operators and simplify the workflow in the field. Our development teams are working closely together to build a unique solution serving many different markets."

Hitachi's line of high image quality Broadcast and Professional HDTV cameras have a 50-year heritage that is well known in the Americas. Not only do they offer one of the best R.O.I.'s in the industry but are backed by a well-known global and trusted brand name, HITACHI, one of Japan's most financially stable companies. All currently manufactured models of Hitachi HDTV cameras can be used with the LiveU LU40 as a peripheral unit mounted to the rear of the camera.

LiveU's handheld LU40 device offers a highly robust and cost-effective HD video uplink solution for broadcasters and online media. Weighing less than 25oz (700g), the LU40-S comes with an easy-to-use touchscreen interface. The device includes LiveU's proprietary internal antenna for stronger connectivity and new live newsgathering



features such as: low latency for interview-mode; Store & Forward; file transfer (FTP); video and audio indicators; and under one minute boot-up time.

LiveU owns the patent for cellular bonding in the US and other countries. The LU40, together with all LiveU products, are based on this patented technology. LiveU will be presenting its full range of live video uplink solutions at the 2013 NAB Show®, April 8-11, at the Las Vegas Convention Center, booth #SU5511. Ken Zamkow, LiveU's Director of Sales and Marketing, will be speaking at the Broadcast Engineering Conference, at 10:00 am on Thursday, April 11, 2013 on "From Super Bowl to Varsity: Live Sports Coverage Using Cellular Bonding Technology" - IP for Television session".

About Hitachi

Hitachi Kokusai Electric America, Ltd. designs, manufacturers and markets video cameras, digital transmission, processing and recording devices for the broadcast television, cable, video production, and industrial vision markets.

About LiveU

LiveU is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, London 2012 Olympics, Hurricane Sandy, 2011 British Royal Wedding, Japanese Tsunami, GRAMMY Awards® and Super Bowl. From backpacks to smartphones, LiveU offers a complete range of devices for live video coverage. LiveU's solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimized for maximum video quality based on the available network condition

WatchDox Signs Reseller Agreement With NTT Software

Japanese reseller selects WatchDox to bring mobile productivity, secure collaboration solutions to new market

(BUSINESS WIRE)--WatchDox, a provider of secure mobile productivity and collaboration solutions, today announced it has signed a reseller agreement with NTT

Software, a wholly owned subsidiary of NTT. NTT Software will introduce secure file sharing and syncing to its substantial customer base, which already rely on the leading IT solutions provider for email and cloud security solutions. NTT Software will deliver WatchDox's solutions to help users seamlessly share, annotate and edit files securely from their smartphones, tablets, PCs and laptops.

Security solutions are among the top priorities for Japanese enterprises, but most users view them as barriers to efficiency. NTT's vast customer base of telecommunications, financial and technology organizations and other enterprises across the country have begun adopting bring-your-own-device (BYOD) initiatives in response to employees using mobile devices to conduct business. NTT Software found WatchDox's secure productivity suite compelling for its ability to track all document-related activities and revoke file access when necessary, as well as for its user-friendly interface and seamless operation between Microsoft Office applications and mobile devices.

"The BYOD trend is just coming to Japan, and WatchDox will be a killer application for enterprise users, who want all the benefits of mobile file sharing without the security risks of cloud-based consumer offerings," said Masayuki Hatanaka, senior vice president of the security solution business department for NTT Software. "We see a huge opportunity to strengthen our security offerings and expand our customer base to serve mobile enterprise customers."

The WatchDox entry into the Japanese market comes as the company also expands its presence in Europe, the Middle East and Africa. As in the EMEA regions, Japanese businesses are calling for greater file sharing and collaboration capabilities via mobile devices from solutions that deliver the security features enterprises need.

"NTT Software is a trusted security partner in Japan, and it is leading the way in introducing enterprise-safe file sharing via mobile devices, PCs and machines outside of IT's control," said Dan Barahona, vice president of business development at WatchDox. "Together, WatchDox and NTT Software will deliver a fully integrated user experience for customers who want to share files and collaborate securely."

Novocure Treats First Recurrent Glioblastoma in Japan with NovoTTF

Novocure announced that the Kashiwaba Neurosurgical Hospital in Sapporo, Japan has treated the first patient in Japan with alternating electric field therapy. They are using NovoTTF Therapy to treat a recurrent glioblastoma tumor, the most common form of primary brain cancer worldwide. Novocure provided the treatment in response to a compassionate use request from the Kashiwaba Neurosurgical Hospital in Sapporo, Japan. NovoTTF-100A System is a portable, non-invasive medical device designed for continuous use throughout the day by the patient. The system has been shown in both in vitro and in vivo studies to slow and reverse tumor growth by inhibiting mitosis, the process by which cells divide and replicate. The NovoTTF-100A System, which weighs about six pounds (three kilograms), creates a low intensity, alternating electric field within the tumor that exerts physical forces on electrically charged cellular components, preventing the normal mitotic process and causing cancer cell death prior to division. Novocure is a commercial-stage oncology company dedicated to the advancement of TTF therapy for patients with solid tumors. Our company pioneered the concept that the electric properties of cells can be used as an effective target for an anti-neoplastic therapy. Founded by Dr. Yoram Palti in 2000, Novocure has grown to become a global organization with employees in six countries. We have been fortunate throughout our expansion to attract a world class team with a shared passion to provide cancer patients with a new treatment option. Novocure is headquartered in the Jersey Isle. Novocure's US operations are based in Portsmouth, NH and the company maintains a research facility in Haifa, Israel

About the NovoTTF™-100A System

NovoTTF-100A System is a portable, non-invasive medical device designed for continuous use throughout the day by the patient. The system has been shown in both in vitro and in vivo studies to slow and reverse tumor growth by inhibiting mitosis, the process by which cells divide and replicate. The NovoTTF-100A System, which weighs about six pounds (three kilograms), creates a low intensity, alternating electric field within

the tumor that exerts physical forces on electrically charged cellular components, preventing the normal mitotic process and causing cancer cell death prior to division. In patients with recurrent glioblastoma brain tumors, the system has shown clinical efficacy comparable to that of active chemotherapies with better quality of life and without many of the side effects of chemotherapy. The NovoTTF-100A System has received marketing approval in the United States (U.S.) and is a CE Marked device cleared for sale in the European Union, Switzerland, Australia and Israel, but is yet to be allowed for marketing in Japan.

Approved Indication: The U.S. Food and Drug Administration (FDA) has approved the NovoTTF-100A System for use as a treatment for adult patients (22 years of age or older) with histologically-confirmed glioblastoma multiforme (GBM), following histologically – or radiologically-confirmed recurrence in the supra-tentorial region of the brain after receiving chemotherapy. The system is intended to be used as monotherapy, and is intended as an alternative to standard medical therapy for GBM after surgical and radiation options

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September

Brainsway's Deep TMS System to be Marketed and Distributed in Japan

Brainsway Ltd. (BRIN.TA) ("Brainsway" or the "Company") is pleased to announce the execution of an agreement for the marketing and distribution of its Deep TMS device in Japan with Century Medical Inc. ("Century Medical" or the "Distributor"), a Japanese company from the ITOCHU Group.

Under the agreement, Century Medical will have an exclusive right for the distribution of Brainsway's Deep TMS systems for treating Major Depressive Disorder in Japan for a period of ten years. The agreement will be extended by five additional years in the case that Century Medical meets the minimum revenue thresholds stipulated by the agreement. Century Medical also has a right of first offer option for the distribution of Brainsway's Deep TMS technology for additional indications in Japan. It should be noted that the Distributor is committed to achieving the necessary regulatory approvals to market the Deep TMS device for various indications in Japan at its sole expense. Once marketing in Japan commences, the Company will be responsible for the manufacture and delivery of the Deep TMS systems while the Distributor will be responsible for the rental thereof to customers, including the provision of all necessary installation, training and maintenance services. The devices will remain the exclusive property of Brainsway at all times. Century Medical will pay Brainsway for each Deep TMS treatment performed, subject to prescribed annual minimums per device. The agreement provides a minimal annual threshold of total payments to Brainsway. If the Distributor fails to meet the minimum standard set for any given year, the Company will have the right to terminate the distribution agreement, unless otherwise mutually agreed by the parties.

Century Medical will pay 190 million Japanese yen (US\$ 2 million) for the distribution license (the "Distribution Fee") in two installments: an advance payment of 100 million yen and an additional 90 million yen upon Century Medical receiving approval for

marketing the Deep TMS system in Japan. Brainsway will return 10% of the Distribution Fee at the end of each year that Century Medical meets its set revenue targets.

Uzi Sofer, CEO of Brainsway, said, "We are pleased and proud to sign a distribution deal in Japan with an excellent distribution company owned by Japanese giant, ITOCHU Corporation. The negotiation process was long and fascinating, but now that the agreement has been signed, and since our distributor is very strong in that country, I believe that we will be successful in quickly penetrating this large and important market." Ronen Segal, Brainsway's CTO, commented, "After working with Century Medical for several months to come to this agreement, and based on their extensive track record of success in marketing and distributing new medical technologies in Japan, we are confident that we have chosen the ideal partner to bring Brainsway's groundbreaking technology to the Japanese market."

Yael Lahat, Director of Life Science and CleanTech at Harel-Hertz Investment House, Century Medical's representative in Israel, said, "The Japanese market is large and the promotion of business between Israel and Japan is important. We are proud to have worked with great companies like Brainsway and Century Medical and to be part of creating this powerful collaboration between the two companies."

About Century Medical

Century Medical, Inc. (CMI) is a wholly owned subsidiary of Itochu Corporation (8001:Tokyo Stock Exchange). CMI has more than 300 employees, offices in seven major cities in Japan and 39 years' experience marketing medical devices in Japan. CMI has been a pioneering force successfully introducing many new technologies to the Japanese healthcare community and has built a dedicated team of 40 sales and marketing people to serve the Japanese medical community.

About Brainsway Ltd.

Brainsway develops a medical device for the noninvasive treatment of common brain disorders. The device is based on a uniquely shaped electromagnetic coil connected to a rapidly changing current supply, which produces magnetic fields capable of affecting different areas of the brain. Deep brain areas can be either excited or inhibited, depending on the frequency of the magnetic field.

(23 September 2013, Globe NewsWire)

IceCure Enters a New High-Potential Market: The company received \$100K-order for cryoablation consoles and probes to be used in a clinical study for the treatment of lung cancer

Lung cancer is by far the leading cause of cancer death among both men and women. Successful entrance into this market may significantly increase the company's business potential

IceCure Medical Ltd. (ICCM.TA) announced that it received its first order for cryoablation systems to be used in a clinical study for treatment of lung cancer tumors. The study will take place at the Kameda Medical Center in Kamogawa City, Japan. The cryoablation systems and probes are based on IceSense3™ technology. Currently the IceSense3™ system is being studied in the same center for the treatment of small breast cancer tumors. Cryoablation is the technique of using extreme cold to destroy tissue. It has been used for years in medical applications such as dermatology, kidney, prostate and liver to treat both cancerous and non-cancerous tumors.

"This study, which is fully funded by Kameda Medical Center, may pave the road for IceCure to also use its cryoablation systems for the treatment of lung cancer tumors in addition to the current commercial applications for the treatment of benign breast tumors and investigational use for small breast cancers," stated Hezi Himelfarb, President and CEO of IceCure Medical. "According to the American Cancer Society, lung cancer is the leading cancer killer of both men and women in the United States, more than the next three cancers combined (colon, breast and prostate). An estimated 160,340 Americans were expected to die from lung cancer in 2012, accounting for approximately 28 percent of all cancer deaths."

"It is important to mention that an animal study conducted last July using IceCure's system, has shown better results when compared with other cryoablation systems. Successful results in the Japanese trial may open the possibility to enter a huge market with hundreds of thousands of new cases every year. We continue our marketing and

sales efforts in the U.S. for the treatment of (benign) breast fibroadenoma, as well as the clinical studies for treating breast cancer tumors in Japan and the U.S," added Himelfarb. The clinical study will be managed by Dr. Akihiko Takeshi, the chairman of the Thoracic Surgery Department at Kameda Medical Center and will be funded by the hospital. After analyzing the results, the company will decide its future involvement in the treatment of lung cancer tumors using its cryoablation technology.

Eisuke Fukuma, MD, PhD, Chairman of Breast Center at Kameda Medical Center in Kamogawa City, Japan has been developing cryoablation under image-guidance as a nonsurgical treatment for small breast cancer since 2006. Dr. Fukuma's most recent 20 patients added to the clinical trial were treated using IceCure

Medical's IceSense3™ cryoablation system.

While mainstream cancer treatment still requires significant research, the IceSense3 system is widely available in the U.S. for the treatment of benign breast disease. The procedure usually takes about 10-15 minutes, with no pain and virtually no scar (no sutures are required). As with a needle biopsy, many women can return to work or their normal activity quickly. The IceSense3™ Cryoablation System was designed for efficient and effective treatment of breast tumors. The system has 510k FDA-approval for benign and malignant breast disease.

About IceCure Medical

IceCure Medical, is a medical device company focused on developing and marketing minimally invasive, office-based cryoablation treatment solutions for women's health. The proprietary IceSense3™ Cryoablation System offers a comfortable, ultrasound-guided procedure to treat breast tumors. The company was founded in 2006 with main offices in Caesarea, Israel and U.S. headquarters in Cleveland, Ohio.

Harel-Hertz Investments House leads IceCURE Japan entry and has developed IceCure relations in Japan

(PRNewswire)

Israeli ReWalk device gets major Asian investment

Argo Medical technologies, whose ReWalk systems helps paraplegics walk again, announces partnership with Japanese robotics leader Yaskawa.

In a strategic agreement announced, Japan's Yaskawa Electric and the multinational Argo Medical Technologies plan to collaborate on the further development and East Asian marketing of Argo's ReWalk exoskeletal prosthetic. Yaskawa will provide Argo with financial backing, robotics expertise, and a distribution platform in Japan, China, Singapore, Taiwan, Thailand, and Korea. In return, Yaskawa's homegrown assistive robotics tech gets a path to markets in the Middle East, Europe, and North America. Argo Medical technologies, whose ReWalk systems helps paraplegics walk again, announced on Wednesday a strategic partnership with Japanese robotics leader Yaskawa, signifying the Israel-based company's biggest investment to date and opening it to key Asian markets. "Asia has patients with these kinds of injuries in similar size and scope to the West," Argo CEO Larry Jasinski told The Jerusalem Post. Yaskawa is to distribute the company's ReWalk system in Japan, China, Singapore, Taiwan, Thailand and Korea. ReWalk, an exoskeleton system that relies on upper-body motion sensors and special software to create natural walking movements, was invented by Israeli entrepreneur Amit Goffer, who became paralyzed in a 1997 accident. It is already in use in parts of Europe and 22 rehabilitation centers in the United States. The company expects it to receive FDA approval in the coming weeks, clearing the path for its sale for personal use. "I believe the partnership will expand our footprint in Israel for Research and Development and give us access to more markets, which helps us pay for that expansions," Jasinski said. The partnership would allow Argo to distribute a line of Yaskawa products focusing on rehabilitating stroke victims in the Middle East. "Robotics has the potential to change the world of healthcare and rehabilitation, and ARGO's know-how in the field will allow us to contribute to quality of life improvements of people around the world," said Yaskawa CEO Junji Tsuda.

Yaskawa's strategic plan, entitled Vision 2015, included a goal of further developing robots that assist and coexist with humans. "The Yaskawa investment is a real game

changer for this new market segment that Argo is leading,” Jasinski said. “Partnering with what is probably the most prominent robotics company in the world shows that this a business segment that is both wonderful for mankind but also attractive for investors.” The personal version of the ReWalk, which costs 52,500 euros or \$68,000-\$69,000 is aimed at a fairly young market; the average age of spinal cord injuries is 32, and multiple sclerosis is often diagnosed in the twenties, according to the company. To work, the system requires good upper-body strength and strong bones, as well as 15 training sessions, but it can then help patients walk, climb stairs, and in some cases return to work. Argo estimates that it reduces medical costs by \$30,000 a year over its 5-year lifespan, meaning the investment may be worthwhile for insurance companies.

ReWalk has had several high-profile moments in recent months: US President Barack Obama met paralyzed US Army Sgt. (res.) Theresa Hannigan at the Technion- Israel Institute of Technology during his March visit to Israel, and gave the ReWalk-wearing veteran a big hug. Claire Lomas, a British rider who suffered a spinal-cord injury in an accident, completed the London Marathon in 2012 with ReWalk (over 17 days) and lit the cauldron at the Paralympic games that summer.

(24 September 2013, Jerusalem post)

Given Imaging Receives Clearance for the Third Generation PillCam(R) SB System in Japan

Given Imaging Ltd, (GIVN), a world leader in gastrointestinal medical devices and pioneer of capsule endoscopy, announced that Japan's Pharmaceuticals and Medical Devices Agency (PMDA) has granted approval for the PillCam SB 3 system. The innovative technology in this third-generation system will provide physicians throughout Japan, the world's second largest healthcare market, with the most advanced PillCam capsule endoscopy technology to detect and monitor small bowel diseases, such as Crohn's disease. "Approval of the PillCam SB 3 system in Japan underscores our global commitment to providing physicians with innovative tools to detect and monitor abnormalities of the gastrointestinal tract," said Homi Shamir, President and CEO, Given

Imaging. "The approval of the PillCam SB 3 system in Japan builds upon our recent regulatory momentum that includes PillCam COLON in Japan and PillCam SB 3 in the U.S. Japan is a critically important healthcare market and we look forward to working with physicians there to integrate PillCam SB 3's benefits into clinical practice."

Each component of the PillCam SB 3 system, including the capsule, recorder, sensor belt, and software, has been enhanced to work together to improve image quality, tissue coverage and efficiency. New adaptive frame rate technology also allows the capsule to automatically increase the rate at which images are taken when it senses it is moving more quickly through the digestive tract. Improvements in the new system's RAPID(R) for PillCam software enable even smarter video compilation which is 40% more efficient than with PillCam SB 21. The company expects to begin recognizing sales of PillCam SB 3 in Japan in 2014. "With its higher resolution and improvement in capturing images of the small bowel mucosa, the new PillCam SB 3 capsule endoscopy system provides us with enhanced performance and efficiency," said Tetsuya Nakamura, M.D., Ph.D., Professor and Director, Department of Medical informatics, Dokkyo Medical University. "With these improvements, along with recently receiving an expanded indication, PillCam SB will continue to play an important role in the diagnosis and treatment of small bowel diseases in Japan."

Given Imaging will be participating in the upcoming Japan Digestive Disease Week (JDDW) conference taking place between October 9th -12th, 2013 in Tokyo. Company representatives will be available to share information about the newest features and capabilities of the PillCam SB 3 system along with Given Imaging's entire portfolio of gastrointestinal screening, diagnostic and monitoring products.

About PillCam(R) SB 3

The PillCam SB 3 capsule is a minimally invasive procedure to visualize and monitor small bowel abnormalities associated with Crohn's disease, iron deficiency anemia (IDA) and obscure GI bleeding (OGIB). The PillCam measures 11 mm x 26 mm and weighs less than four grams. Now in its third generation, PillCam SB 3 contains an imaging device and light source and transmits images at a rate between two and six images per second. Initially cleared by the U.S. Food and Drug Administration in 2001, PillCam SB is

an accurate, patient-friendly tool used in patients two years and older by physicians to visualize the small bowel. PillCam SB 3 builds on Given Imaging's unique expertise and collaborative efforts as an industry leader that includes more than 2 million uses of PillCam capsules in patients worldwide and more than 1,900 clinical studies. The risks of PillCam capsule endoscopy include capsule retention, aspiration and skin irritation. Endoscopic placement may present additional risks. Medical, endoscopic, or surgical intervention may be necessary to address any of these complications, should they occur.

About Given Imaging Ltd.

Since pioneering the field of capsule endoscopy in 2001, Given Imaging has become a world leader in GI medical devices, offering health care providers a range of innovative options for visualizing, diagnosing and monitoring the digestive system. The company offers a broad product portfolio including PillCam(R) capsule endoscope for the small bowel, esophagus and colon. The company also offers industry-leading GI functional diagnostic solutions including ManoScan(R) high resolution manometry, Bravo(R) capsule-based pH monitoring, Digitrapper(R) pH-Z monitoring, and SmartPill(R) motility monitoring systems. Given Imaging is committed to delivering breakthrough innovations to the GI community and supporting its ongoing clinical needs. Given Imaging's headquarters are located in Yoqneam, Israel, with operating subsidiaries in the United States, Germany, France, Japan, Australia, Vietnam, Hong Kong and Brazil. For more information,

NHK World TV goes HOT in Israel

Japan International Broadcasting and Israel's Cable System HOT have announced a new partnership which brings NHK World TV to more than 900,000 residential subscribers throughout Israel.

The stand-alone, 24-hour, English-language television news and lifestyle network produced by NHK, Japan's sole public broadcaster, is now available to 100% of the pay-TV market in Israel. "We have always had great respect for Israel, which was the first country to send medical assistance to Japan after the Great East Japan Earthquake in

2011,” said Yoshihiko Shimizu, president and CEO, Japan International Broadcasting, the distribution company of NHK. “We are very pleased to work with them to deliver a variety of high-quality and compelling international news and entertainment to their audience.” “As Israel’s foremost subscription TV platform, HOT is determined to bring the latest and most relevant content to our viewers,” said Ron Hermelin, head of channels content division, HOT Telecommunication Systems. “We were honored to visit Tokyo to officially sign this agreement with Japan International Broadcasting to bring vital financial and world news, as well as dynamic entertainment, to our audience.” NHK World TV is part of HOT’s basic subscription package and available on channel 165. In addition to multi-channel television, the telecommunications company provides internet infrastructure, advanced linear telephone services, ISP services and cellular connection services. NHK World TV is currently available in 260 million households across 140 countries and regions.

KAJIMA’S International subsidiary KUD International LLC. Massive contribution for the ATP PROJECT IN Beer Sheva

The development of Israel’s Negev desert took a significant leap with the inauguration of Be’er Sheva’s Advanced Technologies Park (ATP) in which Ben-Gurion University of the Negev (BGU) is the academic research partner.

A joint public-private partnership of BGU, the Be’er Sheva Municipality, KUD International LLC, and Gav-Yam Negev, the first building of the ATP was completed and occupied this summer by international companies that include Oracle, Deutsche Telekom, EMC2, RSA, and ECI Telecom. New incubators such as Elbit Incubit and Jerusalem Venture Partner’s CyberLabs, as well as BGN Technologies, BGU’s technology transfer company, have also taken space. “This is a day that will change the history of the State of Israel and we are doing it here in Beer-Sheva!” Prime Minister Binyamin Netanyahu declared at the launch of the Advanced Technologies Park today. Netanyahu was accompanied by Energy and Water, Regional Cooperation and Negev and Galilee Development Minister

Silvan Shalom, and Transportation, National Infrastructures and Road Safety Minister Yaakov Katz. MKs Prof. Avishay Braverman and Erel Margalit were also in attendance. “Today we are launching the economic anchor that will turn Beer-Sheva into a national and international center for cybernetics and cyber security,” the prime minister declared. The hi-tech park is the key following the establishment of the University, linking the southern capital with the center of the country and the IDF moving its technology units to the ATP and Beer-Sheva in the coming years, he said.

BGU President Rivka Carmi proclaimed, “The opening of the Advanced Technologies Park (ATP) in Beer-Sheva will be remembered as the turning point in the development of the Negev. We have always been at the geographical heart of Israel. Now we are on our way to becoming the true center for innovation and growth.” “This is a project that took courage and vision to implement. Without the unwavering support of Mayor Ruvik Danilovich and BGU President Rivka Carmi and their leadership teams, I doubt we could have been successful. It is one of the best examples in the world of the public and private sectors successfully partnering,” said KUD International President and CEO Marvin J. Suomi. It was KUD’s support of the project in 2007 that moved it on to the national agenda.

A joint public-private partnership of BGU, the Beer-Sheva Municipality, KUD International LLC and Gav-Yam Negev, the ATP is completely reshaping the local job market by attracting leading hi-tech and bio-tech companies to the region. The goal is to harness the research and manpower emerging from BGU as well as the intelligence and communications units of the IDF when they move south in the coming years to catapult Beer-Sheva into a hi-tech center. Big data and cyber security are two of the fields Beer-Sheva intends to lead in the coming years. Last month, Netanyahu ordered the Israel National Cyber Bureau to turn Beer-Sheva into a cyber center as part of a new NIS 500m. national plan for the Negev. The first building of the ATP was completed and occupied this summer by such international giants as Deutsche Telekom, EMC² RSA, Dalet, dbMotion, Ness Technologies, and Oracle. New incubators Elbit Incubit and JVP’s CyberLabs have eagerly arrived and BGN Technologies, the University’s technology transfer company, has also moved into its offices in the new building. The second

building is already under construction. The plan is to have 16 buildings, including a conference center and a hotel. Gav-Yam CEO Avi Jacobovitz said the company had invested NIS 1 billion so far.

“My dream that Ben-Gurion University will do for Beer-Sheva what Stanford University did for Silicon Valley begins,” Braverman said in a taped message shown at the event. Braverman conceived of the idea when he was president of BGU. “This is not just a holiday for Beer-Sheva but for the State of Israel,” declared Beer-Sheva Mayor Ruvik Danilovich, “this is an historic change which will turn Beer-Sheva into a knowledge center, and a boundary-breaking technological anchor.” “This is a project that took courage and vision to implement,” says Suomi. CEO of KUD International “Without the unwavering support of [Be’er Sheva’s] Mayor Ruvik Danilovich, BGU President Rivka Carmi and their leadership teams, I doubt we could have been successful. It is one of the best examples in the world of the public and private sectors successfully partnering.

October

AWARD OF JAPAN FOREIGN MINISTER to IJCC and special commendation to Dr. Roni Bornstein

Foreign minister of Japan Fumio Kishida has awarded [THE ISRAEL JAPAN FRIENDSHIP SOCIETY](#) and [CHAMBER of COMMERCE](#) and special Ambassador award to its Chairman Dr. Roni Bornstein a commendation to honor and recognize the outstanding contribution to the deepening of mutual understanding and friendship between Japan and Israel



The ceremony was held last week at the residence of Japan's Ambassador to Israel Mr. Hideo Sato in Herzliya.

Many guests including Mayor of Herzliya Mr. Yonatan Yasur, Rector of Tel Aviv University Prof. Aaron Shai, former Israel Ambassador to Japan Mr. Ben Shitrit, [Israel, Japan to establish shared agricultural R&D fund](#)

10/28/2013 jpost

Agriculture Min. Shamir made the announcement following a meeting in Tokyo with his Japanese counterpart.

Due to the high level of agricultural technology expertise in both countries, Israel and Japan will establish a shared fund for research and development, **Agriculture Minister Yair Shamir** announced on Monday.

“The breakthrough between Israel and Japan in agriculture, as we did in the field of hi-tech, will be made possible by establishing a common agricultural research and development fund,” the minister said.

Shamir made the announcement following a meeting in Tokyo with his Japanese counterpart, **Agriculture, Fisheries and Forests Minister Yoshimasa Hayashi**. Japan, he stressed, is a natural partner to Israel in forging forward with agricultural research and development due to the ingenuity that takes place in both countries. The current volume of agricultural trade occurring between the two nations is still limited relative to its potential, at only about \$80 million, according to data from the ministry.

During his trip to Japan, Shamir spent time with Hayashi touring fishing areas, seeing greenhouse development, examining the use of treated wastewater and looking at the dairy industry’s growth – all of which may be potential topics for future research and development cooperation, the ministry explained.

The two ministers also discussed the possibility of opening up the Japanese market to fresh agricultural produce from Israel – particularly crops such as peppers, spices, carrots and amaryllis bulbs. Due to Japan’s stringent regulations on crop protection, such exports had not been possible for a long time, the Agriculture Ministry said. However, due to Israel’s existing export agreements with the United States and the European Union, Japan has expressed greater willingness to promote the proceedings necessary to grant approval to the import of Israeli crops.

An additional goal of Shamir’s visit to Japan was to promote a conference of the International Dairy Federation that will be held next October in Israel, which should draw more than 2,000 participants from 54 countries and represent about 90 percent of the world’s dairy market, the ministry said.

“I was impressed that there is a great appreciation for the scientific and technological capabilities of the State of Israel in the field of agriculture,” Shamir said after the visit. “The Japanese government wants to increase the involvement of Israeli companies in the country’s fields of agriculture and water and I believe that this joint research and development fund is a most effective platform toward achieving this goal.”

Three years ago, Israel established a similar such fund with Italy and last year added \$500,000 to each of its existing funds with Germany and China, according to the ministry.

Emphasizing that Japan successfully maintains the third biggest economy in the world, Shamir also praised the country for increasing its openness to partners across the globe.

“Japan’s efforts to upgrade its agricultural sector with exposure to competition and to bring back young people to engage in the field – by means of the import and implementation of new technologies, among other things – beckon Israel to an opportunity in the agriculture industry,” Shamir said

Israel HLS industry presents its strength at Tokyo SEECAT

Israeli pavilion at SEECAT hosts 32 leading industry leaders and get massive interests.

SEECAT the big Tokyo special, exhibition on Special Equipment & Latest TECHNOLOGIES for Anti Terrorism. Evidenced a big presence and most impressive attendance of Israel’s leading HLS Industry.

Organised by The Israel Embassy Economic Department, Israel Export Institute together with Ministry of Defense, SIBAT- international Defense Cooperation, and the Israeli Pavilion outscored the attendance of the professional visitors.

Latest technologies of UAV, Monitoring Robots, Video surveillance and analysis, Biometrics, Cyber Security, information and data control, Explosive detectors, Crisis management, and Public Safety monitoring were all demonstrated to the captioned Authorities and Professionals from Public office infrastructure and Enterprises.

Two special Seminars hosted by Ambassador Ruth Kahanoff, Israel’s Economic Minister at the Embassy, Mr. Eitan Kuperstock and by Head of SIBAT, brig General Shmaya Avieli attracted hundreds of professional attendants.

Tower in talks to buy Panasonic Fabs - Nikkei report

"Nikkei": Panasonic has started talks to sell some overseas plants to Tower, with a deal likely to be reached before early next year.

24 October 13

Panasonic Corporation (TSE: 6752) is in trouble, and [Tower Semiconductor Ltd.](#) (Nasdaq: [TSEM](#); TASE: [TSEM](#)) may be a beneficiary. Japanese daily "Nikkei" reports that Panasonic has started talks to sell some overseas plants to Israeli circuit-maker TowerJazz with a deal likely to be reached before early next year.

According to "Nikkei", Panasonic plans to cut 7,000 jobs from its semiconductor business, half its workforce, by March 2015, in order to deal with the company's \$15 billion in losses in the past two years.

In view of Panasonic's financial shape, if and when a deal is reached in the talks, the price that Tower will pay for the fabs is unlikely to be high. If a sale materializes, it would expand Tower's foothold in Japan. Two years ago, it acquired the Japanese fab of Micron Technology Inc. (NYSE: MU) in Nishiwaki City. Tower needs additional production capacity to meet rising demand from its customers and to prepare for potential business in Japan.

The purpose of the acquisition is to enable Tower to meet its business target of \$1 billion annual sales by 2014. The Nishiwaki fab is currently operating at one quarter capacity, after Micron reduced its procurement of chips from it.

In addition, two years ago, Tower bought a second fab in Japan, reportedly for tens of millions of dollars.

Stratasys Reinforces Presence in Japan

Announced Intent to Exercise Option to Acquire Fasotec Minority Interest in Stratasys Japan

-- Represents full ownership of its installed base and services

-- Reinforces its commitment to overall business coverage and expands the footprint

Stratasys Asia Pacific, a subsidiary of **Stratasys Ltd** a leading manufacturer of 3D printers and production systems for prototyping and manufacturing today announced that it has provided notice of its intent to exercise the option to acquire remaining holdings of Fasotec in Stratasys Japan pursuant to a joint venture agreement between Fasotec and Stratasys. Following the exercise of the option, Stratasys Japan will become a wholly owned subsidiary of Stratasys Ltd.

Following the option exercise, Stratasys Japan will continue to market and sell the Stratasys product offering under Stratasys' direction. In accordance to its guidance, Stratasys Japan will have full ownership of the installed base and its related service contracts. This move reinforces Stratasys' commitment to overall business coverage in Japan, and expands its local industry footprint.

The decision by Stratasys to exercise the option stems from its belief that this will allow Stratasys to better prepare for future growth in the rapidly expanding Japanese market. "We witness strong growth in the 3D printing market in Japan. Stratasys is positioned to invest more on infrastructure in order to build awareness and a strong foundation to support our customers, partners and the industry," said Jonathan Jaglom, General Manager of Stratasys AP. "We wish to sincerely thank our partner, Fasotec, for their

years of commitment in the partnership, which helped create new opportunities in the market for us."

"The 3D printing industry is growing rapidly in Japan. By exercising the option under the JV agreement and acquiring full ownership of Fasotec, we will complete a smooth transition to a wholly owned subsidiary committed to continuing to provide best-in-class 3D printing solutions, services and technologies that are suitable for the Japan market," said Eric Goguy, CEO & President of Stratasys Japan

About Stratasys

Stratasys Ltd. (NASDAQ:SSYS), headquartered in Minneapolis, Minn. and Rehovot, Israel, manufactures 3D printers and materials for prototyping and production. The company's patented FDM® and PolyJet® processes produce prototypes and manufactured goods directly from 3D CAD files or other 3D content. Systems include 3D printers for idea development, prototyping and direct digital manufacturing. Stratasys subsidiaries include MakerBot and Solidscape and the company operates the RedEye On Demand digital-manufacturing service. Stratasys has more than 1,500 employees, holds over 500 granted or pending additive manufacturing patents globally, and has received more than 20 awards for its technology and leadership

Embassies using mascots as ambassadors

Cute characters get to promote nations, events

BY [MAY MASANGKAY](#)

KYODO OCT 18, 2013

With the Japanese public smitten with adorable or bizarre costumed characters created to promote localities or events, some foreign embassies are not missing out on the chance to catch a ride on the massive mascot boom.

Collectively called "**yuru-chara**," which translates as "loose or soft characters" for their laid-back feel and unrefined image, unlike mascots such as Hello Kitty, the characters are taking on unique roles as "cultural ambassadors" for the **Israel Embassy** and other diplomatic missions in Tokyo.

Ronen Medzini, head of the **Israeli Embassy's press and information section**, which was the first to produce an original mascot, said his country faces the "problem of branding" as the media often depict Israel as a place of conflict.

"Since we are trying to find an interesting way to introduce Israel to Japan, we decided to use the Japanese pop culture as a platform to introduce the soft side or the real side of Israel as we see it," Medzini said.

Shaloum-chan, the embassy's parrot mascot, made its debut on June 13 after a winning entry was picked from across Japan. Its name combines the Hebrew word "shalom" for peace and the Japanese word for parrot, which is pronounced "oum," adding the suffix "chan," a Japanese term of endearment.

Shaloum-chan — which features the Star of David on its forehead, an olive branch in its hand as a sign of peace, and red cheeks symbolizing the Hinomaru flag — has been busy engaging in goodwill activities such as visiting Tokyo Gov. Naoki Inose to cheer on Tokyo’s bid to host the 2020 Summer Olympics.

The diplomatic missions of Latin American countries in Tokyo are also keen in promoting their own mascots.

Peccary, a mascot originating from Bizen Latin American Museum in Bizen, Okayama Prefecture, which holds a collection of rare historical pieces from ancient Latin American civilizations, is the first from that region.

“Initially, Peccary was created to promote the museum, but now his role has expanded to promoting the city of Bizen, its country of origin, Ecuador, and with the help of his friends, all of Latin America,” museum curator Yasuyuki Morishita said.

The peculiar-looking Peccary comes from the design of a clay figure. Debuting on Oct. 9, 2012, Peccary has more than 1,500 Twitter followers and sings beautifully.

Morishita said the plan is to eventually create mascots for all 21 Latin American countries that have embassies in Japan, with the mascots to be dubbed as “Peccary’s friends.”

“Yuru-chara gets people’s attention and it will be very useful to have this bridge between Ecuador and Japan,” said Carlos Guevara, third secretary of the Embassy of Ecuador.

In September at a summit where the mascots promoted their local cuisine, Peccary appeared in public with two new Latin American mascots, I. Quimbaya of Colombia and Don Taino of the Dominican Republic. Another new character is Pupusa, who represents El Salvador.

“A mascot like this can provide a way to learn more about Ecuador,” said Yukiko Tamaru, 26, after seeing Peccary for the first time at the event.

Yuru-chara expert Akihiko Inuyama said he believes the mascots’ success is unlikely to be short-lived.

A 2013 online contest of local and global mascots, including Shaloum-chan, managed to attract around 1,500 entries, up from 865 last year.

“Even if the boom fades, I see it as an established (part of) culture,” said Inuyama, who has also created mascots.

The Finnish Embassy’s Twitter character, called Fintan, which has around 97,000 followers, is close to the concept of yuru-chara, a term coined in 2002 by illustrator Jun Miura to refer to mascots that work for localities, are unstable in their movements and have full body suits.

Oramed gets two patents in Japan for POD technology

[PBR Staff Writer](#) Published 04 October 2013

Israel-based oral **drug delivery systems developer Oramed Pharmaceuticals** has received two additional patent approvals in Japan and Canada for its platform **protein oral delivery (POD)** technology.

The two patents are entitled 'Methods and Compositions for Oral Administrations of Proteins.'

Oramed's POD technology addresses the obstacles to the oral administration of small protein (peptide) molecules, in addition to protecting and improving protein delivery and absorption via the digestive system and into the bloodstream.

The POD technology can also be used to develop oral alternatives for a number of injectable therapies.

Oramed, which develops oral delivery solutions for drugs and vaccines currently delivered via injection, is currently looking to develop the treatment of diabetes through its product ORMD-0801.

The company is currently advancing with clinical trials of ORMD-0801, an orally ingestible insulin capsule, for the treatment of type 1 diabetes

N-trig DuoSense Technology Selected for Sony's VAIO Tap 11

N-trig announced that the company's pen-and-touch controller chipsets are an integral part of **Sony's new VAIO Tap 11**, Windows 8 tablet PC, as well as its innovative VAIO Fit multi-flip PC. Sony's new devices provide robust and accurate multi-touch and pen experience for personal and enterprise users, including students seeking a natural 'pen on paper' feel for digital note taking, businesses that rely on a high degree of collaboration, and creative artists that require a precise and accurate pen performance. N-trig's DuoSense G4 Series 100 pen and touch technology, that was created in conjunction with Sony's new devices, provides improved noise tolerance for an optimal touch performance, even in the noisiest environments. Coupled with the DuoSense active pen's advanced palm rejection, hover and pressure sensitivity, this technology enables PC manufacturers to introduce state-of-the-art writing capabilities to any touch-enabled device.

Leveraging its unique DuoSense technology, N-trig provides high performance pen and touchscreen single-chip controllers and a variety of active pen types for smartphone, tablet and Ultrabook devices. By enabling OEMs to use a single sensor for both pen and touch, the company's technology facilitates slim and cost-effective designs. With advanced palm rejection and pressure sensitivity providing a natural feel, the N-trig active pen dramatically improves the creativity and productivity of touch-enabled systems, allowing an intuitive Hands-on computing® experience

November

Panasonic to sell 3 Japan chip plants to Israel's TowerJazz - sources

Wed Nov 27, 2013 3:24pm IST

* **Depreciated plants have book value of about \$416 mln**

* **Panasonic in talks to sell 5 overseas plants -sources**

* **Panasonic's restructuring nears end with sale of plants**

TOKYO, Nov 27 (Reuters and Nikkei) - **Panasonic Corp** will sell its three main chip plants in Japan to **Israel's TowerJazz** , people with direct knowledge of the matter said on Wednesday, as the electronics giant wraps up a multi-billion-dollar restructuring drive. The sale is expected to happen before Panasonic closes its books on the current financial year next March, the sources said, without giving an anticipated value for the deal.

The three aging plants, which are fully depreciated, had a combined book value of 42.2 billion yen (\$416 million) as of March 31.

Panasonic said nothing had been decided. TowerJazz declined to comment.

Under President Kazuhiro Tsuga, Panasonic has been paring back unprofitable operations, including TVs and smartphones, after it lost a combined \$15 billion in the two years to March this year. Semiconductors are the last major area where the company is retrenching.

TowerJazz, a foundry that makes chips on a contract basis for other firms, has a semiconductor plant in western Japan purchased from a Japan unit of Micron Technology Inc, in addition to factories in Israel and the United States.

Panasonic aims to give TowerJazz control of three plants and is also in talks with another unidentified company to sell the remaining five plants in Indonesia, Malaysia, Singapore, the sources said.

The Japanese electronics giant will spin off the trio of domestic plants into a new company as early as this fiscal year and, under a tentative agreement reached recently, sell a majority stake in the new firm to TowerJazz. The move would make the facilities a smaller factor in Panasonic's earnings.

Located in **Toyama and Niigata prefectures**, the "fabs" perform mostly front-end steps, such as forming circuits on silicon wafers, for chips going into Panasonic products. They need costly upgrades to stay competitive. Their enterprise value is estimated at 10 billion yen (\$97 million).

Panasonic and TowerJazz are currently negotiating the size of the stake and the transfer of the factories' 2,500 workers, the sources added, declining to be named because the information was not yet public.

MOUNTING LOSSES

Panasonic's chip business has racked up losses reaching 20.5 billion yen in the latest financial year due to a scaling back of its consumer electronics divisions. The company will continue to procure chips from the plants after the takeover by TowerJazz, the sources said.

Panasonic has earmarked 170 billion yen in restructuring outlays this year as it shifts its focus from consumer goods to industrial businesses such as automotive electronics, an increasingly attractive sector for Japan's electronics makers.

With the sale of the chip plants, as well as early retirement offers and transfers to other operations, Panasonic will halve its semiconductor-segment workforce to around 7,000 by the business year to March 2015, one of the sources said.

Shares in Panasonic rose 3.5 percent to their highest close in nearly three years on the news, which was first reported in the Nikkei business daily.

Given Imaging Receives Reimbursement Approval for PillCam COLON(R) in Japan

Effective January 1, 2014

Israeli company receives FDA approval and enters Japanese market as well, set to replace colonoscopies with PillCam technology

Given Imaging a world leader in specialty GI products and pioneer of capsule endoscopy, today announced that Japan's Central Social Insurance Medical Council (Chuikyo) has approved the recommendation by the Japanese Ministry of Health, Labor and Welfare (MHLW) to provide reimbursement for Given Imaging's PillCam COLON. With this approval, Chuikyo established a reimbursement of 83,100 JPY, or roughly \$840.00 USD (using current exchange rate), per capsule that is scheduled to go into effect on January 1, 2014. This decision follows regulatory clearance of PillCam COLON in July of this year by Japan's Pharmaceuticals & Medical Devices Agency (PMDA). The MHLW will determine the final indication for use for PillCam COLON in December as well as the amount for the professional fee.

A photo accompanying this release is available at

"We thank the Japanese government for moving so quickly to provide reimbursement for PillCam COLON so that more patients can have access to a safe and effective diagnostic and screening tool for detecting diseases of the colon," said Homi Shamir, President and

CEO, Given Imaging. "We are training our team now so that we can maximize this opportunity in 2014."

Screening guidelines in Japan call for everyone over 40 to undergo a fecal occult blood test (FOBT). Compliance with screening remains low and only 27% of the population actually gets tested. After a physician identifies blood in a patient's stool, which can be a strong indication of colon cancer or other diseases, only 58% of these patients proceed to have a recommended colonoscopy to confirm the diagnosis due to a variety of reasons. PillCam COLON's ease of use and minimally-invasive profile could appeal to those patients.

About Given Imaging Ltd.

Since pioneering the field of capsule endoscopy in 2001, Given Imaging has become a world leader in GI medical devices, offering health care providers a range of innovative options for visualizing, diagnosing and monitoring the digestive system. The company offers a broad product portfolio including PillCam capsule endoscope for the small bowel, esophagus and colon. The company also offers industry-leading GI functional diagnostic solutions including ManoScan high resolution manometry, Bravo capsule-based pH monitoring, Digitrapper pH-Z monitoring, and SmartPill motility monitoring systems. Given Imaging is committed to delivering breakthrough innovations to the GI community and supporting its ongoing clinical needs. Given Imaging's headquarters are located in Yoqneam, Israel, with operating subsidiaries in the United States, Germany, France, Japan, Australia, Vietnam, Hong Kong and Brazil.

The capsule is 11mm by 26mm, containing a mini video camera, light source, batteries, radio and antenna.

Israel21c notes that Japan's **Fujinon, a unit of Fujifilm Holdings Corporation**, is reportedly in talks to buy Given Imaging for \$750 million, although controlling shareholder Nochi Dankner reportedly won't sell the company for less than \$1 billion.

IceCure reports success in trial for lung cancer treatment

Two lung cancer patients in Japan were successfully treated with the company's IceSense3 cryotherapy system.

12 November 13, **Globes'**

IceCure Ltd. (TASE: [ICCM](#)) has announced that, as part of a clinical trial at Kameda Medical Center in Japan, two lung cancer patients in Japan were successfully treated with the company's IceSense3 cryotherapy system. **Kameda Medical Center** is fully funding the study.

IceCure's system already destroys benign tumors, in addition to a clinical trial in the US for the treatment of breast cancer tumors, and now the clinical trial in Japan. Lung cancer

is the most frequent cause of death among cancer patients, and IceCure's successful entry into this market greatly increases its business potential.

IceCure president and **CEO Hezi Himelfarb** said, "We're pleased at the success in destroying lung cancer tumors because use of our cryoablation platform could open to us a potential market of hundreds of thousands of new cases in the US alone. Treatment with IceCure's system, which is a minimally invasive procedure, has clear advantages over complicated and expensive surgical solutions for excising tumors, which involve hospital stays, surgery, and prolonged recovery. We believe that further success in the breast cancer clinical trial in the US and the lung cancer clinical trial in Japan positions IceCure in a good place and paves the way to participating in these opportunities."

After the trial is completed and the results are analyzed, IceCure will examine the extent of its involvement in the treatment of lung cancer by cryoablation. A preclinical trial on animals at Kameda Medical Center found it more effective compared with other cryoablation methods.

Studies in the US have found that lung cancer is the biggest killer of all types of cancer in both men and women, accounting for more deaths than the next three cancers (colon cancer, breast cancer, and prostate cancer) combined.

PENTAX Medical and SMART Medical Systems Announce Strategic Pan-European Alliance That Will Change the Standard of Care in Colonoscopy

(BUSINESSWIRE)-- **Colorectal cancer**, which evolves from pre-cancerous polyps (adenomas) that develop in the inner layer of the colon, is known as one of the most life-threatening cancer types. Colonoscopy is considered to be the gold standard of care for detecting polyps and preventing colorectal cancer. However, results from a tandem-study in various centers in EMEA indicate that significant number of polyps and adenomas (20-30%) are missed during routine colonoscopy. Due to its enhanced detection and reduced miss-rate, colonoscopy with the G-EYE™ is substantially more efficient in detecting polyps and adenomas than conventional colonoscopy, according to Prof. Neumann (University of Erlangen-Nurumberg, Germany). Beyond detection enhancement, the G-EYE™ balloon is used for endoscope stabilization during the endoscopic treatment, thereby allowing easier and faster polyp removal.

The G-EYE™ endoscope distributed by PENTAX Medical is based on PENTAX Medical's full HD+ colonoscopes, combining the G-EYE™ technology with state-of-the-art image quality.

"Our alliance with PENTAX Medical provides us with a great opportunity to serve the European medical community, enabling better treatment for patients and enhancing physicians' capabilities during the colonoscopy procedure," said **Gadi Terliuc, SMART's**

CEO. “The G-EYE™ colonoscope provides optimal visualization and exceptional detection capabilities. Clinical studies show additional adenoma detection yield of over 80%, almost doubled in comparison to standard colonoscopy.

“The agreement with SMART adds unique endoscopic technology to our product portfolio, and is aligned with our mission to provide high quality patient-care,” **said Dr. Ismaël Nujurally, President EMEA of PENTAX Medical.** “The combination of SMART’s balloon-based endoscopy with our state-of-the-art imaging allows us to provide the market with a solution for the most advanced colonoscopy.”

“The partnership with SMART further broadens our colonoscopy portfolio”, said **Ganesh Ramaswamy, Global President of PENTAX Medical.** “We will continue to execute on our commitments to deliver world-class products and services that yield tremendous clinical value propositions and economic value additions for our customers and patients.” PENTAX Medical and SMART indicated their planned cooperation at the United European Gastroenterology Week (UEGW), recently held in Berlin, Germany.

About SMART Medical Systems

SMART Medical Systems is a pioneer in the development and manufacture of innovative medical devices in the field of gastro-intestinal (GI) endoscopy. Its proprietary technology enhances the performance and capabilities of existing endoscopy equipment, in an intuitive and cost-effective manner. SMART’s CE Marked and FDA cleared NaviAid™ product family is commercially distributed in key global markets. Its G-EYE™ product (CE Marked, pending FDA clearance) is presently under commercialization in selected regions. SMART is headquartered in Israel, and operates in the United States through its wholly-owned subsidiary, SMART GI Inc., and in Greater China through its Hong Kong subsidiary, Medico HK Limited

About PENTAX Medical

PENTAX Medical is a division of Hoya Group. Its mission is to improve the standard of patient care and quality of healthcare delivery by providing the best endoscopic products and services with a focus on QUALITY, CLINICALLY RELEVANT INNOVATION, and SIMPLICITY. Through leading edge R&D and manufacturing, PENTAX Medical provides endoscopic imaging devices and solutions to the global medical community.

Headquartered in Japan, PENTAX Medical has a worldwide focus and presence with R&D, regional sales, service, and in-country facilities around the globe.

SEGA Games Partner Extreme Reality Raises \$10M for 3D Motion Analysis Tech

Extreme Reality, an Israeli startup that provides **3D motion analysis** for use with standard 2D cameras, has raised a new \$10 million Series D round from existing investor Marker LLC and one of its client partners, which it declined to name, bringing the total funding for the six-year old company to \$24 million. [Extreme Reality's tech](#) is currently used in a number of mobile titles, including **SEGA's GO DANCE**, which is essentially a Just Dance type of game that works on the **iPad and iPhone** instead of requiring something as advanced as the **Microsoft Kinect**.

The company provides their SDK publicly to developers as of a little while ago, and they've seen a big uptick in interest since, according to Extreme Reality CEO Sarit Firon. The investment will help to further those efforts, she says, and pursue additional markets. "Extreme Motion skeletal technology became the primary focus of Extreme Reality just two years ago and we have only started marketing a product within the past 12 months," Firon explained in an interview. "Our revenue thus far has been based on revenue sharing agreements with game developers and licensing agreements with other companies."

Besides gaming, there are many other potential applications for Extreme Reality's tech. One big area of opportunity is in personal security software and, and there's a broader interest in the general consumer device market, too. I suggested that the tech might be the kind of thing that a major OEM wants to bring in-house and make exclusive, in the same way that Apple has done with Touch ID and its AuthenTec buy, for instance. Firon seemed cautious but not altogether dismissive regarding acquisition possibilities. "We have a solid roadmap for building a long-term independent company," she said. "The OEMs we are already working with find Extreme Reality appealing since it is a cross-platform technology that enables them to offer motion experiences to their customers on various platforms without the need for hardware modification. Various OEMs have discussed exclusivity engagements with us and we'll have to see where it takes us in the future."

"Consoles are aimed more at heavy gamers that play more and spend more money and time on games," Firon contends. "Motion games are best suited to a more family oriented, casual gaming audience that typically does not purchase expensive consoles. Extreme Reality enables this larger audience to finally enjoy a motion experience on their existing devices (tablets, smartphones, PCs, etc.) using the front facing native camera."

Lowering the bar is a key ingredient, and the company clearly hopes that injecting more funding into their open SDK program will help spur adoption even further. Full-body motion tracking on mobiles still seems a tough sell, but in theory if you could plug your

iPhone into your TV and get a complete, interactive and active gaming experience on the big screen with Kinect-style powers, it could open up many new possibilities for mobile devs.

Clarizen Expansion Accelerates in Asia Pacific Region

Clarizen, the leader in [enterprise work collaboration software](#), today revealed an enterprise-wide contract with **Mirait Corp, a division of NTT in Japan**, furthering its continued momentum in the Asia Pacific region. By enabling organizations to [energize and empower high-performance teams](#), Clarizen's APAC business has grown 30% year-over-year, while the company's worldwide growth also accelerates with the addition of more than 250 customers in Q3 alone.

"At Mirait we see the cloud, and Clarizen specifically, as an integral part of our business strategy," said **Takuma Hori, solution department manager at Mirait**. "By helping to improve many of our priorities -- including reducing costs, increasing utilization rates, and making our teams more efficient and agile -- Clarizen has helped to truly empower our organization."

There is a new level of cloud maturity growing in the Asia Pacific region, according to the 3rd annual VMware Cloud Index, a commissioned study conducted across Asia Pacific by Forrester Consulting and ITR (in Japan only). For example, cloud computing is increasingly seen as a business enabler, with 83 percent of participating organizations stating that cloud can empower their businesses by simplifying access to IT resources. Reflecting this strong industry momentum, Clarizen's work collaboration solutions are being selected by small businesses and large organizations alike, across all industries and sectors in APAC. Companies such as **Mirait Corporation**, Art Gallery of New South Wales, Pinnacle Films, Airbus China, and D & M Holdings, a **Denon and Marantz Company**, are choosing Clarizen to help increase efficiency and transparency across their company initiatives.

"We needed better visibility and real-time access to information in a centralized system instead of relying on a combination of spreadsheets, emails and other technology to manage projects and Clarizen fit the bill," said Sherard Kingston, managing director of Pinnacle Films. "Plus they recognize that the future of work and project management is now global, mobile and social -- a key pillar in Pinnacle's philosophy of getting work done more efficiently."

"This is the era of real-time and there is a true need for immediate visibility in order to make better business decisions," said Avinoam Nowogrodski, CEO and co-founder of Clarizen. "Like so many others, APAC organizations are now tapping into new, unique and powerful technologies like Clarizen, to energize high-performance teams to gain a

competitive edge. We are looking to arm our customers with tools to reinvent the way they conduct business -- literally to change the future of work."

Clarizen's acceleration in APAC reflects its growing momentum in the market. Other recent highlights include:

- The release of Clarizen v6, the newest version of its award-winning cloud-based platform, and the first solution to combine true social engagement with powerful project management. [Clarizen v6 redefines collaboration](#) for the enterprise by putting social to work to help organizations achieve operational excellence.
- The launch of its [integration with JIRA](#) to deliver an end-to-end solution for engineering and agile development. The JIRA integration allows companies to link existing bug and issue tracking system to Clarizen's leading enterprise work collaboration and project management solution.

About Clarizen

Clarizen is the leader in enterprise-class work collaboration and project management solutions that harness the power of the cloud to get work done efficiently, effectively and with better results. Fast to deploy and easy to use, Clarizen is redefining enterprise collaboration by connecting social context with tasks and projects to drive increased productivity and profitability. Clarizen fuels the high-performance teams of more than 2,000 organizations across 76 countries, including more than 25 of the Fortune 500. In 2013, Clarizen received the SIIA CODiE Award for "Best Product Management Solution." Founded in 2005, Clarizen is privately held with offices in San Mateo, California and Hod Hasharon, Israel

Israel gets taste of Japan, Sushi Ran-style

[By Anna Haight MAIINICHI SHIMBUN](#)

POSTED: 11/12/2013 06:06:00 PM PST

Israel is getting a taste of Japanese food, Sushi Ran-style, this week.

Takatoshi Toshi, who recently took over as master chef of the **Michelin-rated Sausalito** restaurant, was been invited by the Japanese Embassy in Tel Aviv to participate in Japan Week. The 2013 World Sushi Cup Championship Gold Award Winner will be offering cooking demonstrations and tastings, and participate in preparing a formal gala dinner. "We are so proud to represent Japan, and to help introduce its culture and cuisine to other parts of the world. This is a great honor, for me, for Takatoshi, and for Sushi Ran," says Yoshi Tome, who opened Sushi Ran 28 years ago.

Toshi replaces Mitsunori Kusakabe, who, after 10 years at **Sushi Ran**, plans to open his own restaurant in San Francisco next year.

The Embassy of Japan organized a Japanese Food & Sake Week from November 10 to 16 , 2013.

This was the 3rd and the largest event this year to further promote "Washoku", Japanese cuisine and Sake in Israel.

For this special occasion we welcomed some special guests to participate and share their expertise. Mr. Takatoshi Toshi, Master Chef from a Michelin recommended Japanese restaurant "Sushi Ran" in San Francisco, together with Mr. Yoshimori Tome, the owner of the restaurant, and Mr. Atsuhide Kato, a sake brewer from Fukui Prefecture of Japan, took part in both official events arranged by the Embassy of Japan, as well as many local Japanese restaurants in Israel.

Special Cooking Classes were organized by JETRO (Japan External Trade Organization) Tel Aviv, held with Chef Israel Aharoni, an expert in Asian cuisine, who prepared some Israeli dishes using traditional Japanese food ingredients.

Mr. Toshi also demonstrated how to cook a blue fin tuna in front of many Israeli Chefs, at a cooking class held in Tel Aviv Hilton.

The main event of the Japan Food and Sake Week, the Japanese Gala Dinner and Sake Tasting, was held on November 13 with the co-organizers, Hilton Tel Aviv and Comtec Convention & Special Events, and in cooperation with many sponsors. Over 370 guests enjoyed an excellent 8-course dinner produced by Mr. Toshi as well as blue fin tuna imported from Japan for this event.

Many Japanese restaurants took part in this special week, by preparing some special menus for the food week. Yakimono, Kyoto, Minato, Yamatoya, Franjelico, Kampai, Neo-Sushi, Moon, Soho were among those restaurants. Master Chef Toshi visited some of them, gave some advice to the local chefs, explained about Japanese food to the guests and even stood behind the Sushi counter and cooked his specials.

December

Israel's TowerJazz boosts growth prospects with Panasonic JV

Fri Dec 20, 2013 3:39am EST

Dec 20 (Reuters) - Israeli chipmaker **TowerJazz Semiconductor Ltd** will create a joint venture with **Panasonic Corp** to manufacture **Panasonic's semiconductors for cars** and other products, a move expected to boost TowerJazz's revenue by 65 percent.

Panasonic, which is wrapping up a multi-billion-dollar restructuring, will transfer three semiconductor factories in central Japan to the joint venture, which will be 51 percent owned by TowerJazz, the companies said on Friday.

TowerJazz will issue to Panasonic roughly \$8 million in ordinary shares, to be calculated based on TowerJazz's average share value during March 2014. Panasonic will become a minority stakeholder in TowerJazz and the company's largest client.

"From day one this joint venture, of which we are the majority shareholder, will provide us with \$400 million of annual profitable revenue," TowerJazz Chief Executive Russell Ellwanger told Reuters. "On top of that there is substantial added capacity available in those manufacturing facilities beyond the agreement with Panasonic."

TowerJazz already has customers seeking to have their products manufactured at the Japanese facilities, he said. The company said it might seek to consolidate Panasonic's factories with the other plant it owns in Japan that it acquired from **Micron Technologies Inc.**

The Israeli company's push into Japan is a boon for Panasonic, which lost 20.5 billion yen (\$196.68 million) on its chip business in the last financial year, as other Japanese companies struggle to find buyers for their chip facilities after racking up similar losses.

Those include Fujitsu Ltd, which is still in negotiations with Taiwan Semiconductor Manufacturing Co Ltd to sell off a chip plant in Mie prefecture, although its CEO said it has opened discussions with a number of other companies too. Sources say that Renesas Electronics Corp is discussing the sale of one of its image sensor facility in Tsuruoka with Sony Corp.

Panasonic has committed to procuring chips from the joint venture for at least five years.

The deal with TowerJazz would not have a material impact on its results forecast for the fiscal year ending March 31, 2014, the company said. Separately, Panasonic said it would cease production at its chip factory in Okayama in southern Japan before March and reassign staff from there within the company.

The Japanese company is also looking to sell its five other chip plants in Indonesia, Malaysia and Singapore and is in negotiations with an unidentified buyer.

The deal, which is expected to close in April, will enable TowerJazz to achieve a \$900 million annual run rate from the second quarter of 2014 and reach its target of \$1 billion a year in revenue by 2015, Ellwanger said.

TowerJazz, which makes mobile phone chips as well as battery chargers and AC/DC adapters, now expects to post revenue of at least \$225 million in the second quarter of 2014, up from \$133 million in the year-earlier quarter.

Ellwanger said he hoped the loss-making company, which had a net loss of \$78 million in the first nine months of 2013, would turn profitable by the fourth quarter of 2014.

TowerJazz will gain capacity to produce silicon wafers with a 300 mm (12-inch) diameter that can be used in x-ray machines, high-end image sensors and digital SLR cameras.

The company's chairman, Amir Elstein, said there was also huge potential in automotive-related components and that it was important for his company to close the gap between its brand strength and its performance in the capital market

Teva and Takeda Announce Agreement for Glatiramer Acetate for Multiple Sclerosis Treatment in Japan.

JERUSALEM & OSAKA, Japan--(BUSINESSWIRE)-- Teva Pharmaceutical Industries Ltd. and Takeda Pharmaceutical Company Limited (Takeda) today announced the signing earlier this year of an agreement in which Teva licensed to Takeda the right to commercialize Teva's innovative glatiramer acetate (active ingredient) formulation for the treatment of multiple sclerosis, in Japan. Teva and Takeda are currently working on further agreements in connection with the implementation of this license.

Developed by Teva, glatiramer acetate for injection is indicated for the reduction of the frequency of relapses in relapsing-remitting multiple sclerosis, including patients who have experienced a first clinical episode and have MRI features consistent with multiple sclerosis. It is considered standard treatment for relapsing-remitting multiple sclerosis,

and is now approved in 55 countries worldwide. Teva's glatiramer acetate is designated as an orphan drug in Japan, and currently is under development as an Unapproved New Drug by Teva Pharmaceutical K.K., a subsidiary of Teva, at the request of the Japanese Ministry of Health, Labor and Welfare.

Under the terms of the agreement, Teva will grant Takeda commercialization rights in Japan, and Takeda will submit a New Drug Application for registration of glatiramer acetate in Japan. The financial details of the agreement are confidential.

Teva and Takeda will work under close cooperation so that both parties can provide a new treatment option to patients with multiple sclerosis in Japan as early as possible, where the current available therapies are still limited.

About Glatiramer Acetate

Glatiramer acetate is indicated for the relapse prevention of multiple sclerosis. The most common side effects of the drug are injection site reactions (erythema, pain, mass, pruritus, and edema). It is now approved in 55 countries worldwide, including the United States, Russia, Canada, Mexico, Australia, Israel, and all European countries, and is marketed under the brand name COPAXONE[®]. See additional important information at:

About Multiple Sclerosis

Multiple sclerosis is an autoimmune disease, the cardinal sign of which is inflammatory demyelinating disorder of the central nervous system characterized by demyelinating plaques in the brain and spinal cord

The morbidity in patients is estimated to be approximately 16,000 and its prevalence shows a trend of increasing in Japan.

About Teva

Teva Pharmaceutical Industries Ltd. (NYSE:[TEVA](#) - [News](#)) is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's leading generic drug maker, with a global product portfolio of more than 1,000 molecules and a direct presence in about 60 countries. Teva's branded businesses focus on CNS, oncology, pain, respiratory and women's health therapeutic areas as well as biologics. Teva currently employs approximately 46,000 people around the world and reached \$20.3 billion in net revenues in 2012.

About Takeda

Located in Osaka, Japan, Takeda is a research-based global company with its main focus on pharmaceuticals. As the largest pharmaceutical company in Japan and one of the global leaders of the industry, Takeda is committed to strive towards better health for people worldwide through leading innovation in medicine.

Japanese co Takeda Pharmaceuticals opens Israel office

Takeda Israel Ltd. will be headquartered in the Tel Aviv area and will market products with an initial focus on oncology.

18 December 13 **GLOBES**

Takeda Pharmaceuticals International GmbH, a unit of the Japanese pharmaceutical giant Takeda today announced the establishment of wholly-owned subsidiary for marketing in Israel. Takeda currently markets products in Israel through local partners.

Takeda Israel Ltd. will be headquartered in the Tel Aviv area and will be responsible for the sales and marketing of selected products from Takeda's portfolio and pipeline, with an initial focus on oncology. Takeda Israel will also seek local partners with complementary portfolios, through which to launch additional proven medicines from its current portfolio.

Through its established network of local partners, Takeda products currently sold in Israel are **Actos** for diabetes, **Atacand** for blood pressure, **Contoloc** for heartburn, **Lucrin** for prostate cancer, and **Xefo** for pain.

Opening the marketing office comes after Takeda teamed with Johnson & Johnson and Orbimed to invest in the Chief Scientist's new dedicated biotech incubator, and various collaborations with [Teva Pharmaceutical Industries Ltd.](#)

According to Business Monitor International, pharmaceutical sales in Israel totaled \$1.5 billion in 2012 and are expected to grow at a compound annual rate of 6% between 2013 and 2017, driven by population growth and an increased need for specialty treatments. Takeda said that it plans to outgrow the market over the same period.

Arie Kramer has been appointed Country Manager for Israel. He joins from [AbbVie Biopharma](#), where he headed Finance and Strategic Commercial Planning. Previously he had served as General Manager, Chief Financial Officer and Operations Manager at Novartis Consumer Health in Israel.

“There is a growing demand for specialty treatments in Israel,” said Arie Kramer, Country manager Takeda Israel. “The establishment of our subsidiary demonstrates our commitment to bringing innovative new medicines to patients and will enable us to address some of the country’s current unmet healthcare needs.”

Takeda is a global pharmaceutical company based in Japan that is poised to meet the challenges of the constantly evolving pharmaceutical market. For more than 230 years, Takeda has been committed to serving the global community through healthcare solutions from prevention to care to cure. Takeda is the largest pharmaceutical company in Japan and the 15th largest in the world, with approximately 30,000 employees in 70 countries. The Company’s mission is to strive toward better health for people worldwide through leading innovation in medicine.

Toshiba, Harris plan Israel R&D centers following acquisitions

Japanese giant buys OCZ Technology and U.S. firm Harris buys Imagine Communications, both of which operate local R&D centers.

Haaretz | Dec. 6, 2013

Japan’s Toshiba is set to open their first research and development centers in Israel after it acquired a U.S. technology company with Israeli operations in separate deals this week.

Toshiba will join more than 250 multinational R&D centers in the country that employ tens of thousands, operated by companies that include Intel, Apple, Samsung and Siemens. Forging R&D centers account for most of the corporate R&D spending in Israel.

Japan’s Toshiba acquired the assets and operations of **OCZ Technology Group**, for \$35 million, the company said on Tuesday. Last week the Nasdaq-traded company, which manufactures computer components, declared bankruptcy. As part of the deal **Toshiba will gain OCZ’s R&D centers for micro-controllers and software in Israel and Britain.**

Just a few days after [announcing](#) that it was filing for bankruptcy, solid-state storage manufacturer OCZ has [confirmed](#) that it will be selling its assets to Toshiba for \$35 million. According to the release, Toshiba will be acquiring "OCZ's client and enterprise solid state drive business" and that the sale is expected to close "within approximately 60 days." Toshiba will also be providing OCZ with the funding it needs to buy up NAND and support "existing and future customers" during the transitional period.

The purchase nets Toshiba every single part of OCZ, most crucially its "proprietary controllers, firmware, and software, as well as the teams responsible for bringing those



solutions to market." In other words, Toshiba will now own all of OCZ's tech and the people responsible for developing it, as well as OCZ's "established brand and sales channels."

OCZ established an R&D center in Israel when it acquired Sanrad in 2012 from the RAD group. The Israeli R&D center employs 20 people and is led by former Sanrad CEO Oded Ilan. OCZ was founded in 2002 and is based in San Jose.

LivePerson Launches Operations in Japan, Announces Strategic Partnerships with Dentsu Subsidiaries, Dentsu Razorfish and ISID

The Company to leverage local partnerships to deliver industry-leading digital engagement technologies to Japanese enterprise businesses

LivePerson, Inc. (LPSN), a leading provider of digital engagement solutions, today announced the formation of **LivePerson Japan Kabushiki Kaisha**, and strategic partnerships with Information Services International-Dentsu, Ltd. (ISID), and Dentsu Razorfish, group subsidiaries of Dentsu Inc., Japan's largest advertising agency. In addition to the creation of the Japanese entity, LivePerson has named **Akio Fukasawa** as Country Manager of the company's Japanese operations.

LivePerson's digital engagement platform helps digital brands understand consumer intent and value, the moment they arrive to a website, enabling brands to connect with customers through chat, voice, personalized messaging, and video chat across multiple channels and devices, helping to improve the digital experience and increase brand value.

The company established its first partnership in May with Vixia Inc., a partial subsidiary of one of Japan's largest contact centers, Moshi Moshi Hotline, Inc., and together, Vixia and LivePerson have signed several enterprise customers in Japan to date. New partnerships are also underway with Dentsu Razorfish, a leading digital agency, and ISID, a leading technology services provider to financial services organizations to promote, distribute, and support the LivePerson platform in Japan. LivePerson, Dentsu Razorfish, and ISID hosted a launch event for customers, prospects and select members of media today in Tokyo.

Leveraging the expertise of partners like **Vixia, ISID, and Dentsu Razorfish** in the areas of digital marketing, technology implementation, and innovative digital experiences, respectively, LivePerson intends to promote and deliver its multi-channel engagement



platform to a broader range of enterprises. Through these partnerships, the Company also plans to build its presence in key verticals such as financial services, retail, eCommerce, travel and high-tech.

"The Japanese market truly leads the way when it comes to delivering the highest standards of customer service, and businesses in Japan are recognizing the need to deliver that same philosophy of service in the digital world. It is also a market where digital commerce is maturing rapidly. These two critical factors make Japan a strategic market for us," said Robert LoCascio, founder and CEO of LivePerson. "There is tremendous opportunity to partner with Japanese businesses to deliver meaningful, real-time support to customers across digital channels. By providing personalized, real-time assistance to customers, whether they're on a website, mobile, or social platform, businesses can exceed consumer expectations and truly differentiate their brand."

"Our mission is to help build great brands by creating, rich, engaging experiences for consumers throughout their digital journey. The partnership with LivePerson is a natural extension of this goal, as their platform supports Razorfish's world class commerce services," said **Hidetoshi Tokumaru, President and CEO of Dentsu Razorfish**. "We look forward to bringing our complementary expertise to the Japanese market, while helping brands enhance the experience they deliver to their customers."

"As more consumers choose to do their banking activity online, trust and loyalty are critical for success, so it's imperative that financial service institutions understand how to provide optimal support to their customers in the digital environment," said **Shigeyuki Suganuma**, Senior Executive Officer and Director of Financial Industry Business Operations at ISID. "By combining the LivePerson platform with ISID's financial solutions, which include contact center and online banking solutions, we hope to enable businesses to deliver an exceptional digital experience, driving higher levels of customer satisfaction and measurable success."

LivePerson serves over 8,500 businesses of all sizes around the globe, helping many of the world's largest banks, telecommunications companies and retailers deliver a superior customer experience, while increasing ROI from their digital properties. LivePerson's data-driven platform enables businesses to better understand and support their digital customers, by providing them with a personalized experience in real time, whether it's via tools like live chat, voice, video, or personalized content. These tools offer consumers the convenience of immediate, personalized support in today's multi-channel environment, delivering a rich, seamless experience.



About LivePerson

LivePerson, Inc. ([LPSN](#)) offers a cloud-based platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This "intelligent engagement" is driven by real-time behavioral analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson's platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

LivePerson received the CODiE award for Best Content Management Solution in 2012, and has been named a Market Share Leader by Frost and Sullivan in 2012. LivePerson is headquartered in New York City with offices in San Francisco, Atlanta, Amsterdam, Santa Monica, Tel Aviv, London and Melbourne.