



HAREL - HERTZ  
Investment House Ltd.



Word of Trust

# Israel Insight Yearly Report 2012

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- Cimatron invited Japanese toolmakers to gain a competitive edge
- Ninagawa stages multilingual play for peace in Tel Aviv

## January

### **Japan extends UN Golan Heights mission**

Japan decided to extend the participation of its troops in a UN peacekeeping mission in the Israeli-occupied Golan Heights in Syria for another six months, the Foreign Ministry said.

The decision, made at a Cabinet meeting, follows a UN Security Council decision last month to renew the mandate of UN Disengagement Observer Force (UNDOF) in the Golan Heights for six months, according to the ministry. As a result, Self-Defense Forces (SDF) troops will continue their mission beyond the current deadline of March 31st.

Since 1974, UNDOF, whose mandate includes monitoring the cease-fire between Israel and Syria in the Golan Heights, the central issue of the peace talks between the two countries, has been playing an important role in backing up the peace talks.

Japan has dispatched SDF personnel to UNDOF since February 1996. Presently, 46 officers are engaged in activities there, such as the transportation of everyday necessities, the restoration of roads and other logistical support for the UN mission

TOKYO, Jan 20 (KUNA)



## Japan's National Diet Library Goes Live with Aleph

**The National Library of Japan, one of the biggest Aleph libraries in the world, is now in full production**

A world leader in the provision of library automation solutions, is pleased to announce that in early January, **the National Diet Library (NDL)**- the national library of Japan- completed its transition from its legacy system to the Aleph integrated library system and switched to full production.

The selection of the Aleph system followed an extensive process during which the NDL staff examined both local and international solutions and conducted an Aleph trial for eight months. The Aleph implementation project, which began in 2010, was one of the largest Aleph projects to date. For the first time, the various systems of NDL, including the former integrated library system, the Asian Language Materials catalog, and the **ZASSHIKIJISAKUIN Japanese Periodicals Index**, were merged into one system. In addition, the implementation had to accommodate the great size of the library collections (about 20 million bibliographic records and 40 million items); handle the Japanese language efficiently; support the unique workflows of the NDL; adapt to an advanced infrastructure; and integrate the system with technologies of other providers. Close collaboration with local system integrators was instrumental in accomplishing these tasks.

“The successful launch of Aleph has resulted in a sophisticated, new environment that supports our mission and addresses our unique needs,” said **Masaki Nakayama, National Diet Library CIO**. “The partnership between all parties involved has achieved the goals that we set and positioned us for the future.”

“We are proud and delighted to have worked side by side with the National Diet Library on this significant project and thank the NDL for their support,” commented **Oded Scharfstein**, Ex Libris CFO and former Ex Libris vice president for Asia-Pacific. “This project, the second implementation of Aleph in Japan (after Keio University), demonstrated the power of collaboration between the team at NDL and our international team of professionals who were involved both on-site and from afar. Ex Libris will



continue to be committed to the Asian market and particularly to libraries in Japan,” added Mr. Scharfstein.

### **About the National Diet Library**

The origins of the National Diet Library (NDL) are rooted in the Imperial Library, on the one hand, and the Library of the House of Peers and the Library of the House of Representatives, on the other. In February 1948, the National Diet Library Law was enacted, and the NDL was established. Since then, the NDL has served as the research library for the Diet legislators and the national deposit library. The National Diet Library’s branch libraries within the government ministries and agencies and the Supreme Court extend its lending, copying, and reference services to the executive and judicial branches of the government. The NDL also manages the ISSN Center for Japan; provides services to public, university, and specialized libraries; and is open to all of the country’s citizens. In recent years, the NDL has been developing its digital library services.

### **About Ex Libris**

Ex Libris is a leading provider of automation solutions for academic libraries. Offering the only comprehensive product suite for electronic, digital, and print materials, Ex Libris provides efficient, user-friendly products that serve the needs of libraries today and will facilitate their transition into the future. Ex Libris maintains an impressive customer base consisting of thousands of sites in more than 80 countries on six continents.

Dedicated to developing creative solutions in close collaboration with customers, Ex Libris enables academic, national, and research libraries to maximize productivity and efficiency and, at the same time, greatly enhance the user experience. By empowering users to discover and obtain the information they need, libraries ensure their position as the bridge to knowledge.

**January 31, 2012. Ex Libris® Group**

## 130 Japanese priests visit Israel

In an effort to encourage tourism from Japan to Israel, the Ministry of Tourism is taking 130 Japanese Priests this week on tour of the major Christianity holy sites. The itinerary includes Jerusalem, Nazareth, Tiberias and the Sea of Galilee.

Israel, the Holy Land, with Jerusalem at its core, represents a pilgrimage destination for people from all over the world, interested in our rich variety of religious, cultural and historical sites," said Tourism Minister Director-General Noaz Bar-Nir. "The Tourism Ministry will continue its activities in the Christian market, while positioning Israel as an attractive tourism destination, in order to increase incoming tourism and reach the target of four million tourists in 2012."

The Tourism Ministry has increased its marketing activities in Asia with an overall investment of six million shekels. Some 17,800 tourists arrived in Israel from Japan in 2011, two percent more than in 2012.

The Tourism Ministry believes that an increase in marketing activities in Asia, working with potential target markets for incoming tourism will generate an increase in visitors from Asia to 180,000 in 2012.

## Fujitsu to work with Israeli firm for security solutions

**In cooperation with Tel Aviv's ObservelT, Fujitsu is offering security and monitoring solutions and services to the Hong Kong and Macau markets.**

Japanese ICT provider **Fujitsu** is collaborating with Israel's **ObservelT** to bring security and monitoring solutions to Hong Kong and Macau.

The partnership will combine Fujitsu's experience in the local market with ObservelT's monitoring technologies that are good for private cloud implementations, and key industries, such as finance, utilities and transportation.

**Fujitsu will be, in effect, ObservelT's distributor in Hong Kong and Macau markets**, which, according to Fujitsu, are showing a demand for security solutions beyond the traditional ID solution. As a provider of ICT support and services, Fujitsu will include ObservelT's solutions in its offerings to its partners and customers in the Asian market.

The ObservelT security solutions provide audits of user activity, including audit logs and video recordings to monitor the breaches in the system. ObservelT said its User Activity Monitoring technologies can capture all user activities, even for those applications which do not produce their own internal logs.

ObservelT said the data produced from the monitoring technologies can be used as legal evidence. The video capability also makes evidence presentation even less cumbersome. ObservelT's video replay capability can also help avoid legal action.

### **Market demands**

"For our customers' security needs in Hong Kong and Macau, we are constantly expanding our servers' computing solutions. We are pleased to collaborate with ObservelT to help enterprises easily capture video recordings of user activity, and generate audit logs for all applications, users, protocols, environments and sessions. We bring ObservelT's patent-pending video generation solutions to enable enterprises to



analyse user activities videos while minimising the amount of storage needed and reducing the storage cost. This is an ideal security technology for diverse industries in Hong Kong and Macau with the need for legal system logins," said **Rikiya Kano, general manager, marketing, Fujitsu Hong Kong.**

ObserveIT said its partnership with Fujitsu allows it to integrate its security and monitoring software applications in Fujitsu servers.

"We designed the ObserveIT platform from the ground-up to meet the most demanding enterprise requirements, which allows ObserveIT to audit all protocols, without requiring architecture changes on your network. Through the solution, we provide a precise forensic investigation that shows exactly what the user did, whenever the need for it arises," said Avi Amos, CEO, ObserveIT.

The ObserveIT Xpress and ObserveIT Enterprise solutions are available locally today. The ObserveIT Xpress is free and designed for small office ad hoc server auditing, with up to five monitored Windows servers. ObserveIT Enterprise is for SME and Enterprise system auditing, including privileged user identification, historical playback, compliance reporting, policy messaging and full configuration, while supporting an unlimited number of Unix/Linux/Windows servers being monitored.

## Japan's Polished Diamond Imports +28% in Dec.

Full Year 2011 Imports Rise 17%

***Import from Israel rose by 20%***

Japan's diamond jewelry imports grew 28 percent year on year to \$66.5 million in December, **Momozawa** reported citing Finance Ministry data. By volume, the imports fell 26 percent to 138,881 carats as the average price of the goods increased 74 percent to \$478.49 per carat.

For the full year **2011**, **Japan's imports rose 17 percent** to \$813.6 million while the volume of imports fell 17 percent to 2.027 million carats. The average price of the polished imports increased 41 percent to \$401.36 per carat.

Imports from all of Japan's major source countries increased during 2011 with polished supplies from India rising 22 percent to \$379.3 million and imports from Belgium up 8 percent to \$150.1 million. Polished imports from Hong Kong grew 15 percent to \$82.8 million **and from Israel they rose 20 percent to \$67.4 million**

## Japanese director to stage Greek tragedy in Israel

Japanese theater director **Yukio Ninagawa** expressed hope that his planned trilingual Greek tragedy production, to be performed by Japanese, and Israeli Arab and Jewish actors, will help to bring hope to people suffering from the conflict between Israel and the Palestinians.

"Even if in an indirect manner, I hope theater can bring hope" to such people, said the 76-year-old director at a press conference in Tel Aviv.

He plans to direct "**The Trojan Women**," a tragedy by the Greek playwright **Euripides**, in the central Israeli city and Tokyo in December. The actors will speak in Japanese, Arabic and Hebrew.

Ninagawa is scheduled to hold an audition for actors during his stay in Israel, before a month of rehearsals beginning in November in Japan.

He is known for having directed Shakespeare plays in Japan and abroad.

Although most famous abroad for his touring productions of European classics, Ninagawa has also directed works based on contemporary writing from Japan, including the Modern Noh plays of Yukio Mishima (which toured in New York's Lincoln Center in early summer 2005) and several other plays by Japanese dramatists, including Shūji Terayama and Kunio Shimizu.

His production of *Titus Andronicus* was performed in England in June 2006, at the Royal Shakespeare Theatre in Stratford and the Theatre Royal in Plymouth. In 2007 his company participated in the Barbican International Theatre Event (BITE) series at the Barbican Arts Centre in London, with their production of *Coriolanus*

TEL AVIV (Kyodo) --(Mainichi Japan) January 14, 2012

## February

### Israel's Ehud Barak Visits Japan

**Ehud Barak**, Israel's Deputy Prime Minister and Minister of Defense, visits Japan from Wednesday, February 15 to Sunday, February 19, Japan's Foreign Ministry said.

Prime Minister **Yoshihiko Noda** met with Israeli Deputy Prime Minister Ehud Barak, with Iran's nuclear ambitions high on the agenda.

Japan currently imports around 10 percent of its oil consumption from Iran. Noda has said Japan will aim to reduce the imports while dealing with the Iranian nuclear issue diplomatically and peacefully.

Mofa gave out the following official statements:

1. Prime Minister Noda stated his hope to further deepen bilateral cooperation between Japan and Israel, given Israel's position as a major country in the Middle East and considering in particular that this year is the 60th anniversary of the establishment of diplomatic relations between the two countries. He also expressed his gratitude for the support provided by Israel after the Great East Japan Earthquake, including the dispatch of a medical assistance team. Furthermore, he stated that the recent attacks against Israeli people including diplomats were unforgivable.
2. Deputy Prime Minister and Defense Minister Barak said that he was pleased to be visiting Japan during the 60th anniversary of the establishment of diplomatic relations, and remarked that he hoped to deepen cooperation in a variety of fields. Additionally, he said that he personally had given instructions to provide support to Japan, commenting the people of the world had been moved by the self-restraint and of the Japanese people at the time of the Great East Japan Earthquake.



3. Regarding the Iranian nuclear issue, Deputy Prime Minister and Defense Minister Barak emphasized the importance of the international community to take stringent measures through its close cooperation. In response, Prime Minister Noda stated that Japan shared the grave concerns of the international community over the Iranian nuclear issue, and said that he intends to continuously work with the international community based on “the dual-track approach” of dialogue and pressure. He further pointed out that it is important to solve the matter in a diplomatic and peaceful manner, and that a military response is considered to be an extremely dangerous option as it would escalate the situation.

During his stay in Japan, Barak will also meet with Mr. **Koichiro Gemba**, Minister for Foreign Affairs of Japan; and Mr. **Naoki Tanaka**, Minister for Defense of Japan to exchange views on bilateral relations and regional issues, including Middle East peace, according to a statement by the Foreign Ministry in Tokyo.

It is expected that Deputy Prime Minister Barak's visit will further promote the good relationship between Japan and Israel, the statement said.

Tokyo- (PanOrient News)

## Israel's Barak calls A-bombing 'unavoidable'

HIROSHIMA — Israeli Deputy Prime Minister and Defense Minister Ehud Barak has termed the 1945 atomic bombing of Hiroshima an "unavoidable tragedy."

He made the remark during a visit to the Hiroshima Peace Memorial Museum, where he also laid flowers at the cenotaph for atomic bomb victims and took in the nearby Atomic Bomb Dome.

After touring the museum, Barak said the bombing was one of many tragedies that could not have been prevented during the war, but stressed that every individual should strive to learn the lessons of Hiroshima so that a similar catastrophe is never repeated.

He declined to answer questions from reporters.

The museum includes an exhibit showing that Israel has 80 nuclear warheads, based on figures from the Stockholm International Peace Research Institute. Though the country has never declared that it possesses nuclear weapons, it is widely thought to have developed a sizeable nuclear arsenal.

He is the first Israeli deputy prime minister or defense minister to make an official visit to Hiroshima, according to the city's municipal government. The trip was arranged at Barak's request.

Barak is visiting Japan to promote bilateral relations on the 60th anniversary of the establishment of diplomatic ties between the two countries.

Kyodo

## Japan Donates \$10m to UNRWA Programs

The Japanese government donated \$10 million to the United Nations Relief and Works Agency for Palestine Refugees (UNRWA) to provide funding for 10 health clinics in Gaza in 2012, according to a statement by the Japanese embassy in Jordan.

The agreement was signed at a ceremony in the Jordanian capital Amman by **Filippo Grandi, Commissioner-General of UNRWA**, and **Junichi Kosuge, Ambassador of Japan to Jordan**.

The statement said that this donation “comes as an effort to improve the difficult living conditions faced by Palestinian refugees and to support the two-state solution; which will achieve a peaceful coexistence between Israel and the Palestinian state.”

“At a time when the government and people of Japan are still under pressure to address needs nearer to home and to recover from the devastating earthquake and tsunami, their generosity towards the Agency and Palestine refugees is particularly touching,” said Grandi.

“I have always been struck on my trips to Japan since the disaster by the amazing solidarity that exists is between the two peoples,” he added.

Japan’s assistance to the Palestinian refugees through UNRWA, which began in 1953, has amounted to more than \$600 million.

AMMAN, February 22, 2012 (WAFA)

## Japan's Largest Carrier to Launch Test Service to Combat Android Fragmentation

### DoCoMo to use Perfecto Mobile Technology from Israel

**Japan's largest mobile operator** is prepping an elaborate testing center, with hundreds of handsets monitored by streaming web cameras, to help software developers debug their apps on the growing morass of Android devices and software versions.

**NTT DoCoMo** plans to launch the service next month, running it out of a university in northern Japan. App developers will be able to load their software remotely onto devices of their choosing and perform input as users, then watch the results live online.

For the carrier, which controls about half of Japan's 122 million mobile contracts and once had aspirations of dominating mobile software globally, the test center is a tacit admission that it no longer controls the operating systems that run on its network. Until the recent explosion of smartphones, DoCoMo and other Japanese carriers tightly controlled every aspect of their handsets' software and hardware, down to the on-screen icons and physical buttons.

"In the past, with i-mode, we controlled the specification, so we could just create accurate emulators," said Hisakazu Kojima, a company manager in charge of the new system, referring to DoCoMo's online service.

"Our days of OS development are passed," he said.

Kojima said his company surveyed its content providers and found that many, overwhelmed by the sudden proliferation of Android devices and versions on the market, are developing only for the latest versions and ignoring legacy users. DoCoMo is the only one of Japan's three major operators not to offer Apple's iPhone.

The system will allow 60 handsets to be tested at one time, and developers will be able reserve time slots on specific handsets and software to upload and test their applications, as well as run automated batch tests. Staff at the testing center will manually swap handsets in and out of testing ports as required.



Remote testers will be able to use the Android testing interface, which allows for actions such as swipes, taps at specific locations and button presses. More advanced inputs, like pinching on the touch display, or GPS and accelerometer readings, will not be accessible.

The service will not be run for profit, though users will be charged a yet-undetermined fee to use it. It will initially be available for developers accepted onto DoCoMo's "dmenu," a set of applications and services promoted and supported by the company for use on its phones.

DoCoMo is working with the Japanese branch of consulting firm **Accenture** on the system. Accenture offers a mobile testing suite based on software developed by **Perfecto Mobile, headquartered in Israel.**

Accenture, which has consulted on similar systems in other locations such as North America, hopes to expand the offering to other carriers in Japan by summer, according to spokesman Kentaro Kanda.

IDG News, Feb 10, 2012 3:10 pm

## NTT DoCoMo invests \$14 million in WiFi memory card maker

**Japanese carrier says it will launch new services based on Eye-Fi & apos;s wireless photo-sharing technology**

### **Eye-Fi was founded by two Israeli startup's entrepreneurs**

Eye-Fi Inc., makers of the world's first wireless memory card, announces it has completed a \$20 million Series D round of funding, led by **NTT DOCOMO, INC.**, the largest Japanese Mobile Operator and a recognized leader in mobile data and content services. Existing investors Shasta Ventures, Opus Capital and TransLink Capital also participated. NTT DOCOMO joins Eye-Fi as an investor and strategic partner, expanding the connected imaging leader's distribution and further establishing its mobile partnerships.

"Partnering with NTT DOCOMO is just one of several strategic steps we will take this year to showcase our enhanced customer experience and further expand Eye-Fi availability worldwide," said **Eye-Fi CEO, Yuval Koren**. "Eye-Fi's unique connected imaging solution is powered by our patented intellectual property and a rich ecosystem of camera makers, sharing sites, retailers and mobile operators. The result is millions of photos and videos being effortlessly shared from cameras and mobile devices each month."

In April, NTT DOCOMO will become the first partner to launch Eye-Fi card activation via mobile phones. This new, industry-leading technology means NTT DOCOMO's 59 million mobile subscribers can quickly and easily share high quality images between their digital cameras, mobile devices, online photo sites and digital photo frame – no computer required. This partnership provides a completely integrated experience, where NTT DOCOMO goes beyond the handset to give customers more places to showcase photos.

"A customer-first philosophy is at the core of both our business strategies, which makes partnering with Eye-Fi so advantageous" said **Koichi Takahara, Managing Director of Ubiquitous Services Department of NTT DOCOMO, INC.** "Eye-Fi changes how customers interact with their photos, mobile devices and the people they want to share with. So, if someone wants to give a digital photo frame to each member of their family, they can now instantly upload new memories to each frame straight from their mobile phone or camera."

The funding round also supports the expansion of Eye-Fi's executive team, adding former



Skype and eBay executive Michele Don Durbin as Vice President of Marketing. Don Durbin's experience in fostering brands' international growth will further extend and establish Eye-Fi's global footprint as the digital imaging industry is redefined – both geographically and across product categories. Don Durbin brings more than a decade of product marketing, channel development, brand building and global customer acquisition to her new role.

### **About Eye-Fi**

Eye-Fi is dedicated to building products and services that help consumers manage, nurture and share their visual memories. Eye-Fi's patented and patent-pending technology wirelessly and automatically uploads photos and videos from digital imaging devices, including digital cameras and Android and iOS based devices, to online, in-home and retail destinations. Eye-Fi has helped people wirelessly upload more than 400 million photos since being founded in 2005. Eye-Fi has received *Popular Science's* "Best of CES 2011: Product of the Future" award, *TIME's* "Top 100 Gadgets of All Time," and *CNET's* "Best of CES 2010" award in the digital photo and video category – and many more.

Headquartered in Mountain View, Calif., the company's investors include Opus Capital, Shasta Ventures and TransLink Capital



## Japanese Ministry of Economy, Trade and Industry has Approved Grants to TowerJazz for its Cap-Ex Investment Plan

**TowerJazz, the global specialty foundry leader,**

**TowerJazz Japan, Ltd. (TJP)** announced that has been selected to receive a **cap-ex subsidy from the Japanese Ministry of Economy, Trade and Industry (METI)**. This subsidy program aims to improve the logistics and facilities of the business locations of companies operating within Japan as well as encourage new investment to maintain and create employment by providing domestic site location subsidies to production sites. As part of this program, 294 projects were selected with a total subsidy budget of 202.3 billion yen (~2.5 billion dollars).

Grants approved in this program comprised up to 33.3% (one third) in cash by METI for cap-ex and related investments associated with power and other products. As previously disclosed,

TowerJazz plans to invest tens of millions of dollars over the coming two years in its Nishiwaki factory to ramp and qualify its specialized power platform and other technologies to provide local sourcing in Japan and multi-fab sourcing for its customers worldwide.

The subsidy will enable TJP to accelerate its transition from an IDM DRAM fab to an analog specialty foundry and expand collaboration opportunities with customers in Japan. The funding will assist TJP in the ramp of specialized technologies and provide assistance with equipment and infrastructure for further business development.

Since the acquisition of the Micron Fab in Nishiwaki in June of 2011, TowerJazz has successfully engaged several IDMs in Japan and continues to explore and gain traction with new engagements. TowerJazz also introduced its world-class design enablement technology to the Japanese market.

“Having been selected as a recipient of the subsidy gives us great assurance that the Japanese government sees the inherent high value of our foundry offerings to support business development nationally,” said Russell Ellwanger, Chief Executive Officer, TowerJazz.





“TowerJazz is committed to the Japanese market by providing TJP with our advanced specialized capabilities and working closely with our local customers to respond to both their short and long term needs.”

“Developing local pure play foundry capability is extremely important for the Japanese semiconductor industry. We are very pleased that the government understands the important role we have and chose to partner with us as the first large scale pure play foundry in Japan”, said Kenichi Katsumoto, Managing and Representative Director of TowerJazz Japan, Ltd.

### **About TowerJazz**

Tower Semiconductor Ltd. (NASDAQ: TSEM, TASE: TSEM), its fully owned U.S. subsidiary Jazz Semiconductor, Inc. and its fully owned Japanese subsidiary TowerJazz Japan, Ltd., operate collectively under the brand name TowerJazz, the global specialty foundry leader. TowerJazz manufactures integrated circuits with geometries ranging from 1.0 to 0.13-micron, offering a broad range of customizable process technologies including: SiGe, BiCMOS, Mixed- Signal and RFCMOS, CMOS Image Sensor, Power Management (BCD), and Non-Volatile Memory (NVM) as well as CMOS and MEMS capabilities. TowerJazz also offers a world-class design enablement platform that complements its sophisticated technology and enables a quick and accurate design cycle. In addition, TowerJazz provides (TOPS) Technology Optimization Process Services to IDMs as well as fabless companies that need to expand capacity, or progress from an R&D line to a production line. To provide multi-fab sourcing,

TowerJazz maintains two manufacturing facilities in Israel, one in the U.S., and one in Japan with additional capacity available in China through manufacturing partnerships.

**NISHIWAKI, Japan, February 13, 2012**

## Panasonic Uses Red Bend Software to Deliver Groundbreaking Mobile Software Management for its Android™-Powered Enterprise Toughpad™ Tablets

**Panasonic Computer Product Solutions** announced that **Red Bend Software's** market leading Mobile Software Management (MSM) solution will be available to customers of its new professional-grade **Android-powered Toughpad tablets**. This will give Panasonic, and Enterprise customers electing to use this solution, ground breaking capabilities to remotely and securely manage their Toughpad devices over the air. To date, Red Bend's MSM solutions have been shipped in over 1.4 billion mobile phones, tablets and connected devices.

Panasonic's Android-powered Toughpad tablets include the unique security core in the Marvell® ARM-based CPU, which, when combined with Red Bend's innovative software management solution, creates a compelling and secure mobile computing platform. Protected areas of the flash memory that hold the operating system kernel and customer applications are held in a secure zone by the Marvell security processor. Only authorized users of the Red Bend management software can then access firmware and applications within the secure zone. This robust and standards-based solution enables business customers to easily remotely manage the software on their Toughpad devices whilst ensuring that the devices, and any of their enterprise applications, remain highly secure and tamper-proof.

Red Bend's MSM solution for the Android-powered Panasonic Toughpad range will include **vRapid Mobile®** for Firmware Over-the-Air (FOTA) updating, **vDirect Mobile®** for Device Management and Application Management, and the Red Bend Software Management Center. From October 2012, the Red Bend solution on the Panasonic Android-powered Toughpad tablets will also be the first to use the advanced OMA DM software management standard, **SCOMO** (Software Component Management Object), even further reducing time and network costs for updates. SCOMO is a new standard for Mobile Software Management that modularizes the entire software stack and allows deployment of discrete software components, either updated or new, including embedded firmware.

With Panasonic Toughpad tablets, Enterprises electing to use the Red Bend MSM solution will have the capability to manage their own applications independently from the tablet's firmware. This includes being able to deploy, remove and update any application efficiently and reliably over the air. In addition, Panasonic will be able to deliver continuous software improvements to its Enterprise customers, including keeping the Toughpad up to date with the latest Android version. The solution uses Open Mobile Alliance Device Management (OMA DM) industry standards.

The solution will also allow Panasonic Toughpad customers to use other Mobile Device Management programs if they wish.

The Red Bend MSM solution, which performs software management over wireless connections including 3G, 4G and Wi-Fi, is location- and network-aware and enables the most efficient and reliable software updates. Red Bend's technology is proven to create the most compact software updates, reducing update file size by up to 97%. This means Enterprises can significantly reduce their telecom data charges when deploying new and updated applications over the air. In addition, Enterprises can control when and how updates are performed, and can deliver large updates over Wi-Fi or prevent updates when roaming. The software update packages are assembled on-the-fly and tailored to each device based on the software already installed on the device, ensuring that only the minimal required updates are included.

Red Bend's Failsafe™ feature guarantees the update to complete even in the event of a disruption such as loss of connectivity or battery failure. This technology has been used to perform hundreds of millions of software updates worldwide with a 100% success rate.

With the Red Bend MSM solution, each of the Enterprise's Toughpad applications can be managed and updated one at a time, or in combination, as the Enterprise chooses. The Enterprise can also deploy different application packs based on the unique profile of the end user, such as workgroup. In addition, the Red Bend solution manages dependencies between applications and firmware, ensuring each end user gets the correct software package to support its Enterprise applications. Enterprises can also ensure that their own applications are protected so that the user cannot uninstall them.

**Stephen Yeo, European Marketing Director** at Panasonic Computer Product Solutions, said: “This combination of rugged Panasonic hardware, the hardware-protected firmware architecture and Red Bend’s advanced management software has created an incredibly powerful Enterprise-capable platform for our business customers. Our approach means that businesses will be able to deploy our Android-powered Toughpad computers to their mobile workers with world-class Enterprise software management and security capabilities.”

As well as the Red Bend MSM solution, Panasonic will also be offering its Toughpad Enterprise customers access to a Toughpad App Store, a choice of software to configure Toughpad hardware settings and technical professional services to assist with any custom application development and deployment.

### **About Panasonic System Communications Company Europe (PSCEU)**

PSCEU is the European branch of Panasonic Systems Communications Company, the global B2B division of Panasonic. PSCEU’s goal is to improve the working lives of business professionals and help their organizations efficiency and performance. We help organizations capture, compute and communicate all sorts of information: image, voice, and textual data. Products include PBX telephone switches, document printers, professional cameras, projectors, large visual displays and rugged mobile PCs. With around 500 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

The new PSCEU is made up of four business divisions:

- **Communication Solutions** including professional scanners, multifunctional printers, telephony systems and HD video conferencing systems.
- **Visual System Solutions** including projectors, interactive whiteboards, presentation aids and displays. Panasonic is the European market leader in projectors with 28% revenue share.
- **Professional Camera Solutions** including professional audio visual, security and integrated machine vision (IMV) technology. Panasonic is one of the top two professional camera vendors in Europe. The Professional Camera division held an average of 18% market share across Europe for the 12 months up until September 2011 (Source: FutureSource; Volume based sales, total pro camera products)
- **Computer Product Solutions** including the Toughbook range of rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS)



systems. Panasonic Toughbook is European rugged notebook market leader with 62.9% market share in 2010 (VDC, June 2011)

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 8.69 trillion yen (€79 billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges

### **About Red Bend Software**

**Red Bend® Software**, the leader in Mobile Software Management (MSM) with more than 1 billion Red Bend-Enabled™ devices, makes mobile devices and services continuously better in a rapidly changing world. Red Bend is the only company that provides standards-based products and solutions for software management, device management and mobile virtualization that work on any mobile phone and connected device uniformly, efficiently and securely over the air. Red Bend enables its customers to stay competitive in a fast-moving market by helping them deliver high-value services on an increasing number of connected devices with growing software complexity. More than 80 leading device manufacturers, mobile operators, semiconductor vendors and automotive companies worldwide trust Red Bend with their most important assets—the mobile and connected devices their consumers depend on



## KDDI Chooses Magic's iBOLT Platform to Integrate Salesforce.com with Android Smartphones

**Magic Software Enterprises Ltd.**, a global provider of mobile and cloud-enabled application and business integration platforms, announced that **KDDI**, a leading Japanese-based telecom company, has chosen **iBOLT** as the back-end integration engine for its new service, connecting Salesforce.com with Android smartphones.

KDDI's solution, developed using Magic's **iBOLT business integration platform**, pushes real-time Salesforce.com CRM data to any Android smartphone. The ability to receive valuable business information on their mobile devices empowers users to make better and faster decisions and to operate effectively from any location.

"Using Magic's technology, we were able to respond rapidly to our customers' needs, while significantly reducing the risks and costs usually associated with such integration projects." said Yamada Yasuhisa of the Cloud Services Planning & Development Department at KDDI. "This service enables enterprise users to maximize the benefits of Salesforce.com and increase productivity even when they are out of office."

"We are proud to have been chosen by such an important company as KDDI," said Guy Bernstein, CEO of Magic Software Enterprises. "The world of enterprise is undergoing a mobile revolution, and we expect many more organizations to choose our products to realize their strategic shift towards enterprise mobility."

### **About Magic Software Enterprises**

Magic Software Enterprises Ltd. is a global provider of mobile and cloud-enabled application and business integration platforms.

In recognition of outstanding business achievements and our long-term growth potential, in 2011, Magic was elevated to the NASDAQ Global Select Market top-tier listing and the prestigious TASE TA-100 Index of the Tel-Aviv Stock Exchange



## **About KDDI**

KDDI is a leading telecommunications company, offering comprehensive fixed-line (broadband Internet/telephone) and mobile communications services. For enterprises, KDDI provides all services in the ICT (Information and Communications Technology) realm, from FMC (Fixed Mobile Convergence) networks to data centers, applications, and security strategies.

KDDI strives to be a leading company during changing times, and to help strengthen its customers' business performance.

## **DSP Group chipsets to power Panasonic telephones**

**DSP Group's VoIP chipsets are to be embedded in Panasonic's corded SIP models.**

Wireless chipset developer **DSP Group Inc.** (Nasdaq: DSPG) announced that its VoIP chipsets are to be embedded in **Panasonic Corporation's SIP telephones**. The two companies have a longstanding partnership.

DSP Group's chipsets are to be embedded in Panasonic's corded SIP models, including the KX-UT136-B, KX-UT133-B, KX-UT123-B and KX-UT113-B.

DSP Group VP Ran Klier said that Panasonic was a lead customer for DSP's cutting-edge VoIP chipset solution, which enables the company to offer a diverse range of IP phones. "This successful venture is another indication of our mutual IP telephony commitment and joint roadmap, as we work on developing next-generation models."

**Globes**, 14 February 12, 15:13,

## Cellebrite Changes the Mobile Retail POS Experience

With increasingly fierce competition for the hearts and minds of consumers, Cellebrite enables mobile retail operators to offer customers a wide range of advanced sales and after sales services previously only available outside the POS environment. This will dramatically change the mobile retail in-store experience, resulting in better customer retention and reduced churn.

These services which include phone transfer, personal data backup and restore, apps and content delivery and device diagnostics are all available through the Cellebrite TOUCH, a new all-in-one platform based on Cellebrite's proprietary cutting-edge technology.

The Cellebrite TOUCH solution promises to significantly enhance the sales experience by ensuring quick and easy setup, transfer and delivery of content during the sales process. Users can now be sure of having their personal content – contacts, SMS messages, video, photos and more – immediately installed and ready to use on their new device.

In addition, customers can be offered a wide range of new application and content packages – ideally suited to their profiles, phone type and preferences – for instant delivery, encouraging them to purchase content directly from the sales agent, instead of having to search on their own through hundreds of thousands of applications available in the marketplace. This will dramatically improve the adoption and penetration of promoted applications.

Most significantly, customers with faulty phones can have them diagnosed and immediately repaired in-store within minutes without any hassle or the need to use temporary "swap" phones for a period of time. This results in increased customer satisfaction and reduced operating costs for the retailer.

As a complementary service, retailers are offered the option of installing a Self-Service Point, at which customers can easily perform most of the advanced services themselves, without help from a sales assistant. Reduced waiting times will further increase customer satisfaction and improve the in-store experience.

Significant benefits for retailers from these added value-services include more in-store promotions, increased revenues from new device sales, upgrades and other advanced





services, the opportunity to sell backup media such as CDs, USB drives etc., and reduced operating costs. Furthermore, they will have better customer retention, reduced churn and a competitive edge in the market.

Designed to meet the demands of tomorrow's phones, the Cellebrite TOUCH supports more than 4,000 models and all major mobile operating systems, including iOS, Android, Windows Mobile, BlackBerry®, Symbian and Palm.

The new Cellebrite TOUCH will be previewed at this year's Mobile World Congress in Barcelona during February.

**Yossi Carmil, Co-CEO** of Cellebrite Headquarters commented: "Customers are in for a whole new experience with the Cellebrite TOUCH, our fourth generation of advanced mobile retail solutions representing cutting-edge technology. Significantly reduced waiting times, no more hassles or frustrations in changing phones and transferring content; quick and easy delivery of new apps and content, and of course, being able to obtain efficient after-sales service with diagnostics giving instant feedback and solutions to fixing common faults..."

This is a new way of doing business. Apart from dramatically changing the customer experience it gives the retailer a range of benefits which will empower their in-store point-of-sales to achieve new heights."

### **About Cellebrite**

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

The pioneers in mobile phone-to-phone content transfer, Cellebrite provides a complete range of solutions for the mobile retail industry such as phone to phone content transfer, backup & restore, diagnostics and application and content delivery at the Point-of-Sale.

Cellebrite works exclusively with more than 150 wireless carriers worldwide including Verizon Wireless, AT&T, Sprint/Nextel, T-Mobile, O2, Radio Shack, Orange, Vodafone and many more.

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

## Ceva sees DSP cores used in land mobile radios in Japan

Ceva has announced that Japanese radio comms company **Icom** has licensed its DSP core silicon IP for a range of digital wireless communication products.

Icom is using the DSP for its programmable wireless baseband chipset for land mobile products.

"The optimal balance of power and performance delivered by our DSP is ideal for Icom's evolving product lines as they enhance wireless baseband functionality," said Eran Briman, vice president of marketing at CEVA.

Ceva programmable DSP cores are used across the wireless communications industry by companies such as Broadcom, Intel, Mindspeed, Nufont, Samsung, Spreadtrum, ST-Ericsson, VIA Telecom and Xincomm.

The company said it has over 15 design wins for LTE.

ICOM manufactures land mobile, marine, amateur, air band and communications receivers.

## March

### TOHOKU Earthquake and Tsunami Memorial Ceremony

TO COMMEMORATE the first anniversary of the massive earthquake in Japan, which was the most devastating in the country's history, Japanese Ambassador Hideo Sato held a memorial reception at his residence to express appreciation to the State of Israel, as well as to various institutions and individuals who had demonstrated solidarity with Japan in its time of crisis and great human suffering. The universal language of diplomacy these days is English, which is certainly the most common language at diplomatic receptions, but in this case Sato and Counselor Mitsuhiro Shinomiya conducted the memorial ceremony entirely in Hebrew and Japanese.

Curiously, it was Ruth Kahanoff, deputy director general for Asia and the Pacific at Israel's Foreign Ministry, who spoke in English. Although this was not a National Day reception, it did fall in the year in which Israel and Japan are marking 60 years of diplomatic ties; and therefore the national anthems of both countries were played. Sato and Shinomiya, who are each fluent in Hebrew, sang the words of both.

Among those present were members of the Foreign Ministry, including former Israel ambassadors to Japan, Brig.-Gen. Shalom Ben Aryeh, who headed the search-and-rescue unit that included doctors and nurses from the Medical Corps of the Israel Defense Forces; Shachar Zehavi, the founder of IsraAID, which is continuing with its humanitarian activities in Japan; and Yehuda Meshi Zahav, the founder of ZAKA, which helped to identify victims.

The areas affected by the earthquake are in the process of complete recovery, said Sato and hope has returned to the eyes of the population. Recovery can also be seen in business, tourism and studies. Japan would not have been able to recover in the way it has without warm support from around the globe, he said.

With respect to Israel, Sato noted that despite the geographic distance, Israel had sent a medical team and equipment very early in the piece – something that will remain engraved in the hearts and minds of all the Japanese people, and not only those with

whom the Israelis came into direct contact. In addition to the on-site involvement of the medical team, the search-and-rescue unit, IsraAID and ZAKA, said Sato, the Embassy was aware that there were people who worked hard to raise funds to help the survivors of the tragedy.

Minami Sanrikucho, in the Miyagi region, where the Israeli medical team set up a field hospital, was one of the areas that suffered the worst damage, said Sato, adding that he was certain that the residents of Minami Sanrikucho would always remember the compassionate help they had received from Israelis.

Sato read excerpts from a letter he had received from Minami Sanrikucho Mayor Jin Sato, who referred to the Israeli team having laid the foundations for medical services to resume as they should.

Those who have to be hospitalized are being cared for as outpatients, and the city is now in the process of building a temporary medical center which it hopes to open in April. A recovery plan for the city has already been prepared, including the rehabilitation of the hospital, which should be fully functional some time next year.

Kahanoff thanked the Japanese government, which despite its own problems, continues to support peace-keeping efforts and regional cooperation in the Middle East. She also thanked the Japanese ambassador for his longstanding friendship towards the State of Israel, and declared that everyone in the Foreign Ministry is committed to strengthening the relationship with Japan.

## KDDI Installed GoNet Systems Outdoor Wi-Fi Solution

GoNet Systems, a leading provider of 3G offload beamforming Wi-Fi solutions for cellular operators and service providers, announced that KDDI Installed GoNet Systems access points in a number of stadiums and high density city areas in Tokyo.

"We are proud of KDDI's installation of our outdoor Wi-Fi solution," said Roy Kinamon, VP R&D at GoNet Systems. "At GoNet Systems, we understand the challenges of the outdoor environment and the need for high-performance, reliable Wi-Fi service. The trial of our MBW access points in Tokyo's highly interfered areas highlights the need for smart antenna beamforming solutions in such challenging environments."

GoNet Systems MBW access points are designed for outdoor deployments in harsh urban conditions. With special channel filters and 90% effective noise mitigation, the MBW access points can be deployed in city centers and co-located with cellular BTSs, WiMAX and other Wi-Fi devices without suffering performance degradation due to noise. Leveraging GoNet Systems xRF beamforming technology, the access points deliver x2-x4 coverage and capacity.

### About KDDI

KDDI, as a comprehensive communications company offering both fixed-line and mobile communications services, strives to be a leading company during changing times.

For individual customers, KDDI offers its mobile communications (au mobile phone) and fixed-line communications (broadband Internet/telephone) services under the brand name "au", helping to realize FMBC (Fixed Mobile and Broadcasting Convergence). And for business clients, KDDI provides all services in the ICT (Information and Communication Technology) realm, from FMC (Fixed Mobile Convergence) networks to data centers, applications, and security strategies, to help clients strengthen their businesses.



## **About GoNet Systems**

GoNet Systems provides carrier-class, outdoor Wi-Fi solutions to cellular operators and wireless service providers for 3G data offload and Wi-Fi access applications. With beamforming access technology, self-healing mesh architecture and specialized noise filters, GoNet delivers superior coverage and capacity. The company's MBW platform has been optimized for deployment alongside 3G, WiMAX and other Wi-Fi networks, without suffering from performance degradation due to noise. With dual radio architecture and smart antenna technology, cellular operators and service providers can deliver high data volumes.

GoNet Systems headquarters are located in Israel and the company has offices in Brazil, Japan, Korea and China.

## Expanded Use of PillCam Gets Green Light in Japan

Given Imaging, a developer of specialty GI products, including capsule endoscopy, this week announced that Japan's Ministry of Health, Labor and Welfare (MHLW) has cleared the PillCam Patency Capsule for use with PillCam SB and expanded the indications for use of the PillCam SB video capsule for patients with known or suspected small bowel disease, including the visualization and diagnosis of Crohn's disease.

The PillCam Patency Capsule is a dissolvable capsule that enables physicians to determine whether there are obstructions or strictures in the small bowel that may prevent passage of the PillCam SB video capsule.

"PillCam SB has changed the way gastroenterologists in Japan diagnose and treat small bowel disease," said Dr. Akira Terano, MD, PhD, emeritus president, Dokkyo Medical University, Tochigi, Japan and Chairman, Japan Association for Capsule Endoscopy. "The expanded clearance means that physicians have a new tool to help them safely diagnose and monitor a broader group of patients with GI diseases, including those individuals who are suffering from Crohn's disease in Japan today."

MHLW approved the PillCam SB capsule in April 2007 for visualizing obscure gastrointestinal bleeding (OGIB). The entire 105-million adult population of Japan has been eligible for reimbursement for the PillCam SB procedure to visualize OGIB since October 2007. The company expects to receive reimbursement for the expanded indication at a later date.

"We are very pleased that physicians in Japan will be able to utilize PillCam SB to help monitor and manage their patients with GI diseases like Crohn's disease," said Homi Shamir, president and CEO, Given Imaging. "Given Imaging is the only company to offer a patency capsule to customers in Japan, providing doctors with a much needed tool to ensure the safe and effective use of PillCam SB in patients with suspected strictures."

Crohn's disease is a chronic condition that causes inflammation in the lining of the small intestine wall and can affect any part of the digestive tract. Symptoms can include diarrhea, abdominal pain, weight loss and rectal bleeding. In approximately 75 percent of Crohn's disease patients, the small bowel (duodenum, jejunum and/or ileum) is involved and in 30 percent of Crohn's disease patients, the small bowel is the only segment involved.

## Sony targets Israeli medical technologies

Sources inform "Globes" that Sony Corporation is actively seeking to invest hundreds of millions of dollars in Israeli medical technologies. The company has established a team to review the Israeli market to seek out companies for investment or acquisition. The team has already held intensive meetings with Israeli venture capital funds and companies. This is the first time that Sony has operated in such a manner and if the process is successful, the company's acquired or in the investment portfolio may form the basis for a Sony development center in Israel.

The link between the Japanese consumer electronics giant and medical technologies is not as astonishing as may first appear. The company is already active in the field, it offers technologies for documentation, storage, and specialized cameras for imaging and devices for recording the images, high-resolutions screens for displaying images and medical information, and printers. It is also interested in batteries for medical devices, which must be more reliable than regular batteries.

The boundaries between consumer electronics and medical devices has been blurring. Home medical devices, such as for measuring blood pressure or glucose levels, must store data, send them to doctors, and present them to patients. Smartphones and tablets have healthcare and sports activities applications. Home electronics devices can double as reliable medical monitors.

Companies from across the field are competing for this business, such as medical devices giants like Johnson & Johnson (NYSE: JNJ), Boston Scientific Inc. (NYSE: BSX), and Medtronic Inc. (NYSE: MDT); monitor manufacturers such as GE Healthcare, Siemens AG (NYSE: SI; DAX: SIE), and Royal Philips Electronics NV (Euronext: PHIA, NYSE: PHG); and information companies like Google Inc. (Nasdaq: GOOG), Microsoft Corporation (Nasdaq: MSFT), and Facebook Inc. Smartphone makers, such as Samsung Electronics Co. Ltd. (KRX: 005930; LSE: SMSN, SMSD), have been mentioned as being very interested in the field as well.



The vision of cooperation goes even farther, such as physical training or physiotherapy via gaming programs on TV, including locating the patient, checking his or her vital signs, and customizing the body movements. Another example is to carry out blood tests via devices linked to smartphones, storing the data, and sending the results immediately to the doctor.

Sony has suffered heavy losses in its core businesses in recent years, including a \$2.9 billion loss in 2011. New CEO Kazuo Hirari, who will take up his post on April 1, says that the company must rely less on consumer electronics, and focus on other fields, such as medical devices. A few months ago, VP Hiroshi Yoshioka said, "As populations age, demand for medical devices rises, and we intend to participate in this."

### **Many options**

Six months ago, Sony acquired Micronics Inc., which specializes in developing easy to use mobile blood, saliva, and other test kits. Sony executives said at the time that they were examining testing devices that would not require patients going to clinics. The company is already marketing devices for the healthcare market, and it is developing new activities by selling directly to consumers.

In 2010, Sony acquired iCyst Mission Technology Inc., which classifies stem cells for research. At the time, Sony said that these products could use its Blu-Ray and other optical technologies for high resolution recording and imaging devices. Sony has new strategic agreements with three laboratory sample analysis companies.

Israel has a wide range of companies that might interest Sony, including imaging companies such as Given Imaging Ltd. (Nasdaq: GIVN; TASE: GIVN), Medigus Ltd. (TASE:MDGS), Check Cap Ltd., and Arineta Ltd.; laboratory testing automation companies, such as BioView Ltd. (TASE:BIOV), and Applied Spectral Imaging (ASI); molecular testing companies, such as Savyon Diagnostics Ltd., Novamed Ltd., Micromedic Technologies Ltd. (TASE:MCTC), and Pocared Ltd.; smartphone diabetes monitors application developers, such as Glucobay Ltd.; cognitive training companies like Desk Trainer Ltd., CogniFit Ltd., and Attengo Ltd.; and monitoring companies, such as LifeWatch AG (SWX:LIFE); and simulation and training companies, such as Symbionix Ltd.

## April

### Japan FM warns on Iran strike at start of Israel visit

JERUSALEM: Japan's top diplomat reiterated Tokyo's concern over a strike on Iran's nuclear programme in an interview published as he began a two-day trip to Israel and the Palestinian territories.

"Japan is very concerned over the Iranian nuclear issue," **Foreign Minister Koichiro Gemba** told the top-selling Yediot Aharonot daily, in remarks translated into Hebrew.

"The international community, including Japan, is putting unprecedented pressure on Iran, and the renewal of talks between the world powers and Iran is a result of this pressure," he said.

Six world powers, known as the P5+1 grouping of diplomats from the United States, Russia, China, Britain, France and Germany, held a first round of talks with Iran over its contested nuclear programme in Istanbul last month, with a second round due to take place in Baghdad on May 23.

Israel says a nuclear Iran would constitute an existential threat to the Jewish state and has not ruled out a pre-emptive strike on Tehran's nuclear facilities.

"The military option will not only give Iran an excuse to expedite its nuclear programme, but could also increase the instability in the region, which would threaten Israel," Gemba warned.

The minister's remarks reiterated concerns that both he and Japan's Prime Minister Yoshihiko Noda had raised in mid-February during a visit to Tokyo by Israeli Defence Minister Ehud Barak.

At the time, Noda warned that military action could be "extremely dangerous" as it risks "escalating" the current situation.

And Gemba raised similar concerns, saying: "Using a military option would not only provide an excuse to Iran but could unite the Arab world against Israel."

Barak said he had little confidence that the P5+1 talks would succeed in resolving the standoff over Tehran's nuclear programme.

"The P5+1 engagement with Iran, however, does not fill me with confidence. I may sound pessimistic but the state of Israel cannot afford to be duped," he told reporters at a Foreign Press Association meeting in Jerusalem.

He said that "all options to prevent Iran from getting nuclear weapons" were on the table, although he admitted that the military option would be "complicated."

"But a nuclear Islamic Republic of Iran would be far more dangerous," he said.

Gemba was due to arrive in Israel around midday for a two-day visit, which will see him meeting his Israeli counterpart, Avigdor Lieberman in Jerusalem.

On Wednesday he was to meet senior Palestinian officials in the West Bank city of Ramallah.

The UN Security Council has slapped four rounds of sanctions on Tehran over suspicions harboured by Israel and much of the West that Iran is seeking a militarised nuclear capability -- a charge which Tehran denies.

(May 01, 2012 02:16 PM )

## Japan tells off ex-PM Hatoyama over Iran visit

TOKYO: The Japanese government gave a former prime minister a ticking off over a "personal" visit to Iran, where he met President Mahmoud Ahmadinejad and apparently criticised the IAEA.

**Yukio Hatoyama**, whose short stint in the top job ended in June 2010 after just nine months, was publicly admonished by his own party for comments he reportedly made during the trip claiming the UN's nuclear watchdog was being unfair to Iran.

"The (Japanese) government is taking a consistent position that it would be better if he had not gone (to Iran) at a time like this, even if it is a personal trip," Chief Cabinet Secretary Osamu Fujimura told reporters.

Hatoyama, who has emerged as something of a loose cannon since being forced from office, was already under a cloud for the trip after Foreign Minister Koichiro Gamba expressed concerns that it could undermine international action against Tehran.

The West believes Iran is developing nuclear weapons, but Tehran insists its atomic program is peaceful and purely for energy.

Ahmadinejad stressed to Hatoyama that Tehran opposes nuclear weapons, his official website reported.

"The Islamic Republic of Iran is fundamentally opposed to the atomic bomb and weapons of mass destruction," Ahmadinejad told Hatoyama.

"Iran and Japan can exert a common effort to create a world without atomic weapons... Difficult but humanitarian efforts will win in the end."

The presidential office also quoted Hatoyama as criticizing the UN nuclear watchdog, the International Atomic Energy Agency, for being unfair, local media said.

Fujimura said that Hatoyama's reported comments were at odds with Tokyo's position.

"Japan respects the IAEA's role in solving nuclear-related issues," Fujimura said. "Japan

is asking Iran to thoroughly cooperate with the IAEA so that it can solve pending issues over its nuclear program."

Talks between Iran and the five permanent UN Security Council members and Germany are due to start, in a country yet to be agreed.

Hatoyama, the millionaire scion of an influential family, swept his Democratic Party of Japan (DPJ) to a stunning election victory in September 2009, ending more than half a century of almost unbroken conservative rule.

But his short-lived premiership was blighted by a reputation for crippling indecision.

Despite his status as a senior adviser to the DPJ, he has struggled to find a role in public life since joining the ever-swelling ranks of former Japanese prime ministers.

## Japan's polished diamond imports rise 21% in March

### Imports from Israel escalated by 60 percent

Japan saw a boost in the value of its polished diamond imports in March 2012 over the same month last year. The value of the polished diamond imports increased 21 percent to \$73.5 million in March, but dropped by 3 percent in volume to 147,024 carats. The average price of the polished diamond imports rose 24 percent to \$500 per carat.

The rise in imports from India was a jump 52 percent y-o-y to \$40.9 million, from Belgium it was up 4.4 percent to \$10.8 million. **Imports from Israel escalated by 60 percent to 4.9 million** and from Thailand the said imports rose 12 percent to 3.9 million.

The country's polished diamond imports in the first quarter were up 18 percent to \$216.2 million in value and interestingly the volume of the said imports dipped also by 18 percent to 469,082 carats. During the first two months of the year, Japan's polished imports rose 16 percent to \$142.7 million with the volume of imports declining by 23 percent to 322,058 carats.



## **IDX Announces Its New CW-7 Uncompressed Wireless HD-Video Transmission System, Based on AMIMON's 2nd Generation Chipset - Launching at NAB 2012**

### **New version of IDX CW-7 supports DFS and longer range**

IDX, a premier manufacturer of HD Wireless solutions and power systems for professional video and audio portable equipment announced, the new CW-7 Uncompressed Wireless HD Video Transmission System for the broadcast industry powered by AMIMON's 2nd generation chipset.

In outdoor production or in studio, the CW-7 wirelessly transmits high definition signals from a professional camera to a monitor. Producers and crews can view exactly what the camera is shooting in real time without messy cable runs. With AMIMON's 2nd generation chipset, the CW-7 now offers even longer transmission range, and can now also enable use outdoors with Dynamic Frequency Selection (DFS) frequency band select switch.

"We are excited to join with IDX to help launch their new CW-7 at NAB. AMIMON 2nd gen chipset is able to support any HD-SDI video resolution with zero latency. The cable-less system delivers superior quality for demanding internal and external studio production environments," said David Shefler, vice president sales and marketing, AMIMON. "The integration of our wireless solution with HD-SDI interface makes the connection simple and provides maximum flexibility to photographers."

"AMIMON's revolutionary video-modem concept is a critical component of the new CW-7, answering the needs of the professional camera market," said Mark Shibano, president and CEO, IDX. "CW-7 has improved image quality over the previous generation and DFS functionality allows users to operate outdoors without any hesitation. Another highlight feature is to support professional video resolutions of 24P, 24Psf and 25P formats, which will be able to satisfy the needs for high-end production in a broadcast/industrial application."



## **About IDX**

IDX is the premier manufacturer of Lithium Ion battery power systems, HD wireless transmission solutions, V-Mount technology and more to the broadcast, professional video, audio and portable electronics industry. As pioneers in the use of Lithium Ion, IDX was the first to produce Lithium Ion NP batteries to meet the needs of camera users who demanded more power and less battery weight. IDX built on that award-winning Lithium Ion NP success by introducing the ENDURA System, with revolutionary features such as PowerLink--the exclusive ability to stack a second battery and double the power. IDX provides true global power and ENG solutions. We are committed to our customers with a sales support and service program second to none through our locations in Europe, the Middle East, Japan and the Americas.

## **About AMIMON**

Wireless connectivity is changing the way consumers view high-definition content from mobile devices, at home and on the go. AMIMON, a market leader in wireless HD and universal mobile connectivity, is the only company in the world that is harnessing the power of mobile devices to bring their HD content to the TV screen. As a founding member of the WHDI (Wireless Home Digital Interface) standard, AMIMON's semiconductor solutions utilize WHDI to give consumers convenience and flexibility to access and view content on devices from all manufacturers via the TV. AMIMON is headquartered in Herzlia, Israel, with offices in Santa Clara, Calif.; Tokyo, Japan; Taipei, Taiwan and Shenzhen, China

## Panasonic, LiveU Team Up for Mobile Cellular TV Cams

**Panasonic** announced that it is teaming up with **cellular-modem camera pioneer LiveU** to build a pro TV camera with a cellular connectivity unit bolted to the back of the camera, to make live mobile broadcasting easier and cheaper.

As we said last week we here at MSR think that cellular-equipped broadcast cams are a big thing going forward. For professional broadcasters and networks they theoretically can enable more live broadcasts from more places, even at major events and stadiums. And then there's also an entirely new segment of broadcasting that they might enable — such as a small school streaming live to the Internet, without the need for a satellite truck or other expensive broadcast gear.

The Panasonic-LiveU deal, announced at the NAB show in Vegas, calls for “an integrated camcorder and live video uplink solution, utilizing the groundbreaking LU40i video uplink device and the new AJ-HPX600 P2 camcorder with planned wireless integration features.” So basically it's a cellular modem bolted onto the back of a camera. Though this isn't the finished product this demo version picture gives you an idea of what it might look like, and it's a big improvement over cellular backpack modems or even the belt-holster thingy that LiveU recently announced.

Anyone else at NAB see any more cellular camera stuff? Let us know in the comments. Would like to get some more granular details about costs for the cell modem connections



## Mitsui global Ventures invests again in Mominis

Following the success of the **PlayScape Mega-Game** as a distribution vehicle for mobile games, existing **MoMinis** investors BRM Group and Mitsui Ventures are investing \$4.5 million in MoMinis' second round of funding.

Founded in 2008, MoMinis has become a leading publisher in the mobile market by providing an end-to-end solution for the development and distribution of mobile games. This is the company's second round of funding, bringing the total funding raised to \$9.2 million, led by the main investor BRM Group and Mitsui Ventures.

**MGI –Mitsui Global Ventures** has become Japan's leading investor –among Japanese VC's in Israeli High-tech and start-ups.

## NTT DOCOMO Develops Remote Lock Application

**Red Bend Software**, the market leader in Mobile Software Management (MSM) with more than 1 billion Red Bend-Enabled™ devices, announced that the new **Omakase Lock service from NTT DOCOMO, INC.**, a world-leading mobile operator with 60 million customers in Japan, features a remote lock application equipped with **Red Bend's vDirect Mobile®**. The application can be locked from a different location by just contacting DOCOMO, providing mobile consumers with increased security for lost Android smartphones by preventing unauthorized access.

Since 2009, DOCOMO has used Red Bend's software for firmware over-the-air (FOTA) updating, device management and application management across its range of mobile phones and connected devices. Following the adoption of Red Bend's software in Japan, docomo.com, a subsidiary wholly owned by NTT DOCOMO, Inc., became a strategic investor in Red Bend in 2011. Now the companies have expanded their cooperation to include the new DOCOMO remote lock application used in the **Omakase Lock service**, which is compliant with Open Mobile Alliance Device Management (OMA DM) industry standards.



“We selected Red Bend as our application development partner for Android smartphones because Red Bend’s innovative software management solutions, superior engineering and responsive customer support have contributed to the realization of our vision and our achievements over the past three years,” said DOCOMO’s **Kazuaki Terunuma**, Vice President and Managing Director of Communication Device Development Department. “Since Smartphone users can download new applications and customize their phones freely, smartphones require security measures that are different from those for conventional handsets. Red Bend’s vDirect Mobile is enabling DOCOMO to offer the remote lock application service to Android smartphones.”

**Yoram Salinger** , CEO of Red Bend Software, said, “The shift to smartphones is accelerating in Japan, with smartphone shipments up 450 percent and expected to reach 56% of new handsets in fiscal 2011, according to MM Research Institute. The popularity of smartphones is a trend seen all over the world, and operators are trying to expand their businesses with remote lock applications and services. We are proud that DOCOMO has continued its trust in Red Bend through this development project. We are committed to supporting DOCOMO to improve the functionality of its products and increase consumers’ satisfaction.”

## Komori and Landa enter global strategic partnership – Komori adopts Landa Nanography for digital Printing systems

**Komori Corporation's next generation digital presses for commercial and packaging markets to employ Landa Nanographic Printing™ technology**

**Komori Corporation of Tokyo, Japan, and Landa Corporation of Rehovot, Israel,** announced a global strategic partnership whereby Landa will license Komori Corporation to manufacture and market digital printing presses for commercial and other printing markets using Landa's Nanographic Printing process.

Landa Nanography is a new digital printing category employing water-based inks. It combines the versatility of digital with the qualities and speed of offset printing - at unmatched cost per page.

Yoshiharu Komori, Komori President, Chairman and CEO, says, "As a specialist manufacturer of printing presses for many years, Komori Corporation provides printing systems that are capable of producing a wide range of printed goods for the commercial, packaging and currency printing markets. We see growing demand for variable data printing and personalisation, especially for niche applications, which we are addressing with our already announced **DigitalOnDemand solutions**.

However, there is also ever - growing customer demand for shorter and shorter run lengths as well as very short turnaround times.

To meet these commercial printing market needs, we have embraced Landa Nanographic Printing as a powerful solution for our next generation sheetfed and webfed digital systems that use water based inks. Moreover, this decision accords with Komori's new policy of operating as a "PRINT ENGINEERING SERVICE PROVIDER" to meet various future - oriented demands from customers."

Benny Landa, Landa Founder, Chairman and CEO, says, "We have enjoyed an intimate relationship with Komori, which is our supplier of paper handling platforms for our new Nanographic sheetfed presses. Komori was the first to be exposed to our technology and



was the first to share our vision. I am therefore particularly delighted that Komori is the first – to - be announced global strategic partner with whom we will be sharing this huge market opportunity. With its highly respected position in the printing industry and its broad market access, Komori is well placed to accelerate the worldwide adoption of Landa Nanographic printing.”

Based on the strategic partnership, Landa will provide Komori with **Nanographic Printing technology** and **Landa NanoInk™**, which are at the heart of the Nanographic Printing process.

Comprised of pigment particles only tens of nanometers in size, these nano-pigments are extremely powerful absorbers of light and enable unprecedented image qualities. Landa Nanographic Printing is characterized by ultra - sharp dots of extremely high uniformity, high gloss fidelity and the broadest CMYK color gamut.

Landa Nanographic Printing employs ink ejectors to create the digital ink images which get applied to the printing stock in a process that can operate at extremely high speeds and creates images offering remarkable abrasion and scratch resistance. Most notably, it can print on any off – the - shelf substrate, from coated and uncoated paper stocks to recycled carton; from newsprint to plastic packaging films - all without requiring any kind of pre-treatment or special coating - and no post - drying. Adding to this cost benefit is the fact that Nanographic images are only 500 nanometers thick - about half the thickness of offset images - enabling Landa NanoInk™ to produce the lowest cost - per - page digital images in the industry. All of this from a water - based, energy - efficient and eco-friendly process.

Benny Landa concludes, “Komori’s decision to adopt Nanography for its next generation of digital presses is an important milestone in the march of this innovative technology and significantly broadens its potential to become the new industry standard for mainstream printing.”



## **About Komori Corporation**

Tokyo - based Komori Corporation, a premier manufacturer of sheetfed and web offset presses and banknote/security presses, provides world - class technology especially suited for today's highly competitive printing marketplace. Delivering the highest level in print quality coupled with impressively fast make ready and JDF connectivity through open systems architecture,

Komori presses help printers achieve higher productivity levels essential for increased margins and business growth.

## May

### Japan urges Israel 'patience' on Iran sanctions

**Japan's Foreign Minister Koichiro Gemba** has urged Israel to exercise "patience" on Iran's nuclear programme and give sanctions a chance to work, his spokesman said.

Gemba, who arrived in Israel, met **Prime Minister Benjamin Netanyahu** and **Foreign Minister Avigdor Lieberman**, and held talks with **Palestinian Prime Minister Salam Fayyad** in the West Bank city of Ramallah.

A statement from spokesman Masaru Sato said Gemba had told Netanyahu that "patience would be necessary to deal with the Iranian nuclear issue, to which Mr Netanyahu responded by saying that Israel does not want war."

In talks with Lieberman, Gemba said Japan shared the international community's concern over Iran's nuclear programme and that an "unprecedented level of pressure" was being exerted on Tehran that was beginning to take effect.

"It is important to continue to put effective pressure on Iran as the pressure began to show its effect, to some extent," Gemba told Lieberman.

"Regarding a military option against Iran, Foreign Minister Gemba urged his counterpart to be patient" and suggested that the Jewish state "restrain itself," the statement said.

"Such an option would create new political confusion and tensions in the region as well as giving Iran new excuses to pursue their nuclear program," he told Lieberman.

But Lieberman told Gemba the pressure on Iran was not proving successful.

"Iran has not stopped its nuclear program for even one day, and is accelerating its uranium enrichment," public radio cited the Israeli minister as telling Gemba.

Israel, widely considered the sole if undeclared nuclear power in the Middle East, believes a nuclear-armed Iran would pose an existential threat to the Jewish state and refuses to rule out a pre-emptive strike in a bid to halt it.

The international community has slapped a series of tough sanctions on Iran over widely-held suspicions it is seeking a militarised nuclear capability -- a charge which Tehran denies.

But Israel has expressed doubt the sanctions will work.

Gemba also called for a resumption of direct peace talks between Israel and the Palestinians that have been on hold since September 2010.

"Gemba explained Japan's stance on the issue and urged, as an old friend, Israel to resume direct negotiations (and) freeze settlement construction," the statement said.

He also visited Jerusalem's Yad Vashem Holocaust museum and the Western Wall, and was expected to travel on to Amman later. He will visit Cairo later in the week, the statement said.

(JERUSALEM May 2<sup>nd</sup>)

## Palestinian-Israeli dialogue urged

AMMAN — Visiting Foreign Minister Koichiro Genba stressed the need for the Palestinians to hold a direct dialogue with Israel to move ahead with stalled peace negotiations, Japanese government officials said.

During his meeting with Palestinian Authority President Mahmoud Abbas in the Jordanian capital of Amman, Genba said the most important thing is to resolve problems through direct talks, the officials said.

Expressing his gratitude for Japan's political involvement and efforts to engage Israel, Abbas mentioned the possibility of the Palestinian Authority applying for full membership in the United Nations as a sovereign state, depending on Israel's response, and said he wants to consult with Japan and other relevant nations on that issue, the officials said.

Earlier Genba met with Palestinian Authority Prime Minister Salam Fayyad in Ramallah in the West Bank and told him Japan will expand its economic support for strained Palestinian finances, they said.

Fayyad welcomed the offer and said Japan's support will be very helpful to the area's nation-building efforts.

Genba also told Fayyad that Japan will use the title of ambassador for the head of its representative office in Ramallah.

Although Japan has yet to recognize a Palestinian nation, the decision to use the title reflects Tokyo's intention to support the authority's nation-building.

At a separate meeting in Amman with Jordanian Foreign Minister Nasser Judeh, Genba praised Jordan's efforts to help reopen stalled peace negotiations between Israel and the Palestinian Authority, Japanese government officials said.

Genba said Jordan is playing an important role in such efforts. Judeh said his country has been doing its best not simply as a mediator but as a stakeholder, the officials said.

Japan separately confirmed with the Palestinians and Jordan that they will work together to promote a Japan-led project for creating a the "Corridor for Peace and Prosperity" to develop agriculture and industry in the West Bank, they said

(Kyodo)



## 3-D Printer Maker Objet To Open Sales Office In Japan

Objet Ltd., an Israeli producer of 3-D printers used for rapid prototyping and other applications of additive manufacturing, will set up a Japanese subsidiary for sales and after-sales service.

The new unit, to be capitalized at 99 million yen, will start sales activity in July. Its roughly 30-strong staffers will work to broaden the company's marketing channels in Japan to include small to midsize manufacturers of components for cars and consumer electronics.

Until now, Objet has relied on contracted sales agents to sell its 3-D printers mostly to universities and research organizations, with total orders reaching some 200-300 machines so far.

Objet boasts proprietary technologies for additive manufacturing using a combination of two types of resins with different hardnesses and coloring. Its machines build up objects from individual layers just 16 microns thick, enabling high-precision three-dimensional shapes to be formed

(TOKYO (Nikkei))



## Siano Expands Operations with Opening of Japan Office and Launch of New Products for Japanese Mobile DTV Market

### Strategic Expansion Will Allow for Faster Uptake of Japan's New MDTV Technology and Positions Siano as the Leading Global Provider of MDTV Solutions

Siano, the world's leading supplier of mobile digital solutions, announced the establishment of its new office in Japan. Located in the heart of Tokyo, the new Siano office will provide marketing, sales and technical support to the growing number of customers and partners in the region. Siano is also rolling out a family of new receiver chips designed to serve Japan's mobile and portable DTV markets, as well as the ISDB-Tmm market, Japan's new mobile Pay-TV initiative. Also known as **Mobacas™**, ISDB-Tmm is being heavily promoted by Japan's leading telecommunications companies, including **NTT-DoCoMo**.

Mr. Aki Awata, a veteran in the local semiconductor market, will lead Siano's Japanese operations. Prior to joining Siano, Mr. Awata was employed by Zoran Corporation and Texas Instruments in Japan.

Siano is an established global leader in the mobile digital TV (MDTV) market, and currently has a substantial share of the world's leading MDTV markets in China and Latin America. The company is also very active in the emerging U.S. market, and with the launch of an office in Japan, is poised to capture a large share of the ISDB-Tmm market.

### Complementing the launch of Siano Japan is the introduction of new dedicated receiver solutions:

The **SMS3130** is Siano's 3<sup>rd</sup> generation of cost-effective ISDB-T 1-segment MDTV receivers, with extremely optimized size, and unprecedented low power consumption (less than 45 mWatt). This results in a superior 1-segment receiver solution for cellular and mobile devices for the fast-growing Japanese market. The SMS3130 will be available as samples for select customers starting May 2012, in both 3.5 x 3.5mm BGA and 2.9 x 2.9mm CSP packages, the latter targeting module makers.

The **SMS3230** is an ISDB-Tmm single-Die MDTV receiver chip. It is a state-of-the-art “Tmm-focused” solution, designed to meet the unique requirements of Tmm technology, boasting small size, unparalleled receiver performance and highly attractive system cost. The SMS3230 leverages Siano’s vast experience in combining various MDTV technologies into a single-die, multi-standard product, supporting both ISDB-T full-segment (HDTV) and ISDB-Tmm (in addition to 1-segment). The SMS3230 will be available in May 2012 in a 4 x 4mm package with a very low Z dimension (LGA), making it attractive to module makers as well as “chip-on-board” designs.

Additionally, the **SMS2270** will provide global multi-standard MDTV support as well as key features that enable high-quality single-chip DTV accessories for Apple™ iPhone and iPad.

**ISDB-Tmm (Mobacas™)** is the result of collaboration between **NTT-DoCoMo** and several Japanese media companies offering at least three high-resolution (720 x 480 pixel) stations. The service uses spectrum vacated when analog TV stopped broadcasting in Japan last July and will cover 73% of the population by its launch date, expanding to 91% in 2014. It will broadcast programs from traditional stations alongside original programming and content from foreign broadcasters. In addition, **nottv™**, the first Mobacas™ broadcaster, will offer “clipcasting” which effectively transmits media such as e-books, applications and video clips without using cellular networks, alleviating the already congested 3G and 4G networks.

“Japan was the first country to adopt mobile DTV seven years ago and with the introduction of the new Tmm technology and new Pay-TV associated services, is now advancing to the next level,” said Ronen Jashek, VP Marketing of Siano. “Additionally, with the extended processing power of modern smartphones and tablets, Japan’s mobile operators are poised to launch terminals supporting HDTV (full-segment), providing mobile users with the ultimate DTV experience on-the-go. Siano has been working closely with mobile operators, and leading mobile phone and module makers to develop this new family of MDTV chips focusing on Japan’s real market needs.”

## Virtual Ports Launches EndoGrab in Japan

**Virtual Ports'** Japanese distributor/partner, **Senko**, formally launched the **EndoGrab** during the annual meeting of the Japan Surgery Society (JSS) in May.

EndoGrab was featured at the Senko booth and was also introduced in a special evening presentation on Reduced Ports Surgery to over 150 participants, notes Dan Shwarzman, CEO of Virtual Ports. "This launch came after more than a year of thorough preparations on Senko side," says Shwarzman, "and a controlled release to a few leading surgeons in Japan. We have high expectations from the growing laparoscopic market in Japan and have confidence in Senko's ability to maximize its potential."

**Virtual Ports** was founded in 2006 in Israel. The company focuses on developing novel laparoscopic instruments that address the unmet needs of surgeons, patients and the healthcare system. The company currently sells two products: the EndoGrab and the EndoClear. The EndoGrab is available in U.S. and in ten countries in Europe, and the EndoClear was launched just a few months ago in U.S. The company plans to introduce new laparoscopic instruments in the near future.

**Senko Medical Trading Co.** is an expert importer of medical devices to the Japanese market. It was established in 1964 as a subsidiary of Senko Medical Instrument Mfg. Co., Ltd., and has continually scoured the medical markets overseas in search of better, higher quality products. Its business line encompasses a vast spectrum of products, from cardio thoracic and orthopedic products to anesthetic and otolaryngology products. The company is Japan's leading medical trade supplier.

Since Senko Medical Instrument Mfg. Co., Ltd. was founded in 1950, Senko has been refining its technological research and development system, thus allowing it to make important contributions to medical industry in Japan. Numerous successful product developments by the company including anesthetic systems, artificial kidneys, and oxygenators have firmly consolidated Senko's position in Japan's medical industry. Senko's service offices across Japan, its marketing team, reliable maintenance services and established trust among clients have earned Senko an outstanding reputation in the Japanese market.

## Cellebrite Launches UFED Touch: a Faster, More Field-Ready Mobile Forensics Solution

**Cellebrite** announces the launch of the UFED Touch, a high-performance solution for investigators to extract and decode digital evidence from mobile devices -The UFED Touch offers the most advanced mobile data extraction and decoding capabilities on the market for law enforcement, military and intelligence, corporate security and e-discovery industries

Cellebrite, the leading developer and provider of mobile data forensic solutions, has announced the launch of the UFED Touch, a high-performance solution for investigators to extract and decode digital evidence from mobile devices including smartphones, legacy phones, portable GPSs and handheld tablets. With an exclusive compact form factor and touch screen, the UFED Touch is designed for speed, usability and portability in the field, yet builds on the UFED brand's solid reputation and unrivaled device support.

"The UFED Touch's ease of use is exactly what I would expect from Cellebrite," said Paul Henry, Lead Forensic Analyst at vNet Security, LLC . "The device does a masterful job of stepping you through the process - it is incredibly intuitive, even for the most inexperienced users, without even reading the manual. The UFED Touch easily beats all competitors hands down."

The UFED Touch solution uses logical and physical extraction methods to support more than 7,900 profiles for mobile devices including BlackBerry®, Apple iOS, Android operating systems and smartphones from Samsung, Motorola, Microsoft, Palm, and Nokia. The UFED Touch also supports forensic data extraction and decoding on legacy phones, portable GPS devices (e. g. TomTom and Garmin) and handheld tablets such as the Apple iPad and Galaxy Tab.

"Over the past few years we've seen public organizations adopt a 'mobile first' mentality, using advanced technologies to better address the explosion of mobile devices and their increasing power when it comes to public safety," said Ruthbea Yesner Clarke, research director at IDC. "As law enforcement and governments look to stay ahead of the curve, it's clear that technologies like the Cellebrite UFED will only continue to contribute to the ongoing trend of creating smarter, safer cities."



Cellebrite's UFED Touch is designed specifically for legally authorized investigative bodies such as law enforcement officials, military and intelligence organizations, corporate security officers and e-discovery professionals working on criminal or civil investigations. The UFED Touch's easy-to-use UI and portability helps these organizations meet the growing demand for fast, effective and forensically sound mobile investigations. By utilizing touch-screen technology, non-technical professionals can readily acquire and analyze vital evidential data from mobile devices. Such data includes call logs, phonebook, text messages (SMS), pictures, videos and audio files—even if an item has been deleted.

"The UFED Touch is the most technologically advanced, all-inclusive mobile forensic solution," **said Ron Serber , Co-CEO of Cellebrite.** "Investigators are challenged on a daily basis with innumerable devices and operating systems in the market. In addition, mobile devices are holding more and more data that provide essential evidence in criminal and civil investigations. The UFED Touch is up to ten times faster than its predecessor, is more intuitive to use and provides deeper data extractions even from encrypted and password-protected devices. This is the most powerful tool ever introduced in mobile forensics."

The UFED Touch is available in two versions; UFED Touch Logical, for logical data and password extraction and the UFED Touch Ultimate, for in depth, physical, logical, file system and password data extraction. It is also available in standard or ruggedized versions for work in the lab vs. in the field.

Founded in 1999, Cellebrite is a global company known for its technological breakthroughs in the cellular industry. A world leader and authority in mobile data technology, Cellebrite established its mobile forensics division in 2007, with the Universal Forensic Extraction Device (UFED). Cellebrite's UFED Series solutions enable the bit-by-bit extraction and in-depth analysis of data from thousands of mobile devices, including feature phones, smartphones, portable GPS devices, handheld tablets and phones manufactured with Chinese chipsets. Cellebrite's UFED Series is the prime choice of forensic specialists in law enforcement, military, intelligence, corporate security and e-discovery in more than 60 countries.

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

## June

### **First Breast Cancer Patients Treated With Minimally Invasive IceSense3 Cryoablation Procedure**

**Dr. Fukuma Pioneers Non-Surgical Treatment of Small Breast Cancers in a Clinical Study in Japan**

**Harel –Hertz Investments House ,initiated , consulted and successfully completed this relations**

**IceCure Medical Ltd.** announced the first four breast cancer patients treated with the IceSense3(TM) Cryoablation Procedure in Japan. The IceSense3 System was used to treat small breast cancer tumors in a minimally invasive procedure using ultrasound guidance and local anesthesia. These patients were the first four enrolled in a clinical trial of 30 small, early stage breast cancer patients at Kameda Medical Center in Kamogawa City, Japan.

Cryoablation has been used for years to treat both malignant and benign tumors in the body. This new system from IceCure Medical has been developed specifically for breast tumors, and can be performed comfortably with ultrasound guidance. The system uses extremely cold temperatures to destroy (ablate) breast tumors. An attractive alternative to open surgery, the IceSense3 procedure takes place in a physician's office or breast center, and doesn't require sutures or general anesthesia. The system is currently being used worldwide for treatment of fibroadenomas, benign breast tumors, and holds promise as a potential treatment option for malignant breast tumors.

"This procedure is an exciting step towards moving treatment of small, early stage breast cancer tumors from open surgery to a minimally invasive cryoablation procedure," stated Eisuke Fukuma, MD, PhD, Chairman of Breast Center, Kameda Medical Center (Kamogawa City, Japan). "Cryoablation offers a much more comfortable and cosmetically appealing treatment option for small breast cancers. The state-of-the-art IceSense3 system from IceCure provides a more efficient, targeted treatment to completely destroy the tumor in a quick, office procedure."





Dr. Fukuma has established the safety and efficacy of an early generation cryoablation system in treating selected breast cancer patients and following them for several years. His experience to date includes 37 cases treated over five years. The results have been promising, with no local recurrence or distant metastases. Further, the cosmetic results have been excellent with high patient satisfaction. "The

IceSense3(TM) Cryoablation System represents an opportunity to further validate this minimally invasive approach with highly efficient, innovative technology," stated Dr. Fukuma.

"We are extremely excited to partner with Dr. Fukuma and expand on the groundbreaking work he initiated by treating small, early stage breast cancers with cryoablation," stated Hezi Himelfarb, President and CEO of IceCure Medical. "We believe the IceSense3 cryoablation procedure is the best method for treating appropriate breast tumors and Dr. Fukuma's study is a critical advancement towards providing less invasive and better cosmetic options for patients."

The IceSense3 Cryoablation System was designed for efficient and effective treatment of breast tumors. The procedure is typically 5-15 minutes in a physician's office. Physicians use ultrasound (sonographic) guidance throughout the procedure, to guide the small probe into the targeted breast tumor. The procedure is comfortable, virtually painless, and does not require sutures or sedation.

### **About IceCure Medical Ltd.**

IceCure Medical Ltd. is a medical device company (tase:ICCM) focused on developing and marketing minimally invasive, office-based cryoablation treatment solutions for women's tumors. The proprietary IceSense3(TM) 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.

(June 4, 2012 /PRNewswire via COMTEX)





## Tokio Marine Management (TMM) in Production with Sapiens RapidSure and Sapiens Reinsurance Solutions

**Sapiens International Corporation N.V.** (NASDAQ and TASE: SPNS), a global provider of innovative insurance software solutions announced that Tokio Marine Management, Inc. (TMM) is now in production with two Sapiens solutions: **Sapiens RapidSure** Policy Administration and **Sapiens Reinsurance solution**.

The successful 10 month RapidSure implementation resulted in policy processing for 12 of TMM's lines of personal and commercial business. In parallel, Sapiens Reinsurance implementation project was completed in April 2012 after an 11 month effort. These two implementations have made a great contribution toward the successful replacement of the company's legacy mainframe system.

Commenting on the success of the Sapiens projects, **TMM's CIO Charlie Kuwabara** said, "With RapidSure's outstanding configuration tools and the system's flexibility we were able to roll out 12 lines of business in a short period of time. Making good on their commitment, the Sapiens team was able to meet our aggressive schedule."

Mr. Kuwabara continued, "Simultaneously, we implemented the reinsurance system. So, it's been quite a busy and successful year, and we are well positioned to expand the scope of RapidSure."

**Ron Karam , President, Sapiens North America Insurance division**, noted, "We are very pleased to add Tokio Marine Management to our growing list of North American clients in production with RapidSure. Core system replacement is never easy, but by establishing a joint, yet small and agile implementation team, our organizations were able to quickly and effectively meet both the business objectives and the target timeline."

**Roni Al-Dor , President and CEO of Sapiens** added, "It is very gratifying when an organization like TMM puts their trust in Sapiens and in our products. We appreciate their confidence in our ability to enable the replacement of TMM's mission critical processing systems."

## **bSolar & TSBM Win a 730 kWp Project in Japan**

### **First project win by TSBM using bSolar's disruptive bifacial cells**

**bSolar** announces the winning of a 730 kWp ground mounted project in **Nasukarasuyama city, Tochigi**, Japan by **TSBM ( [www.tsbm.co.jp](http://www.tsbm.co.jp) )**, bSolar's strategic partner and Japan distributor, scheduled to go online in December 2012. The project will be based on bSolar's disruptive bifacial PV cells and represents a first step in the company's plan to enter the Japanese solar market.

The company further announces that its bifacial cells, launched in April, will be incorporated in several new solar modules by leading manufacturers, including aleo solar AG, asola Solarpower GmbH, Solar-Fabrik AG, SI-Modules GmbH and Solarnova Produktions-und Vertriebs GmbH, who will showcase the new modules at Intersolar Europe in Munich from June 13th -- 15th.

Bifacial cells collect sunlight by both front and rear surfaces, generating additional electricity from direct sun light entering the module's rear-side as well as from direct and diffuse light reflected from the ground. By utilizing both sides of the module, bSolar's cells and modules generate significantly more power per installed area, compared to monofacial standard modules, resulting in a 10% to 30% higher energy yield (kWh) in standard applications, up to 50% higher energy yield (kWh) in vertical installations and a total module power of 265-320 Wp equivalent (for 60 cell module).

"I am pleased at the remarkably fast adoption of our bifacial solar cells in the market. This first project in Japan and the new modules by industry leaders represent a major vote of confidence in bSolar's products and capabilities," commented Yossi Kofman, bSolar's CEO. "We are looking forward to winning further projects with TSBM in Japan and to expanding our activities in other markets."

### **About bSolar**

bSolar was founded in 2007 by industry veterans with extensive experience in the high-tech and the solar industry, including in developing and producing high efficiency bifacial cells. The company produces bifacial photovoltaic (PV) crystalline silicon solar cells and modules that significantly increase electricity production. bSolar is headed by an



execution-oriented management team with a proven track record in the electronics industry and employs around 50 people in its headquarters in Israel and in its production plant in Heilbronn, Germany.

## Japan to Promote Farm Produce Processing In West Bank

Japan has come forward to promote the economic independence of the Palestinians by undertaking projects to process agricultural goods in the occupied West Bank and a Palestinian company has been selected to implement one such projects.

Palestinian President Mahmoud Abbas and the deputy head of Japan's Representative Office to the Palestinian Authority, Hideaki Yamamoto, signed an agreement appointing the company in the West Bank city of Ramallah.

The firm will be responsible for choosing other local companies to process agricultural products, including dates, at a new production facility in Jericho. The project will go on stream by the end of the year, Japanese media reported.

(RTTNews, 6/13/2012 2:11 AM ET)



## Nova wins Toshiba metrology system deal

**Nova CEO: The deal also opens additional opportunities in the market for Flash NAND memory processors**

**Nova Measuring Instruments Ltd.** (Nasdaq:NVMI; TASE:NVMI) announced that "a leading memory manufacturer selected Nova's high-end T600 stand-alone tool for the development of the next generations of advanced NAND technology." Nova did not disclose the name of the buyer, except to say that it is in Asia, but market sources believe that the buyer is **Toshiba Corporation** which Nova has been trying to win as a customer for years as it is the largest company in the field after Intel Corporation (Nasdaq: INTC).

Nova added that the T600 metrology system will assist the memory manufacturer in developing its next generation cutting edge technology in the 1Xnm tech node.

Nova president and CEO Gabi Seligsohn said, "We are delighted with this vote of confidence from such a strategic customer. Our growing presence in advanced technology companies provides strong evidence of our technological superiority and our ability to address successfully the challenging demands of most advanced tech nodes."

Nova estimates its revenue from the deal at millions of dollars, and tens of millions of dollars in subsequent years. The deal also opens additional opportunities in the market for Flash NAND memory processors, which are used in smartphones and tablets

(June 20<sup>th</sup> 2012 globes)



## Allot and PeerApp Win Interop Tokyo 2012 'Best of Show' Award

### Joint video caching solution nominated by NTT-AT wins performance optimization award

PeerApp, the leading provider of transparent caching platforms for Internet content delivery and **Allot Communications Ltd.** a leading provider of service optimization and revenue generation solutions for fixed and mobile broadband service providers worldwide, announced **that a joint solution comprising their respective technologies was nominated by NTT Advanced Technology (NTT-AT)** and subsequently won a 'Best of Show' Award in the Performance Optimization category at Interop Tokyo. Allot and PeerApp were selected from among over 200 vendors who submitted entries for this year's awards, for improving service quality and reducing network congestion for over-the-top (OTT) content delivery

The joint solution was designed and submitted by NTT Advanced Technology (NTT-AT), a member of the NTT Group. NTT-AT integrates state-of-the-art technologies to provide leading solutions for network operators. The award-winning solution leverages the Allot Service Gateway's actionable network intelligence from traffic statistics per application, subscriber, content, and network location, as well as PeerApp's UltraBand Transparent Caching platform which speeds content delivery and reduces network load by automatically detecting popular content and delivering it from the network edge.

Together, the products comprised NTT-AT's "traffic steering and streaming cache solution" which dynamically and intelligently directs multimedia network traffic and caches it for superior delivery quality and reduced network congestion. The judges praised the solution for its ability to improve service quality without sacrificing any other service performance.

PeerApp and Allot also demonstrated a successful operation of ShowNet, a live network at Interop in which products from all participating vendors demonstrated interoperability with one another. Both the Allot Service Gateway and PeerApp's UltraBand successfully demonstrated IPv6 operation and IPv4-to-IPv6 migration. The demonstration proves that these products will perform successfully as operators migrate their networks into the future.



"We have worked hard on our own and with our partners to develop a transparent caching solution that improves content delivery for both operators and subscribers," said Samuel Bachar, PeerApp's Vice President of Products and Marketing. "This award recognizes the benefits our product brings to operators, along with our ability to collaborate productively with leading companies in our space."

"Operators are in search of solutions than can create an opportunity out of the deluge in bandwidth consumption and generate revenue from OTT applications," said Lior Moyal, Allot's VP of Business Development. "This award further validates our investment in technology partnerships that generate new value-added services for operators and increase quality of experience for their subscribers. Combined with our recent acquisition of Ortiva, we now offer the most comprehensive solution in the market to meet the increasing challenge from OTT video, which is the single largest application on service providers' networks."

### **About Allot Communications**

Allot Communications Ltd. is a leading provider of intelligent solutions to optimize and monetize over-the-top traffic in fixed and mobile broadband networks and in large enterprises worldwide. Allot's scalable, carrier-grade solutions leverage dynamic actionable recognition technology (DART) to provide traffic analytics, policy enforcement and video optimization. Allot enables value-based services and charging models that are vital for network operators to deliver a consistently great user experience, contain costs and maximize revenues from network usage.

### **About PeerApp Ltd.**

PeerApp enables network operators to meet the exploding consumer demand for over-the-top multimedia and data content. Our UltraBand multiservice transparent caching platform enhances subscribers' quality of experience, improves network efficiency and optimizes content delivery networks by delivering both managed and unmanaged video, audio, file-sharing, software updates, and peer-to-peer traffic from the network edge. PeerApp is the acknowledged leader in transparent caching, with systems commercially deployed by hundreds of operators worldwide. PeerApp is headquartered in Newton, Massachusetts, USA.



## Siano expands operations in Japan, unveils MDTV receivers

Siano, the world's leading supplier of mobile digital solutions, announced the establishment of its new office in Japan. Located in the heart of Tokyo, the new Siano office will provide marketing, sales and technical support to the growing number of customers and partners in the region. Siano is also rolling out a family of new receiver chips designed to serve Japan's mobile and portable DTV markets, as well as the ISDB-Tmm market, Japan's new mobile Pay-TV initiative. Also known as Mobacas™, ISDB-Tmm is being heavily promoted by Japan's leading telecommunications companies, including **NTT-DoCoMo**.

Mr. Aki Awata, a veteran in the local semiconductor market, will lead Siano's Japanese operations. Prior to joining Siano, Mr. Awata was employed by Zoran Corporation and Texas Instruments in Japan.

Siano is an established global leader in the mobile digital TV (MDTV) market, and currently has a substantial share of the world's leading MDTV markets in China and Latin America. The company is also very active in the emerging U.S. market, and with the launch of an office in Japan, is poised to capture a large share of the ISDB-Tmm market.

### **Complementing the launch of Siano Japan is the introduction of new dedicated receiver solutions:**

The **SMS3130** is Siano's 3<sup>rd</sup> generation of cost-effective ISDB-T 1-segment MDTV receivers, with extremely optimized size, and unprecedented low power consumption (less than 45 mWatt). This results in a superior 1-segment receiver solution for cellular and mobile devices for the fast-growing Japanese market. The SMS3130 will be available as samples for select customers starting May 2012, in both 3.5 x 3.5mm BGA and 2.9 x 2.9mm CSP packages, the latter targeting module makers.

The **SMS3230** is an ISDB-Tmm single-Die MDTV receiver chip. It is a state-of-the-art "Tmm-focused" solution, designed to meet the unique requirements of Tmm technology, boasting small size, unparalleled receiver performance and highly attractive system cost. The SMS3230 leverages Siano's vast experience in combining various MDTV

technologies into a single-die, multi-standard product, supporting both ISDB-T full-segment (HDTV) and ISDB-Tmm (in addition to 1-segment). The SMS3230 will be available in May 2012 in a 4 x 4mm package with a very low Z dimension (LGA), making it attractive to module makers as well as “chip-on-board” designs.

Additionally, the **SMS2270** will provide global multi-standard MDTV support as well as key features that enable high-quality single-chip DTV accessories for Apple™ iPhone and iPad.

“With the introduction of these new receiver solutions designed for the local market, we intend to help drive the industry towards mobile DTV on-the-go,” said Aki Awata, Siano Japan. “With the launch of the ISDB-Tmm standard, our products’ superior functionality in the Japanese market will be highlighted.”

**ISDB-Tmm (Mobacas™)** is the result of collaboration between **NTT-DoCoMo** and several Japanese media companies offering at least three high-resolution (720 x 480 pixel) stations. The service uses spectrum vacated when analog TV stopped broadcasting in Japan last July and will cover 73% of the population by its launch date, expanding to 91% in 2014. It will broadcast programs from traditional stations alongside original programming and content from foreign broadcasters. In addition, **nottv™**, the first Mobacas™ broadcaster, will offer “clipcasting” which effectively transmits media such as e-books, applications and video clips without using cellular networks, alleviating the already congested 3G and 4G networks.

“Japan was the first country to adopt **mobile DTV** seven years ago and with the introduction of the new Tmm technology and new Pay-TV associated services, is now advancing to the next level,” said Ronen Jashek, VP Marketing of Siano. “Additionally, with the extended processing power of modern smartphones and tablets, Japan’s mobile operators are poised to launch terminals supporting HDTV (full-segment), providing mobile users with the ultimate DTV experience on-the-go. Siano has been working closely with mobile operators, and leading mobile phone and module makers to develop this new family of MDTV chips focusing on Japan’s real market needs.”



## Israeli's puppets to help kids in Miyagi

SENDAI — an Israeli puppet therapist will arrive in Japan to visit tsunami-hit elementary schools in Miyagi Prefecture and give lectures in Sendai and other places.

Daniela Hadasy, who has worked at a child medical center in Israel, has been engaged in helping children who suffer from trauma due to the ongoing Palestinian conflict.

According to Hadasy, by using puppets, improvement in children's cognitive functions and communication abilities can be expected.

Hadasy will visit the Yamashita No. 2 Elementary School and Nakahama Elementary School in Yamamoto, Miyagi Prefecture, and give away 200 puppets to children.

She will bring the incomplete hand-made puppets and have the children finish the puppets by sewing on their eyes. She also plans to hold sessions where children will dance with her puppets and exchange their feelings through them.

Japanese experts welcome such attempts.

"By using puppets for communication, it makes children feel at ease and enables them to tell their true feelings and concerns. It is important for listeners to sincerely listen to the children and do their best to understand their feelings," said Michiko Hara, a pediatrician and chief director of the Japanese Puppet Therapy Association based in Tokyo.

Hadasy will also give lectures at Tokyo Women's Medical University, Tohoku University and another facility in Sendai.

(Kyodo)

## July

### Eisai Expands in Israeli Market With Approval of Halaven

**Halaven® (eribulin)**, a novel treatment for patients with locally advanced or metastatic breast cancer who have progressed after at least two chemotherapeutic regimens for advanced disease, has recently received registration approval from the Israeli health authorities. Prior therapy should have included two common types of chemotherapy, an anthracycline and a taxane, unless patients were not suitable for these treatments.

Eribulin has been proven to significantly extend overall survival in patients with metastatic breast cancer, compared to other single agent chemotherapies.<sup>[1]</sup> Following marketing authorisation, **Eisai and Neopharm group, its partner in Israel, plan to launch the product by the end of Eisai's financial year 2012 (31 March 2013).**

Commenting on the launch of eribulin in Israel, **Nick Butland, Regional Director MPBU, Eisai Europe Limited** said, "The launch of eribulin in Israel will boost Eisai's geographical and patient reach in this region. Eisai's entry into this market is aligned with the company's wider strategy of increasing access to our medicines based on affordability, availability and adoption by making products available in new markets."

"We are excited about the opportunity to work with Eisai to introduce Halaven into this region", stated Mr. **David Fuhrer, Chairman of the Neopharm Group**. "Working in partnership means that together we can actively introduce innovative licensed products to meet the needs of the region and improve the health and quality of life of patients."

The Israeli launch of eribulin will allow access for women to a treatment not previously available to them and further supports Eisai's human health care (hhc) mission to satisfy unmet medical needs and contribute to the health and well being of people worldwide. Eisai is dedicated to discovering, developing and producing innovative oncology therapies that can help make a difference and impact the lives of patients and their families.

## **Halaven® (eribulin)**

Eribulin is a non-taxane, microtubule dynamics inhibitor indicated for the treatment of patients with breast cancer who have previously received at least two chemotherapeutic regimens for metastatic disease and whose prior therapy should have included an anthracycline and a taxane.<sup>[1]</sup> Eribulin belongs to a class of antineoplastic agents, the halichondrins, which are natural products, isolated from the marine sponge *Halichondria okadai*. It is believed to work by inhibiting the growth phase of microtubule dynamics without affecting the shortening phase and sequesters tubulin into non-productive aggregates.

Eribulin is approved in the European Union, USA, Switzerland, Japan, and Singapore. In Europe, eribulin is currently commercially available in Austria, Denmark, Estonia, France, Finland, Germany, Iceland, Ireland, Italy, Japan, Luxembourg, Netherlands, Norway, Poland, Sweden, Switzerland, and the United Kingdom.

## **About Eisai**

Eisai is one of the world's leading R&D-based pharmaceutical companies and has defined its corporate mission as "giving first thought to patients and their families and to increasing the benefits health care provides," which we call human health care (hhc). Eisai recently expanded their UK Hatfield facility which now supports the company's growing European, Middle Eastern, African and Russian (EMEA) business.

Eisai concentrates its R&D activities in three key areas:

- Neuroscience, including: Alzheimer's disease, multiple sclerosis, neuropathic pain, epilepsy, depression
- Oncology including: anticancer therapies; tumour regression, tumour suppression, antibodies, etc and supportive cancer therapies; pain relief, nausea
- Vascular/Immunological reaction including: acute coronary syndrome, atherothrombotic disease, rheumatoid arthritis, psoriasis, Crohn's disease

With operations in the U.S., Asia, Europe and its domestic home market of Japan, Eisai employs more than 11,000 people worldwide. In Europe, Eisai undertakes sales and marketing operations in over 20 markets, including the United Kingdom, France,



Germany, Italy, Spain, Switzerland, Sweden, Ireland, Austria, Denmark, Finland, Norway, Portugal, Iceland, Czech Republic, Slovakia, the Netherlands, Belgium, Luxembourg, Middle East and Russia.

### **About Neopharm Group**

**Neopharm Group**, established in 1941, is one of Israel's leading providers of innovative integrated solutions across the spectrums of healthcare and life science.

Throughout the years, the group has evolved into a diversified health care company. At Neopharm Group, we specialize in building leadership and combining strengths in the areas of pharmaceuticals, biologic drugs, orphan drugs, vaccines, hospital products, medical devices, medical and scientific equipment, diagnostics, OTC, nutritionals, consumer healthcare products and home therapy.

Neopharm is the exclusive representative and partner of leading multinational biopharma and consumer healthcare brands including: Abbott, Actelion, Alexion, Celgene, Gilead, Johnson & Johnson, Novartis Vaccines, Pfizer, Pfizer Consumer Health among others.

Neopharm Group currently employs over 500 talented staff within 5 companies. Neopharm holds the prestigious rank of Israel's second-largest marketing group in the Israeli healthcare and life science market

**THE RELATIONS BETWEEN EISAI AND NEOPHARM WERE INITIATED AND ORCHESTRATED BY HAREL-HERTZ INVESTMENTS HOUSE**

## **bSolar – Double Sided Solar Panels from Israel With 20% More power**

Double sided solar cells are being researched on since last 40+ years, but they continue to demand more of it. An Israeli startup, **bSolar** is now betting on commercializing the double sided solar panels by setting up a **730 kWp ground mounted project in Japan's Nasukarasuyama city**. The project is scheduled go go live by December this year. The project will see deployment of disruptive bifacial PV cells developed & engineered by researchers at bSolar.

Bifacial solar cells, as you'd have guessed, collect sunlight on both sides of the panels. The rear side relies on the light diffused from the ground to generate additional electricity. The technique allows generation of 20 – 30 % more power from the same installed capacity. A lot of research has been done by the companies working on it and it turns out that Boron could be a better alternative to traditional Aluminum.

The bigger challenge however is to get the Boron layers right during production of solar cells. Yossi Kofman, bSolar's CEO is happy about the rapid adoption of the bifacial solar cells in the market.

### **About bSolar**

bSolar is a producer of bifacial photovoltaic (PV) crystalline silicon solar cells that provide 25% and beyond more electricity per cell at a standard cell production cost, lowering the LCOE, doubling the PV project IRR and cutting its payback time.

bSolar's bifacial cell delivers industry leading equivalent cell efficiency with over 21% today and a target of over 24% in the near future. bSolar's cell is the best solution for flat rooftop and ground installations, as well as for PV trackers, sound barriers, car ports, facades and some forms of BIPV.

bSolar manufactures its bifacial high-performance, high-quality, mono c-si cells in its 30 MWp/year plant in Heilbronn, Germany and is on track with a four-year target of reaching a bifacial cell production capacity of 500 MWp/year worldwide.

The PV market has turned into a commodity market where most vendors offer similar products without differentiation. Cell efficiencies are reaching a ceiling and current players are only able to offer marginal improvements through higher production costs. bSolar's bifacial cell offers a disruptive solution targeted at the mainstream of the PV value chain; p-type, 6" silicon cells, with an unprecedented combination of high efficiency and low production cost.

## Japanese Experts Learn about Israeli Green Technologies

### Japan seeks Israeli experts to rehabilitate Fukushima

Company heading restoration efforts in tsunami-stricken area is seeking collaboration with local cleantech experts

The Japanese delegation headed by Mr. Masashi Nakamachi President of REMATEC Corp visited the largest exhibition of water technology, infrastructure and environment in Israel.

The international exhibition took place in Tel Aviv for the 16<sup>th</sup> consecutive year. It is the most important professional meeting in these areas in Israel.

Among the attendees of the exhibition were experts from Japan who are tasked with rebuilding the area of the country that was hit by an earthquake and tsunami last year. The experts, who came to learn about Israeli technology, said they were very impressed with the Israeli innovations they saw



## Given Imaging Announces Reimbursement in Japan for Expanded PillCam SB(R) Indications

### **PillCam SB to Be Reimbursed as a First Line Diagnostic Tool for the Small Bowel.**

Given Imaging a world leader in specialty GI products and pioneer of capsule endoscopy, announced that Japan's Ministry of Health, Labor and Welfare (MHLW) has issued reimbursement codes for the PillCam Patency Capsule for use with PillCam SB(R) and for the PillCam SB video capsule for expanded indications for patients with known or suspected small bowel disease, including the visualization and diagnosis of Crohn's disease. PillCam SB may now be used as a first line tool without the need for upper or lower endoscopy.

Reimbursement for both the PillCam Patency Capsule and for expanded indications for PillCam SB in Japan is effective for the entire 105-million adult population as of July 1, 2012. Given Imaging is the only company offering the PillCam Patency Capsule to gastroenterologists in Japan.

"Most of our patients prefer PillCam SB as it is less invasive than other diagnostic methods and allows them to continue their normal daily activities," said Dr. Akira Terano, M.D., Ph.D., Emeritus President, Dokkyo Medical University, Tochigi, Japan and Chairman, Japan Association for Capsule Endoscopy. "We thank the Ministry of Health, Labor and Welfare for making it easier for people suffering from GI disorders of the small bowel to undergo this valuable procedure so that we can detect and treat their conditions."

"Reimbursement for expanded PillCam SB indications in Japan represents one of the broadest PillCam SB coverage policies in the world," said Homi Shamir, president and CEO, Given Imaging Ltd. "Our team in Japan will be working diligently to ensure that the medical community is aware of these new codes, which mean better access to PillCam SB for 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(R) video capsules for the small bowel, esophagus and colon [PillCam(R) COLON not approved for use in the United States.], industry-leading ManoScan(TM) high-resolution manometry and Bravo(R) pH and Digitrapper(R) pH and impedance monitoring. 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 and Hong Kong

## Japan's Polished Diamond Imports +45% in May

**Imports from Israel rose 46 percent to \$6.6 million.**

Japan's polished diamond imports rose 45 percent year on year to \$76 million in May, Momozawa reported citing the Finance Ministry. By volume, the imports grew 3 percent to 137,853 carats while the average price of the goods increased 41 percent to \$552 per carat.

Polished diamond imports from India grew 47 percent year on year to \$38 million, imports from Belgium increased 8 percent to \$11.2 million, while **imports from Israel rose 46 percent to \$6.6 million.** Polished imports from Hong Kong more than tripled to \$8.9 million during the month.

During the first five months of the year, Japan's polished imports rose 18 percent to \$349 million while the volume of imports declined 16 percent to 728,300 carats.





## TIS Partners With Fujitsu to Provide eFLOW(R) Digital Mailroom and Invoice Processing Solution to Dutch Energy Provider Nuon

**Top Image Systems, Ltd.** (Nasdaq:TISA), a leading ECM (Enterprise Content Management) intelligent content capture and delivery solutions provider, and Fujitsu company PFU Imaging Solutions Europe announced signing a joint deal with Nuon. Nuon, a subsidiary of Vattenfall AB, and one of the leading suppliers of gas, electricity, heat and cooling with over 2.3 million customers in the Netherlands, selected *eFLOW*® for its advanced Digital Mailroom and Invoice Processing solution supported by Fujitsu high-speed scanning.

An early adopter of intelligent recognition, Nuon has deployed *eFLOW* not only for automated Purchase-to-Payment, but also for automated HR document management as well as for an advanced Digital Mailroom implementation that ensures prompt response to all incoming customer communications, via fax, email, letter or call center. To optimize call center activities, Nuon uses *eFLOW* Digital Mailroom to automatically classify incoming documents for different workflows according to attributes such as priority, topic and agent skills. *eFLOW* then extracts information to empower call center agents to complete processes more promptly and effectively.

In an open energy market in which customers can switch suppliers freely, Nuon must maximize efficiency and customer responsiveness. *eFLOW* helps the company meet its SLAs through automated invoicing with full integration with SAP and transparent control of correspondence with customers. The system lets Nuon minimize slow, error-prone manual operations and replace them with best practice business processes based on high-speed scanning, integrated workflows, full compliance with tax legislation and significant reduction of paper archives.

"We are convinced that Nuon will benefit from the combination of Fujitsu's best-in-class-scanners, in this case the production scanner fi-6800, and with Top Image Systems content capture and delivery solutions," comments Douglas Rudolph, General Manager, Marketing EMEA, Fujitsu company PFU Imaging Solutions. "Scan-to-process is a key initiative for our company. Scanning documents has moved away from an end of the work



chain activity to the start of a business process; reducing cost and improving productivity. Nuon's solution with TIS and Fujitsu scanners is a prime example of this in action."

"We are proud to partner with a powerful document scanner supplier such as Fujitsu to provide comprehensive hardware and software solutions to key European enterprises in every industry," remarks Michael Schrader, Managing Director, TIS EMEA. "Savvy businesses such as Nuon recognize the value of partnering with technology leaders that they can rely upon to consistently provide superior equipment, solutions and service to run competitive, cost-effective daily operations. In the complex, dynamic and highly regulated energy and utilities sector, satisfied customers such as Stadtwerke Mainz, RheinEnergie and Enel are turning to Top Image Systems to better leverage their existing systems and resources and improve accessibility to the growing volume of data they collect every day

### **About Nuon**

N.V. Nuon Energy is a Dutch energy company with 5,862 employees or 5,490 full time equivalents (FTE) serving 2.3 million customers, businesses and (public) organizations in the Netherlands. Nuon produces and supplies electricity, gas, heat and cooling and offers its customers a wide range of energy-saving products and services. With a turnover of € 4,450 million in 2011, Nuon holds a top three position in the Dutch energy market.

### **About PFU**

PFU Limited (Japan), a Fujitsu company, is the maker of Fujitsu scanners. The company is a globally active IT provider that designs, manufactures and markets computer hardware, peripheral products and enterprise software. PFU offers the broadest portfolio of document scanners for professional personal, desktop, workgroup and high-volume production environments and is one of the world's leading document scanner companies. PFU has been engaged in the document imaging scanner business for more than 20 years and generates an annual turnover of \$1 billion.

Operating in Europe, the Middle East, and Africa (EMEA), PFU Imaging Solutions Europe Limited is responsible for marketing and sales of the Fujitsu document scanners. The European company was established in the United Kingdom in 1981 and has subsidiaries in Germany and Italy.



## **About Top Image Systems**

Top Image Systems™ (TIS™) Ltd. is a leading innovator of enterprise solutions for managing and validating content entering organizations from various sources. Whether originating from mobile, electronic, paper or other sources, TIS solutions deliver content across enterprise applications. TIS' *eFLOW* Platform is a common platform for the company's solutions which is marketed in more than 40 countries through a multi-tier network of distributors, system integrators, value-added resellers and strategic partners.

## August

### **Koatsu Gas Kogyo Co., Ltd. Uses Magic's Technology**

**Koatsu Gas Kogyo Co., Ltd.** Uses Magic's Technology to Rapidly Complete Low-cost, High-quality Development and Deployment of Rich Internet Applications

**Magic Software Enterprises Ltd.** (NASDAQ: MGIC), a global provider of software platforms for enterprise mobility, cloud applications, and business integration, announced that **Koatsu Gas Kogyo Co., Ltd.** of Japan has successfully completed the migration of its enterprise software to RIA in just three months using Magic xpa Application Platform.

**Koatsu Gas Kogyo Co.**, a leading manufacturer and vendor of high-pressure gases, gas equipment, chemical adhesives, paints and coatings, and electronics, placed its trust in Magic, based on years of positive experience with its technology and professional support.

Before migrating to RIA, Koatsu Gas Kogyo Co., which had 24 sites running on 30 different servers, found it very difficult to provide effective customer support or to handle technical maintenance issues. The company also was unable to access real-time data for a range of business processes.

Magic's future-proof technology made the migration process fast, smooth, and cost-efficient. Moreover, Magic's versatile application platform also enabled Koatsu Gas Kogyo Co. to continue to leverage its existing knowledge and assets amassed over many years.

Commenting on the project, Tadashi Takemura, Senior General Manager of Information Systems Department of Koatsu Gas Kogyo Co., said: "We knew we could rely on Magic's technology to give us the solution we needed, with the added benefits of speed, simplicity, and low cost. The migration to RIA has helped us to significantly raise productivity, improve efficiency, and increase customer satisfaction. We look forward to



continuing our collaboration with Magic in the future as we seek to further enhance our business software by adopting mobile and cloud-based deployment models."

### **About Magic Software Enterprises**

**Magic Software Enterprises** (NASDAQ: MGIC) empowers customers and partners around the globe with smarter technology that provides a multichannel user experience of enterprise logic and data.

### **About Koatsu Gas Kogyo Co., Ltd.**

Koatsu Gas Kogyo Co., Ltd. is a leading manufacturer and vendor of high-pressure gases, gas equipment, chemical adhesives, paints and coatings, and electronics. Founded in 1958, the company has its headquarters in Osaka, Japan, with its industrial plants, laboratories, and offices dispersed throughout Japan

## Graphics processing co Lucid wins several million dollar Fujitsu deal

### Fujitsu Systems First to Completely Shut Down Discrete GPU; OpenGL Supported for Professional GPUs and Apps.

**LucidLogix® (Lucid)**, GPU virtualization software leader, announced that Fujitsu has integrated **Lucid Virtu Green GPU virtualization technology** in selected models of its **CELSIUS Workstation and ESPRIMO PC families**. Virtu software contributes towards more environment friendly PC and workstation systems by completely powering down the discrete GPU to zero watts when not in use, by switching processing workloads to the integrated GPU, helping save energy and reduce total cost of system ownership.

Systems running heavy-duty professional applications, like Architecture Design, Computer Aided Design (CAD), Computer Aided Machining (CAM), Digital Content Creation (DCC), Financial Analysis and Video Editing rely on high-performance power-hungry discrete GPUs to do a great deal of the heavy lifting. However, there are times when the graphics processor remains idle, but continues to draw energy from the power source.

Fujitsu has addressed that problem by integrating Virtu Green software features into the hardware of both the mainboards and GPUs of its CELSIUS W420 and W520 Workstation models to achieve a zero watt draw when idle. This cuts unnecessary system idling and helps reduce overall power consumption.

“Lucid-authorized hardware modifications allow Fujitsu to build an extremely competitive product,” said Offir Remez, president and founder of LucidLogix. “The systems automatically know when to pull out the big GPU guns and when to power down to reduce overall power and cooling costs.”

Additionally, this is the first time Lucid’s technology has been optimized for the OpenGL API and a variety of professional applications.

Dieter Heiss, Head of Workplace Systems at Fujitsu Technology Solutions says: “Fujitsu continues to innovate in the desktop PC and workstation area – and is a clear leader in



providing intelligent, earth-friendly saving systems that minimize energy utilization and reduce heat and noise output by powering down when not in use. Integrating Virtu virtualization technology is a natural extension of this approach, and the reason why we integrated the Lucid power switch into Fujitsu hardware.”

Lucid Virtu Green is a cost option in Fujitsu CELSIUS W420 and W520 workstations featuring professional graphics cards from NVIDIA and AMD. The hardware power switch, developed using Lucid guidelines by Fujitsu, is implemented on the mainboard and saves significantly on the GPU energy draw.

In addition, selected Fujitsu ESPRIMO models across the updated line-up are now available with an optional custom discrete NVIDIA GeForce GT 630 graphics card power-optimized with Lucid Virtu Green technology, including the new ESPRIMO C710, E710 and P710 models and the high-end ESPRIMO E910 and P910.

Lucid technology-enabled Fujitsu systems are available immediately. For more information visit <http://www.fujitsu.com/fts/products/computing/pc/>. For more information about Lucid's Virtu Green and other versions of the popular Virtu GPU virtualization technology visit, [www.lucidlogix.com](http://www.lucidlogix.com).

### **About LucidLogix**

Lucid Technologies ([www.lucidlogix.com](http://www.lucidlogix.com)) develops vendor-independent GPU virtualization software that dramatically improves graphics performance, while reducing power consumption and minimizing cable-swapping. Lucid's Virtu MVP has redefined the gaming experience with its Virtual Vsync and HyperFormance technologies, which improve responsiveness, accelerate frame rates and eliminate visual artifacts. Lucid's mission is to satisfy the global demand for more performance and longer battery life by expanding Virtu technologies to handhelds, tablets, smartphones and the Cloud.

Headquartered in Kfar Netter, Israel with sales and marketing in Santa Clara, California, Lucid's innovations are protected by more than 60 patents pending.

## Extracting Data from Japanese Cellphones

### **An Israeli system for extracting data and information from cellphones has been sold to a large defense organization in Japan**

The Israeli company **Cellebrite**, which specializes in the development and manufacture of solutions for investigative needs and cellphone data extraction, has signed a five-year deal with a large defense organization in Japan. The agreement is for providing UFED Touch systems for extracting data from cellphones for intelligence and investigative purposes.

In the framework of the agreement, which is estimated at several million dollars, Cellebrite will provide hundreds of UFED Touch Logical systems for extracting and decrypting data and evidence found on cellular devices, in field conditions, and in real-time, even if the data is encoded or deleted.

The system allows access to conversation logs, phone numbers, text messages, photos, audio and video files, and more. It supports more than 4,000 cellphone types, including smartphones, GPS devices, and tablets, as well as various operating systems. Ron Serber, co-CEO at Cellebrite, says, "Present-day cellphones contain more and more information, and the UFED Touch is the most comprehensive and advanced solution with regards to present-day technology, answering the needs of investigators and intelligence personnel"

### **About Cellebrite**

Founded in 1999, Cellebrite is a global company known for its technological breakthroughs in the cellular industry. A world leader and authority in mobile data technology, Cellebrite established its mobile forensics division in 2007, with the Universal Forensic Extraction Device (UFED). Cellebrite's UFED Series solutions enable the bit-by-bit extraction and in-depth analysis of data from thousands of mobile devices, including feature phones, smartphones, portable GPS devices, tablets and phones manufactured with Chinese chipsets.





Cellebrite's UFED Series is the prime choice of forensic specialists in law enforcement, military, intelligence, corporate security and eDiscovery agencies in more than 60 countries.

**Cellebrite is a wholly-owned subsidiary of the Sun Corporation, a listed Japanese company**

(Israel Defense Magazine)

## Japan Extends By 6 Months Peacekeeping In Golan Heights

Japan decided to extend its peacekeeping mission in the Golan Heights for another six months until the end of March 2013. The Cabinet took the decision in the context of the U.N. Security Council extending its mission to monitor a ceasefire between Israel and Syria, Japanese media reported.

Japan has been sending its Self Defense Force (SDF) units to the Golan Heights since 1996 as part of the U.N. mission. More than 40 members are now engaged in transporting daily supplies and offering other logistical support to the U.N. team there.

Fighting between Syrian government troops and Opposition forces has escalated in areas around the Golan Heights. U.N. officials are concerned about Syrian government forces intruding into the U.N. operating areas and shooting at peacekeepers. However, Japanese government officials rule out immediate danger to the SDF personnel as they operate far away from the conflict areas

(RTTNews) 8/7/2012

## Israel Hosts Prestigious Asian Science Camp in Jerusalem

### Delegation of 24 Japanese science students among the participants

**Students from China, S.Korea. Taiwan. Malaysia, Indonesia, Vietnam, Singapore, Arab Emirates, Mongolia Australia, New Zealand, Fiji and others gather in Jerusalem**

Over 300 young science geniuses from across Asia and the Pacific participated in the sixth Asian Science Camp (ASC) in Jerusalem this past week. Originally initiated by a number of Nobel Prize Laureates in the sciences from Eastern Asia, it was Israel's first time hosting the science camp as it has been traditionally held in a different Asian country for the past six years.

The Israeli Ministry of Foreign Affairs, which has been marking Israel's diplomatic relations with Asia this past year, in cooperation with the Hebrew University of Jerusalem and the ORT educational network, organized the week long science camp for the last week of August. High school and university students arrived from 23 different countries—including nations with which Israel does not have diplomatic relations such as Indonesia.

Shannon Canumara, 16, of Jakarta, Indonesia, described the science camp as fascinating. "The lectures have been fantastic. It's very different from a high school environment, because we get to learn about science not only from textbooks. We actually get to question the professors and their theories," Canumara told Tazpit News Agency.

Her Indonesian counterpart, Vinsen, 17, added that "even though our country does not have diplomatic relations with Israel, everyone here was so welcoming to us. I hope that someday Indonesia will agree to establish diplomatic relations with Israel in the future."

Some of the largest student delegations came from China, India, Korea and Japan, while smaller delegations from Turkmenistan, Turkey, Sri Lanka, and New Zealand also participated.

The Israeli delegates, who were chosen according to a strict criterion of academic excellence in science, consisted of 35 Jewish and Arab students from across the country

including periphery cities like Karmiel and Yeruham, as well as east Jerusalem and Umm al-Fahm.

The science camp featured lectures from five Nobel Prize Laureates in the Sciences from Israel and abroad, including one of the founders of ASC, Taiwan's Professor Lee Yuan-Ti, Nobel Prize Laureate for Chemistry, as well as **Prof. Makoto Kobayashi (physics) from Japan**, and Israel's Prof. Aharon Chechanover (medical-chemistry) and Prof. Israel Uman (game theory) and US professor, Roger Kornberg (biology).

Liangjin Zhao, a second year university student in Beijing, studying electronic engineering, was very impressed with the organization of the science camp. "Although we've had little free time, the best part has been to network and make new friends from all over the world. There is such a great combination of people here" Zhao said. Sitting beside her was Noy Moisa, a student at Hebrew University High School of Jerusalem, who agreed wholeheartedly. "We already started connecting with the students via Facebook and e-mail before the camp even began," Moisa said.

Rawan Mahajna of Um Al Fahm, 19, who plans to study medicine, said the science camp was an opportunity for "connecting minds together and meeting people who share similar science interests." "Everyone here speaks the language of science, which goes beyond skin color, religion, background, and politics. I'm really thankful for this experience," Mahajna said.

"The whole concept of this science camp was to show that science has no boundaries," said Reut Inon-Berman, one of the organizers of the Asian Summer Camp. "Together, we can get that much further in this field."

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(AUGUST 29, 2012)

## September

### TowerJazz Chosen by Vishay for High Volume Manufacturing Engagement Through 2018

#### **Tower Japan Fab to manufacture new wafer for Vishay Siliconix**

TowerJazz announced the expansion of its business relationship with **Vishay-Siliconix** with a five-year agreement under the terms of which TowerJazz will manufacture two Vishay Siliconix product families at TowerJazz's Japanese facility (Fab 4) as well as multiple Vishay Siliconix product families at TowerJazz's Fabs 1 and 2 in Migdal HaEmek, Israel. The new collaboration in Japan will enable TowerJazz to have a steady baseline revenue with a long-term, strategic customer at the Japanese fab, in addition to multiple other IDM deals the company is currently engaged in. TowerJazz has a long term relationship with Vishay Siliconix, one of its largest customers, and has produced multiple product families for Vishay Siliconix over the last eight years. TowerJazz continues to enhance its strong collaboration with Vishay Siliconix on several fronts, and as part of this latest collaboration, Vishay Siliconix will use multiple fabs and technologies from TowerJazz. During the past year, TowerJazz and Vishay Siliconix established an epitaxial (epi) growth center in order to support Super Junction technology. The epi center has already begun production and is expected to be fully equipped at the beginning of 2013.

Migdal HaEmek's Tower Semiconductor (<http://www.towerjazz.com>), its fully owned U.S. subsidiary Jazz Semiconductor and its fully owned Japanese subsidiary TowerJazz Japan operate collectively under the brand name TowerJazz, the global specialty foundry leader. TowerJazz manufactures integrated circuits with geometries ranging from 1.0 to 0.13-micron, offering a broad range of customizable process technologies including: SiGe, BiCMOS, Mixed-Signal and RFCMOS, CMOS Image Sensor, Power Management (BCD), and Non-Volatile Memory (NVM) as well as CMOS and MEMS capabilities. TowerJazz also offers a world-class design enablement platform that complements its sophisticated technology and enables a quick and accurate design cycle.



## Given Imaging Submits PillCam(R) COLON 2 Pivotal Trial Data to Japan's PMDA for Approval

### Trial Successfully Achieves 94% Sensitivity Identifying Colon Polyps Greater Than or Equal to 6 mm

Given Imaging (NASDAQ: GIVN), a world leader in specialty GI products and pioneer of capsule endoscopy, announced that it has filed for regulatory approval of PillCam® COLON 2 in Japan. The results of the study showed that using PillCam COLON 2, physicians were able to accurately identify 94% of polyps that were at least 6 mm in size previously identified using standard colonoscopy.

The submission to the **Japanese Pharmaceuticals and Medical Devices Agency (PMDA)** includes the results of the **PillCam COLON 2** pivotal clinical trial which was designed to evaluate the PillCam COLON 2 as a tool to visualize the mucosal layer of the colon for pathologies including colorectal cancer.

"The results of this pivotal study show that PillCam COLON 2 can be used as another tool in the fight against colon cancer and could be particularly useful for those patients who are unable or unwilling to get a colonoscopy or have had prior incomplete colonoscopies," said Hisao Tajiri, M.D., Ph.D., Chairman and Professor, Department of Gastroenterology and Hepatology, and Department of Endoscopy, The Jikei University School of Medicine. A total of 72 patients aged 40-75 years were enrolled at three sites. Results were read by two groups of readers; one at the investigator sites and the other at a central reading facility. As agreed with PMDA, specificity was not a required endpoint of the trial, since the lesions being assessed for agreement were already identified by colonoscopy.

"We are very pleased with the robust results of our PillCam COLON 2 clinical trial in Japan as well as the performance of the PillCam COLON 2 capsule. We believe that PillCam COLON 2 can be a useful tool for physicians to visualize and diagnose colon polyps," said Homi Shamir, president and CEO, Given Imaging. "With an estimated addressable market of approximately one million procedures each year in Japan, PillCam COLON 2 represents a significant revenue opportunity for Given Imaging. We would like to thank the physicians and hospitals who participated in the trial for their dedication and support."



PillCam COLON 2 received the CE Mark in September 2009 and is commercially available throughout Europe, Latin America, Canada, and parts of Asia.

About Colon Cancer Colorectal cancer remains a potentially fatal disease that generally can be prevented through early detection. Colon cancer occurs in the large intestine (colon), the lower part of the digestive system while rectal cancer occurs in the last 15-20 centimeters of the colon. Together, they're often referred to as colorectal cancers.

Colon and rectal cancers begin in the digestive system and develop when cells that line the colon or the rectum become abnormal and grow exponentially. Most cases of colon cancer begin as small, non-cancerous (benign) clumps of cells called adenomatous polyps. Only certain kinds of polyps have the potential to become cancerous, and in most people, colorectal cancers develop slowly over a period of several years. In Japan, more than 42,000 people died from colorectal cancer in 2009(1).

### **About PillCam COLON 2**

The PillCam COLON 2 video capsule is equipped with two miniature color video cameras (one on each end), a battery and an LED light source; it measures 11.6 mm X 31.5 mm. PillCam COLON 2 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.

### **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® video capsules for the small bowel, esophagus and colon, industry-leading ManoScan™ high-resolution manometry and Bravo® wireless and Digitrapper® pH and impedance products. 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  
(Marketwire)



## Fujitsu STYLISTIC Q702 Incorporates N-trig Active Pen and Multi-Touch

The new device is ideal for such industries as sales, healthcare/life science, government, education, finance and manufacturing. N-trig's active pen enables smooth and simple content creation in a mobile environment, empowering enterprise users to conduct on-screen editing, precise drawing and designing, document-signing and long-distance collaboration.

**N-trig**, providers of the **DuoSense pen** and **multi-touch user interface**, announced that Fujitsu's new STYLISTIC Q702 business hybrid tablet incorporates the new DuoSense fourth generation (G4) product line. Designed for enterprise use, with the ultimate goal of being used with the Windows® 8 operating system, the versatile device can be used as a tablet, but also features a unique attachable keyboard docking station for transformation into a traditional notebook-style computer. The STYLISTIC Q702 is the first device on the market to use the G4 DuoSense solution featuring active pen and multi-touch capabilities on the same touch sensor.

"We created this innovative form factor in response to both market demand and our observations of how mobile devices are used in the workplace," said Paul Moore, Vice President, Product Marketing and Development at Fujitsu America. "By combining the accuracy, precision and natural feel of the DuoSense active pen with the benefits of a full keyboard, the STYLISTIC Q702 enables a level of content creation unmatched by any other device on the market."

The STYLISTIC Q702 features an 11.6-inch HD display with a precise active pen and 10-finger multi-touch user interface. The enhanced DuoSense solution provides increased processing power and delivers a faster, more responsive user interface. The newly upgraded active pen includes an innovative tip design that provides the high accuracy required for flawless handwriting recognition together with unparalleled palm rejection technology that enables a natural pen-on-paper handwriting experience.

"Our new active pen combines the comfort and familiarity of writing on paper with the convenience and portability of mobile computing," said Gary Baum, AVP Product Marketing. "For this reason, it is a perfect match for the STYLISTIC Q702, which offers an unprecedented mix of mobility and productivity for the enterprise."  
( 24 September, 2012 Business Wire)

## Teva appoints new Japan, Asia-Pacific chief

### Israel McClatchy-Tribune Information Services

**Teva Pharmaceutical Industries Ltd.** has appointed VP corporate business development Prof. Itzhak Krinsky as chairman of Teva Japan and Teva South Korea and head of business development Asia-Pacific. He will report directly to Teva president and CEO Dr. Jeremy Levin.

Krinsky will take up his post mid-October, and will be based in Tokyo. He will be responsible for overseeing Teva's generic and branded pharmaceuticals businesses in Japan and South Korea, as well as managing business development in the Asia-Pacific region.

Krinsky is succeeding Moshe Manor, who is retiring, after 28 years at the company. Levin said, "As part of our global strategic plan and in response to our growing presence in Asia-Pacific, we are positioning this part of our business to focus on the strong growth prospects in this region. We are committed to aggressively competing in these markets."

Teva has been expanding its Japanese operations in recent years, acquiring Taiyo Pharmaceuticals Ltd. and Taisho Pharmaceutical Industries Ltd. and buying out its partner in Teva-Kowa Pharma, Kowa Company Ltd. Japan's healthcare market is the second largest in the world after the US, and the country is dealing with high healthcare costs as its population ages, making it an attractive market for pharmaceutical companies

## Japan's Polished Diamond Imports +31% in July

Japan's polished diamond imports rose 31 percent year on year to \$85.4 million in July, Momozawa reported citing the Finance Ministry. By volume, the imports increased 42 percent to 200,546 carats while the average price of the goods declined 8 percent to \$426 per carat.

Polished diamond imports from India grew 14 percent year on year to \$37.5 million, imports from Belgium grew 50 percent to \$16.6 million, **while imports from Israel fell 8 percent to \$7.2 million.** Polished imports from Hong Kong decreased 35 percent to \$3.4 million during the month.

During the first seven months of the year, Japan's polished imports rose 21 percent to \$525.4 million while the volume of imports declined 2 percent to 1.119 million carats.

(RAPAPORT, Sep 9, 2012)

## October

### Japan's Fuji in talks to buy Given Imaging for \$750m

A deal at this valuation would reflect a 78% premium for the company

**Given Imaging Ltd's** (Nasdaq: GIVN; TASE: GIVN) talks for a sale are apparently most advanced with Japan's **Fujinon, a unit of Fujifilm Holdings Corporation** (TSE:4901). Market sources say that a deal is under discussion at a company value of \$750 million for Given Imaging, a 34% premium on its \$561 million market cap.

Given Imaging's share price rose a further 5.8% by mid-afternoon on the TASE to NIS 73.85, continuing its rise since announcing that it was in talks for a merger or sale of the company.

Elron Electronic Industries Ltd. (TASE: ELRN), a subsidiary of Nochi Dankner's IDB Holding Corp. Ltd. (TASE:IDBH) unit Discount Investment Corporation (TASE: DISI), owns 22% of Given Imaging, and Discount Investment owns 15.26%. Given Imaging has received several queries about an acquisition.

A source close to the deal told "**Globes**", " A deal at this valuation would reflect a 78% premium for Given Imaging, which last reached such a market cap in 2004.

Given Imaging develops, manufactures, and sells endoscopic capsules, the PillCam, for diagnosis of the small and large intestine. The company has longstanding ties with Fujifilm and its subsidiaries, going back to 2007 when it signed a strategic R&D and marketing cooperation agreement with Fujinon.

Fujifilm has distributed Given Imaging's **PillCam** Small Bowel capsule in Japan since 2009. Although, a few months ago, Given Imaging decided to market its products directly in Japan, the ties with Fujifilm remain intact, after Given Imaging terminated its distribution agreement with its other Japanese distributor, **Suzuken Co. Ltd.** (TSE: 9987).

## **Given Imaging is an attractive acquisition**

**Oppenheimer & Co.** said, "We believe that the company is an attractive acquisition target by a buyer from among leading medical equipment companies, alongside IDB's need to sell assets." The analysts raised their target price for Given Imaging from \$18 to \$27, reflecting a value of \$830 million. They believe that the company's p/e ratio of 3 (below the average for small companies in the industry), plus its \$100 million in cash, give a company value of \$700 million.

Calculations based on Given Imaging's operating profit result in a similar valuation. However, neither the p/e ratio and operating profit method take into account the potential of the company's PillCam Colon 2 capsule for diagnosing diseases of colon, as it has not yet been approved for marketing. Oppenheimer estimates the value of this product at hundreds of millions of dollars, which is the basis for its new target price.

Given Imaging chairman Israel Makov, previously served as CEO of Teva Pharmaceutical Industries Ltd. He has frequently spoken out against the sale of Israeli companies as they move from the R&D to the sales stage. "I am constantly disappointed to hear about an exit, when I think things could have been differently," he once told "Globes" in an interview.

On another occasion, Makov said, "Given Imaging is a jewel in the crown of Israel's medical devices industry, and has the potential of becoming a jewel in the crown of Israeli industry in general." He, together with two independent directors, is overseeing the company's sale

## Sysmex in talks to buy Dune Medical

### Japanese medical systems giant mulling acquisition of Caesarea-based developer of surgical system for optimization of lumpectomies for \$200 million

Has the Japanese medical systems market discovered Israeli companies? Following a [report](#) earlier this week that Fuji is negotiating for the acquisition of Given Imaging, another deal appears to be in the pipeline.

Japanese Sysmex Corporation is in talks to buy Caesarea-based Dune Medical Devices for \$200 million.

**Sysmex Corporation** is a veteran Japanese medical systems corporation, which was founded in 1968 and is traded on the Japanese and US markets at a \$4.7 billion market cap.

**Dune Medical** has developed a surgical system for the surgical treatment of breast cancer **called MarginProbe**. The system examines the margins of a tumor removed by lumpectomy to determine whether the tumor is cancerous and whether all cancerous cells have been removed.

The usual procedure involves lab tests of the tissue and results are available within 24 hours at the least, requiring reoperation in case of a positive result.

Last June, Dune Medical Devices reported that an FDA expert panel had recommended using its system for lumpectomy procedures. Dune applied for approval on April 2011, backed by favorable results from about 600 clinical trials in the United States.

Dune Medical Systems CEO Dan Levangie said the system was a powerful surgical tool which could lower the chances of reoperation.

"We shall fully cooperate with the FDA in order to complete the process for marketing approval. Once concluded, we will begin marketing the system in the US," he said.

Sysmex is represented in Israel by Dover Medical

Calcalist Published (10.23.12)

## Teva To Boost Capacity, Seek Development Partners In Japan: CEO

**Teva Pharmaceutical Industries Ltd.** will triple the production capacity of its main Japanese factory by 2017, Chief Executive Officer Jeremy Levin said.

Teva will also pursue partnerships with Japanese pharmaceutical firms with a view to starting drug development in Japan, Levin told The Nikkei here. He said he had met with executives from several drugmakers and pharmacy chains during his stay in Japan.

**ISRAEL** based Teva, the world's largest generic-drug manufacturer, plans to raise capacity at Teva Pharma Japan Inc.'s Takayama factory from 2 billion tablets a year to 6 billion. The Gifu Prefecture facility makes generic blood pressure and diabetes drugs. Levin did not say what the expansion will cost.

Teva's bigger presence will likely intensify competition in the Japanese generics market and may trigger a realignment in the pharmaceutical industry.

Other foreign firms are eyeing this market. The Japanese arm of France's Sanofi SA will market generics through a joint venture with Nichi-Iko Pharmaceutical Co. (4541). Major U.S. drugmakers Pfizer Inc. and Mylan Inc. are joining forces to sell more than 300 generic products in Japan.

The government is working to promote the use of generics, which often cost less than half as much as name-brand drugs, as a way to control health care spending. They are a 900 billion yen market in Japan and account for about a quarter of the drug supply by volume. The Health Ministry aims to raise this share to 30%. Levin said he thinks it will eventually top 50%.

Toward this end, the ministry has introduced rewards for doctors who prescribe drugs by active ingredient instead of brand name.

(TOKYO Nikkei, Oct. 20 )

## Mazor Robotics Announces First Renaissance™ System Order from Japanese Distributor Adachi Medical Instruments Co.

**Mazor Robotics Ltd.** (TASE: MZOR), a developer of innovative surgical robots and complementary products, announced that **Adachi Medical Instruments Co.**, Mazor's distribution partner in Japan, placed an order for its **Renaissance™ system**.

As part of the Distribution agreement, **Adachi is committed to obtain Japanese PMDA** (Pharmaceuticals and Medical Devices Agency) **approval for the Renaissance system**. The system purchased will be used to facilitate the PMDA process. Japan represents the second largest healthcare market in the world, and its spine market is estimated to be over \$400 million with a significant trend towards surgeons performing minimally invasive procedures.

It is projected that by 2020, nearly 50% of Japan's population will be over the age of 50, driving the need for improved spinal implant technology. "We are delighted to partner with Mazor to deliver their innovative products to the Japanese market," commented Saburo Adachi, President of Adachi. "We believe strongly in the strength of a mutually beneficial partnership and look forward to working together with Mazor to meet the requirements of the Japanese government to obtain the necessary approvals and deliver this advanced technology to Japan."

"The distribution agreement and initial purchase order from Adachi signifies an important step in expanding the market for Renaissance in Asia," said Ori Hadomi, Chief Executive Officer of Mazor. "Adachi is an 80 year-old family-owned business that has established relationships with leading hospitals and medical organizations.

It has significant experience in distributing leading medical technology and clearing the regulatory hurdles. "We're so pleased to enter the Japanese market with Adachi as our partner." Renaissance, Mazor Robotics' next generation surgical guidance system for spine procedures, is transforming spine surgery from freehand operations to highly-accurate, state-of-the-art procedures, with less radiation – even for minimally invasive surgery, scoliosis, and other complex spinal deformity cases. It is the only robotic technology for spine surgery available in the marketplace.





## **About Mazor**

Mazor Robotics (TASE:MZOR) is dedicated to the development and marketing of innovative surgical robots and complementary products that provide a safer surgical environment for patients, surgeons, and operating room staff. Mazor Robotics' flagship product, Renaissance™, is a state-of-the-art surgical robotic system that enables surgeons to conduct spine surgeries in an accurate and secure manner.

Mazor Robotics systems have been successfully used in the placement of over 20,000 implants in the United States and Europe. Numerous peer-reviewed publications and presentations at leading scientific conferences have validated the accuracy, usability, and clinical advantages of Mazor Robotics technology

## LycoRed targets Japan with natural Lycopene

**LycoRed** presents new finding on **Tomato Lycopene** in a seminar in **Tokyo**.

LycoRed, Israel, announces dramatic sales growth in past years of its natural tomato complex, **Lyc-O-Mato in Japan**. LycoRed will hold its 9th Annual Lycopene Seminar in Tokyo on the 25th of October 2012, presenting new finding on natural tomato complex.

“The Japanese market has shown great potential for our natural lycopene in the last decade,” notes Ilan Ron, VP Global Marketing & Sales at LycoRed.” and have succeeded to establish a leading position in this market thanks to our backed-up research ingredient. This event will be our largest and most important gathering and we expect 150 - 200 guests. We invited our top scientists to this event in order to convey the latest clinical information to our customers

Professor Joseph Levy. Prof. Paran will be talking about her latest findings in natural tomato lycopene complex and vascular health and Prof. Levy will be presenting new findings on women and men health. LycoRed uses a proprietary production method for Lyc-O-Mato. This patented process for the extraction and processing of red, ripe tomatoes yields an oleoresin containing the health protective antioxidants including: lycopene, beta-carotene, phytoene, phytofluene and tocopherols. It is the complete complex of natural tomato carotenoids, in Lyc-O-Mato® that differentiate it from other nutritional products. To date LycoRed is the owner of over 20 granted patents covering a list of solutions to major physical conditions including: hearth health, skin protection, bone health, DNA Damages, Eye Health and more.

LycoRed is a science-based company with regional facilities in the U.S., Europe, Israel and Asia. It supplies natural carotenoids and a wide range of other natural nutritional and coloring ingredients to the dietary supplement, functional food & beverage and nutricosmetic industries worldwide.

## Sakura Internet Selects Mellanox InfiniBand for New Public Cloud Infrastructure

### Sakura Internet Selects Mellanox InfiniBand for New Public Cloud Infrastructure

**Japan's leading Internet service provider selected Mellanox end-to-end InfiniBand for cloud server and storage connectivity to optimize cost / performance and increase scalability**

**Mellanox® Technologies, Ltd.** a leading supplier of high-performance, end-to-end interconnect solutions for data center servers and storage systems, announced that leading Japanese Internet provider Sakura Internet has selected **Mellanox InfiniBand technology** for its new cloud hosting infrastructure. Sakura Internet utilizes Mellanox InfiniBand as the single interconnect solution for both compute and storage, instead of 10 Gigabit Ethernet and Fibre Channel. Sakura reduced their capital and operational costs thanks to InfiniBand cost / performance benefits, enabling Sakura to bring an economy of scale to Japanese IT. In addition, InfiniBand has enabled Sakura Internet to increase their cloud hosting scalability and handle the increased number of services they offer to their users.

"In order to host the increasing number of customers in our cloud infrastructure, including social gamers, developers, and consumers' streaming media, we needed to obtain a solution that will help us to process very high incoming data traffic," said **Ken Washikita, General Manager of Research Center at Sakura Internet**. "Mellanox InfiniBand delivers the needed performance capabilities that we could not get from 10GbE or Fibre Channel. Moreover, utilizing InfiniBand as the sole interconnect for both compute and storage helped us to increase the cloud efficiency while reducing both capital and operating expenses."

"With the ever-increasing amounts of rich data in the cloud, service providers must have a scalable interconnect solution to provide the necessary throughput and communication among servers and storage," said Marc Sultzbaugh, vice president of worldwide sales at Mellanox Technologies. "Leveraging the performance, efficiency and scalability of



Mellanox's interconnect solutions, Sakura Internet is able to provide its customers with a reliable, scalable and flexible cloud services architecture."

### **About Mellanox**

Mellanox Technologies is a leading supplier of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage. Mellanox interconnect solutions increase data center efficiency by providing the highest throughput and lowest latency, delivering data faster to applications and unlocking system performance capability. Mellanox offers a choice of fast interconnect products: adapters, switches, software and silicon that accelerate application runtime and maximize business results for a wide range of markets including high performance computing, enterprise data centers, Web 2.0, cloud, storage and financial services.

## Israeli film takes top honors in Tokyo

**Lorraine Levy's "The Other Son,"** a drama about a young Israeli's encounter with his true identity, was awarded the **Tokyo Sakura Grand Prix** at the closing ceremony of the **25th Tokyo International Film Festival in Roppongi Hills.**

**Levy also won best director honors at the festival,** which ended its nine-day run after showings at Roppongi and other venues.

The second place Special Jury Prize went to Kang Yi Kwan's "Juvenile Offender," while Seo Young Ju won the best actor prize for his work in the movie.

Neslihan Atagul picked up the best actress prize for her performance in "Araf — Somewhere in Between." Finally, Pankaj Kumar, the cinematographer of the Indian film "Ship of Theseus," won for best artistic contribution.

The Audience Award went to "Flashback Memories 3D," Tetsuaki Matsui's quietly devastating, yet finally hopeful, documentary about a musician who lost much of his memory in a road accident.

Jury Chairman Roger Corman said "all the films were excellent films that demonstrate the power and glory of cinema."

In his closing remarks, Tom Yoda said he will continue to serve as TIFF chairman until the end of next March, when he will hand the reins to industry veteran Yasushi Shiina, director and executive adviser at Kadokawa Shoten Publishing.

In the Winds of Asia-Middle East section, which focused this year on Indonesian and Cambodian cinema, the best Asian-Middle Eastern film award went to Turkish director Reis Celik's "Night of Silence," a drama about a wedding between a young girl and a much older man. Special mentions were given to "Him, Here After" (Sri Lanka), "Full Circle" (China) and "Bwakaw" (the Philippines).

Winner of the Best Picture Award for the Japanese Eyes section, which focuses on Japanese independent films, was "GFP Bunny." In Yutaka Tsuchiya's docu-drama, the

teenage heroine becomes obsessed with bio-tech — and experiments on her own mother. More than a twisted family drama, the film is an information-rich, cleverly structured meditation on the human future in an age when humanity is merging with its technology.

The Toyota Earth Grand Prix for the best fiction or documentary film with an eco-related theme was awarded to Valerie Berteau's "Himself He Cooks" from Belgium, while the Special Jury Prize went to Candida Brady's "Trashed" from the U.K.

Meanwhile, the prize for the biggest news story during the festival went to the belated attempt by a Chinese production company to pull the Wang Jing family drama "Feng Shui" from the contest. TIFF decided to go ahead with the screenings anyway, with festival programmer Nobushige Toshima commenting that "politics should not be inserted into a venue for cultural exchange."

(The Japan Times)

## November

### Japan urges peace talks after UN vote

After Japan voted for the UN to recognize Palestine as a non-member state, the country is urging Palestine and Israel to return to peace talks, a statement from the Japanese foreign ministry said.

Japan voted for resolution at the UN General Assembly in light of its support for the two-state solution, the release said.

"Following the adoption of this historical resolution, Palestine will bear greater responsibility vis-à-vis the international community," it continued.

"We strongly urge Palestine to exert more earnest efforts toward the realization of peace in the Middle East."

Palestine should use "prudence" over international actions, including joining world bodies, that might harm chances of peace talks, the ministry said.

"Israel, for its part, should improve the environment to promote the resumption of peace negotiations, including by freezing settlement activities," it added.

## Minister Gemba on Gaza Ceasefire accord

### The situation in the Gaza Strip

Foreign Minister Koichiro Gemba: announced that Israel and the Palestinian armed groups had reached an agreement on a ceasefire.

The Government of Japan welcomes that this agreement on a ceasefire has been reached. Since it is extremely important that it will be a lasting ceasefire, we strongly hope that it will be so.

On the night before last, I had a telephone conference with Mr. Avigdor Liberman, Deputy Prime Minister and Minister of Foreign Affairs of Israel and Palestine's Minister of Foreign Affairs Riyad Maliki and worked on them to realize the ceasefire. We recognize the mediation efforts by the relevant countries and organizations such as Egypt and the U.S., and highly appreciate their efforts.

The Government of Japan will continue to support the efforts of the international community toward implementation and observance of the ceasefire agreement, the stabilization of the Gaza Strip, and progress of the Middle East Peace Process, and plans to provide our utmost cooperation.

(November 22, 2012)



## SDF mission in Golan Heights faces termination

The Self-Defense Forces might be pulled from the U.N.'s peacekeeping operation in the Israeli-occupied Golan Heights by next year because of deteriorating security conditions, government officials said.

Preparations to yank the SDF out of the U.N. Disengagement Observer Force, which has been supervising the ceasefire between Israel and Syria since 1974, comes amid domestic criticism that the contingent has been there for too long, the officials said.

The SDF's deployment began in 1996 and has become Japan's longest-running peacekeeping operation.

There are some who think Japan should reduce its overseas deployments so it can concentrate on bolstering its domestic defense capabilities to respond to China's military buildup, the officials said.

Currently, 47 SDF members are engaged in transportation and other operations as part of UNDOF, and are rotated out almost every six months.

With the possibility that the global community would perceive the pullout as a sign of Japan's reluctance to be involved in the Mideast peace process, Prime Minister Yoshihiko Noda may have to delay any decision until he can assess the situation in Syria and the results of the Dec. 16 Lower House election, the officials said. The poll may result in a change in government.

Even if the government decides by year's end to extract the SDF, the actual withdrawal operation would take place next year.

As for the security issue, the government maintains that the existence of a ceasefire — which is part of Japan's five principles for engagement in a U.N. peacekeeping operation has been upheld.

But a Defense Ministry source has warned that the troops' safety could not be guaranteed after clashes broke out in July between Syrian troops and rebel forces in an area where UNDOF was operating.

Kyodo, The Japan Times: Tuesday, Nov. 27, 2012

## MITSUI Global Investors leads Kaltura's \$25 M Financial round

**Kaltura**, the open source video platform that's powering **Wikipedia's new HTML5 player**, has announced a new \$25 million funding round from new investors which include **Mitsui & Co. Global Investment and ORIX Ventures**, with participation from existing investors which include **Nexus Venture Partners, Intel Capital, .406 Ventures** and **Avalon Ventures**.

Mitsui has invested in several Israeli companies, including Kaminario Ltd., eyesight Mobile Technologies Ltd., and Valens Semiconductor Ltd. Mominis and others

Kaltura was founded in 2006 by chairman and CEO Ron Yekutiel, president Dr. Michal Tsur, chief revenue officer Dr. Shay David, and VP R&D Eran Etam. The company's open source online video platform enables anyone to upload video, images, or sound onto a website, and offers encryption, management distribution, and rich media content analysis capabilities. The platform supports all computers and mobile devices, including smartphones and tablets.

Kaltura is headquartered in New York City, its R&D center is in Ramat Gan, and it has offices in San Francisco and London.

Earlier this month, we reported that after a 5-year beta period, Wikipedia was finally moving into the video era with a new HTML5 player. The online encyclopedia started working with Kaltura way back in 2008, and with this full public roll-out, editors can now collaborate on video-based Wiki articles using Kaltura's suite of tools.

Indeed, Kaltura offers a slew of commercial video apps and an open source development platform which includes a myriad of APIs, covering transcoding (converting from one video format to another), management, distribution, publishing, monetization and more.

In the wake of its latest investment round, Kaltura will be looking to grow across the Americas and Europe, and is also setting its sights on the Asia-Pacific (APAC) region.

"Kaltura has emerged as the leader in flexible video delivery designed for the cloud. What fuels the company's hyper growth is our flexible platform, which enables us to launch integrated products that transcend us beyond the traditional online video platform space



into other large industries such as Education Technology and Enterprise Collaboration,” **said Ron Yekutiel**, Kaltura Chairman and CEO. “We intend to use this new funding to expand our product offering, and to grow into additional industries and geographies.” “We are delighted to join Kaltura and help its expansion into the APAC region,” said **Kenichi Kimura, President & CEO at Mitsui & Co. Global Investment, Inc.** “We looked for our first investment opportunity in the EdTech sector and were very interested in joining Kaltura, one of the most prominent players. The fact that Kaltura is a leading provider beyond education — in media, enterprise, and government — makes this even more exciting for us.” However, Wikipedia isn’t the only big-name brand Kaltura is powering. Its technology has also been deployed across HBO, Warner Bros., Paramount, NASA and others. And its platform is supported by a global developer community of more than 40,000 members.

Kaltura has now raised \$55 million in total since its inception six years ago, with its last round nabbing the company \$20m way back in February 2011

## NEC Adds Extreme Reality Gesture Control to All-in-One Product Line

### NEC Utilizes Extreme UI Software Development Kit to Power Gesture-Controlled Video Mode

**Extreme Reality**, developer of **Extreme Motion and Extreme UI software**, announced its software development kit (SDK) has been licensed by **NEC Personal Computers Ltd (NECPC)**. Extreme Reality's SDK application includes gesture control technology that brings a hands-free and gesture recognition experience for NEC's All-in-One PCs operating in TV mode.

The Extreme UI SDK provides a powerful software engine that identifies hand gestures using palm-tracking recognition, providing an alternative to the standard PC mouse. The engine follows exact coordinates of the user's palm location, movements and actions offering touch-less control for a unique 10-foot user interface. Extreme UI also includes a video recognition frame, which allows users to see the precise gestures that they are performing.

"Extreme Reality technology brings new and future capability to our VALUESTAR family, the most recent All-in-One PC line," said Hideaki Kato, Executive Director and Managing Executive Officer at NECPC. "Combining a world class user interface with hands free, gesture control brings tremendous opportunity for our customers."

Extreme Reality, also known as XTR3D, and NECPC embarked on the project earlier this year and worked in tandem to customize the software for a fall release. This is one of a number of partnerships Extreme Reality has announced in 2012.

"Our partnership with NECPC is a sign of our continued commitment to deliver the highest quality gesture control experience for the consumer electronics industry and its users," said Elad Dubzinski, CEO of Extreme Reality. "NECPC worked directly with our development team and its rigorous and severe product testing, both for algorithms and



use cases, allowing us to improve our already powerful SDK for future manufacturing partners.”

Extreme Reality’s gesture control technology will be available on NECPC’s VALUESTAR family line of All-in-One (AIO) PCs October 26th, 2012.

### **About Extreme Reality**

Established in 2005, Extreme Reality, also known as XTR3D, is a privately held company based in Herzlia, Israel. The company is the developer of the patented Extreme UI gesture control and Extreme Motion full-body 3D motion capture software. Supported by strong intellectual property, this powerful technology allows any consumer electronic device to enable full-body 3D motion capture using a standard 2D camera. This software can be implemented on any platform, turning any consumer electronic device into a full-body motion-controlled game system

PRWeb – Thu, Nov 8, 2012



## **Fujitsu and PointGrab expand relationship to include PointGrab's new Windows 8 Hand Gesture Control solution in latest line of Fujitsu devices**

### **PointGrab Enhances Experience with Windows 8 New User Interface and Offers Fujitsu Customers a Touch-less Option for Controlling Multimedia, Entertainment and Business Applications**

**PointGrab Ltd.** announced that its industry-leading hand gesture recognition software for Windows 8 is included in the latest line of Fujitsu devices. New Fujitsu devices run on the recently unveiled Microsoft Windows 8 operating system, which offers users a sleeker, more intuitive interface and is designed specifically for use with touch and gesture user interfaces. This relationship continues and expands the companies' partnership, which began with PointGrab's Windows 7 solution and now includes its Windows 8 software. It also furthers PointGrab's dominance in the hand gesture control market, adding to the millions of devices that currently feature its solutions. Fujitsu is among the first wave of manufacturers to incorporate PointGrab's Windows 8 solution into their products.

PointGrab's Windows 8 software leverages the company's success with its Windows 7 product to provide natural user interface (NUI) hand gesture functionality to customers, thus enabling an intuitive, no-touch experience with consumer devices. Now, options such as multimedia control, entertainment and business program navigation, and other applications are easily conducted without ever physically touching the product. PointGrab accomplishes all of this by simply using a device's standard, internal 2-D camera.

"We're excited to grow our partnership with Fujitsu, a company we deeply respect, to bring our very latest solution to market on their impressive new line of devices that feature Microsoft's Windows 8," said PointGrab CEO, Haim Perski. "Microsoft's most recent operating system is true step forward in making technology more intuitive and streamlined, and PointGrab software has been engineered to make the most of that."



With its solutions already featured on several millions of products around the world, PointGrab has the industry's widest assortment of gestures for 2-D cameras, using both one and two hands. Gestures can be incorporated directly from the PointGrab library or customized to clients' specifications. PointGrab software is available for devices running either Intel or ARM-based processors.

"Fujitsu's latest devices add new levels of mobility and enjoyment to the lives of our users, and PointGrab's hands-free solution is a key offering in this line of products," said **Hisamichi Higuchi, General Manager of Advanced Technology Division, Fujitsu Ltd.** "We pride ourselves in offering customers cutting-edge equipment that features groundbreaking technology. Using PointGrab to navigate Windows 8's user interface is one of the most seamless user experiences available today."

### **About PointGrab**

PointGrab Ltd. is a leading provider of advanced hand gesture recognition software. PointGrab's user-friendly solutions include next generation technology for hand gesture recognition; enabling TVs, PCs, Tablets, Smartphones, All-in-One devices, and more to be operated by a natural user interface (NUI) using hand movements only. Utilizing a standard 2D camera, PointGrab's software can accurately and reliably track human hands individually and also together, detecting both hands separately within the same frame. PointGrab's flexible technology is designed for rapid integration into existing products as a software-only solution.

PointGrab's market-leading solutions are commercially available since 2010 and are currently in use with many of the world's top OEMs, brands and developers, such as Fujitsu, Acer, Intel, Haier and others. PointGrab is responsible for bringing hand gestures to millions of devices around the world, a market share of over 90%.

Founded in 2008, PointGrab is a privately owned company, headquartered in Tel Aviv, with representatives in countries across the globe.

November 2012

## Sakura Internet Selects Mellanox InfiniBand for New Public Cloud Infrastructure

### Sakura Internet Selects Mellanox InfiniBand for New Public Cloud Infrastructure

**Japan's leading Internet service provider selected Mellanox end-to-end InfiniBand for cloud server and storage connectivity to optimize cost / performance and increase scalability**

Mellanox® Technologies, Ltd. (NAS: MLNX) (TASE: MLNX), a leading supplier of high-performance, end-to-end interconnect solutions for data center servers and storage systems, announced that leading Japanese Internet provider Sakura Internet has selected Mellanox InfiniBand technology for its new cloud hosting infrastructure. Sakura Internet utilizes Mellanox InfiniBand as the single interconnect solution for both compute and storage, instead of 10 Gigabit Ethernet and Fibre Channel. Sakura reduced their capital and operational costs thanks to InfiniBand cost / performance benefits, enabling Sakura to bring an economy of scale to Japanese IT. In addition, InfiniBand has enabled Sakura Internet to increase their cloud hosting scalability and handle the increased number of services they offer to their users.

"In order to host the increasing number of customers in our cloud infrastructure, including social gamers, developers, and consumers' streaming media, we needed to obtain a solution that will help us to process very high incoming data traffic," said Ken Washikita, General Manager of Research Center at Sakura Internet. "Mellanox InfiniBand delivers the needed performance capabilities that we could not get from 10GbE or Fibre Channel. Moreover, utilizing InfiniBand as the sole interconnect for both compute and storage helped us to increase the cloud efficiency while reducing both capital and operating expenses."

"With the ever-increasing amounts of rich data in the cloud, service providers must have a scalable interconnect solution to provide the necessary throughput and communication among servers and storage," said Marc Sultzbaugh, vice president of worldwide sales at Mellanox Technologies. "Leveraging the performance, efficiency and scalability of





Mellanox's interconnect solutions, Sakura Internet is able to provide its customers with a reliable, scalable and flexible cloud services architecture."

### **About Mellanox**

Mellanox Technologies is a leading supplier of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage. Mellanox interconnect solutions increase data center efficiency by providing the highest throughput and lowest latency, delivering data faster to applications and unlocking system performance capability. Mellanox offers a choice of fast interconnect products: adapters, switches, software and silicon that accelerate application runtime and maximize business results for a wide range of markets including high performance computing, enterprise data centers, Web 2.0, cloud, storage and financial services

## Allium Medical Solutions Ltd. is Granted a Japanese Patent for its Triangular Prostatic Stent

**Allium Medical Solutions Ltd.**, the developer and manufacturer of innovative, site-specific stents for the urinary, biliary and gastro-intestinal systems, announced that it has been granted a patent by the Japanese Patent Office for its application named "**STENT**". The filing refers to the unique design of its **Triangular Prostatic Stent (TPS)**.

The TPS is a novel solution for patients for the management of posterior urethral occlusions caused by benign and malignant prostatic enlargements. The TPS has a large caliber triangular cross-section to match the contours of the prostatic urethral lumen and the ability to exert varying degrees of radial force depending on the anatomy. These unique characteristics allow for excellent flow and improved comfort compared to existing stents, without jeopardizing the male's voluntary continence mechanism. The TPS helps treat Benign Prostate Hyperplasia (BPH) patients, which according to the AJMC, is one of the most common diseases of aging men, ranking in the top 10 most commonly diagnosed conditions in men over age 50 years. The National Institutes of Health (NIH) states that BPH affects more than 50% of men over age 60 and as many as 90% of men over the age of 70.

The "STENT" patent in Japan has been followed by approval of the "STENT" patent by the European Patent office in December of 2010. Allium's CEO Ronen Castro states, "We are pleased about both patent approvals because they strengthen Allium's ability to present to our customers and users the clinical advantages for our products".

Allium was recently announced as a winner of the prestigious 2011 Medical Design Excellence Awards competition for its TPS. The competition is a premier awards program for the medical community and is organized and presented by UBM Canon, which recognizes the achievements of medical product manufacturers and the many people behind the scenes who are responsible for creating innovative products that are changing the face of healthcare.

Founded in 2001, Allium Medical is a publicly traded company in the Tel Aviv Stock Exchange (TASE). Its products are based on a proprietary technology originated by Prof. (Em) Daniel Yachia, a world-renowned expert in the field of urological stents and the



founder of the company. Allium develops, manufactures and markets its peripheral stents from its premises in Caesarea, Israel. With a mission to address the unmet needs and common problems in non-vascular peripheral stents, the company has developed an advanced technological platform and manufacturing processes for its stenting solutions. Allium stents are self-expandable, flexible and fully covered, made of a thin polymeric layer built on a skeleton of nitinol to prevent tissue ingrowth into the lumen as well as incrustation, both common problems with metal stents. The stents are designed for a long indwelling periods, provide safe and effective anchoring to prevent migration, are easily and safely removed by the unique, unraveling mechanism. Allium stents are distributed throughout most European countries and are CE approved

## December

### **Démarche by Dr. Makio Miyagawa, Director-General, Middle Eastern and African Affairs Bureau, to Mr. Nisim Ben-Shitrit, Ambassador Extraordinary and Plenipotentiary of the State of Israel to Japan**

Upon instructions from **Minister for Foreign Affairs Koichiro Gemba**, on December 4, Dr. Makio Miyagawa, Director-General, Middle Eastern and African Affairs Bureau, made a **démarche to Mr. Nisim Ben-Shitrit**, Ambassador Extraordinary and Plenipotentiary of the State of Israel to Japan, concerning the approval by the Israeli Government for the construction of new settlements in East Jerusalem and the West Bank. The outline of the meeting is as follows.

1. Director-General Miyagawa noted information stating that on November 30 (local time) the Israeli Government had approved the large-scale construction of approximately 3,000 new settlements in East Jerusalem and the West Bank. He communicated that, as was remarked in the Statement by the Minister for Foreign Affairs dated December 3, the Government of Japan is deeply concerned and deplores this sort of activity, which clearly goes against the ongoing efforts by the international community to resume direct negotiations for peace between Israeli and Palestinian sides.
2. In response, Ambassador Ben-Shitrit stated the position of the Israeli Government, and said that he would report the démarche by Director-General Miyagawa to his government.
3. Replying to this, Director-General Miyagawa again requested restraint on the part of the Israeli side.

December 4, 2012, Japanese

## Adoption of the UN General Assembly resolution regarding the Status of Palestine in UN, and Japan's position

### Japan voted in favor and made the following EOV.

1. Japan has long understood the Palestinians' aspiration for building an independent State and has supported the right of the Palestinian people to self determination. Japan thus endorses a two-State solution under which Israel and a future independent Palestinian State would co-exist side by side in peace and security. In light of this, Japan voted in favor of this resolution regarding the status of Palestine at the United Nations.
2. Japan believes that, following the adoption of this historical resolution, Palestine will bear greater responsibility vis-à-vis the international community. We strongly urge Palestine to exert more earnest efforts toward the realization of peace in the Middle East.
3. Japan requests both Palestine and Israel to establish relationships of mutual trust and to promptly return to the negotiation table with a view to realizing a two-State solution. Japan will also continue to make an active contribution to move the Middle East peace process forward in cooperation with the United States, Arab countries and other partners. It is not acceptable to use this resolution to act in a way that might negatively affect or hinder direct negotiations with Israel. Israel, for its part, should improve the environment to promote the resumption of peace negotiations, including by freezing settlement activities.
4. In this regard, Japan requests the following two points to the Palestinian Authority in relation to this resolution.
  - First, we call on the Palestinian Authority to immediately resume direct negotiations with Israel in order to move the peace process forward in a tangible way in cooperation with the international community.
  - Second, we ask for prudence with respect to conduct, such as accession to international organizations, an action which might negatively affect the prospect for the resumption of negotiations

## Japan grants Palestinian another \$12.5M

The Palestinian Authority (PA) and Japan signed in Ramallah two \$12.5 million grants for industrial and management projects in the West Bank.

The first grant of \$10 million will go for improving solid waste management and the second grant of \$2.5 million will be in the form of aid of industrial products.

Prime Minister Salam Fayyad, who signed the agreements on behalf of the Palestinian Authority, thanked Japan for its support for the Palestinian people and for its vote at the United Nations to upgrade the status of Palestine to a non-member state observer.

**Junya Matsuura**, Japan's representative to the PA who signed the agreements on behalf of his government, said that his country was committed to supporting the Palestinian people and authority on the political and economic levels.

A press release by the Japanese representative office said the first grant will provide equipment and vehicles for solid waste management to the joint service, planning and development councils in Hebron, Jenin, Jericho, Salfit and Tulkarem to improve the solid waste management capacity.

The second grant aims to alleviate PA financial difficulties and help PA procure industrial products needed for economic and social development efforts.

RAMALLAH, December 8, 2012 (WAFA)

## Leading Regional Chain of Japanese Medical Laboratories Selects Top Image Systems to Automate its Clinical Test Processing

### Automated eFLOW® Forms Solution Rapidly and Accurately Reports Lab Test Results to Healthcare Providers

Top Image Systems, Ltd. (NASDAQ: TISA), a leading ECM (Enterprise Content Management) intelligent content capture and delivery solutions provider, announced that eFLOW® Forms was selected by a leading regional chain of Japanese medical laboratories as the best solution for automatically processing their clinical lab tests. The solution is to be deployed at twenty processing centers, where within 1-2 hours eFLOW will scan and read the thousands of blood test forms submitted by healthcare facilities each day, in order to report back on the results by early the next morning.

The project includes automated recognition and processing of some 28 different original structured clinical testing forms completed with Japanese characters that can be set and customized by the staff. The project is planned to go live before the end of 2012.

“We are extremely pleased to win the trust of the laboratories’ staff and to increase our exposure and market share in Japan, where we have had a small but steady presence for many years.” commented Alex Toh, Managing Director, TIS Asia-Pacific. “The laboratories are constantly diversifying their business activities, adding genetic and other preventative examinations beyond the scope of their clinical blood tests, as well as field environmental health inspections as part of their efforts to provide comprehensive medical services. The flexible, robust eFLOW platform can easily support the laboratories’ wider requirements without compromising on the speed and accuracy that make eFLOW critical to their business success.”

Tel Aviv/Tokyo – December 5, 2012



## PhotoMedex Extends Agreement with Ya-Man for the no!no! Brand in Japan

### PhotoMedex Extends Agreement with Ya-Man for the no!no! Brand in Japan

**PhotoMedex, Inc. (NASDAQ and TASE: PHMD)** announces the signing of a two-year extension with Ya-Man, the exclusive distributor of its no!no! brand in Japan. The new agreement calls for minimum order quantities and advertising budgets consistent with the existing agreement, which was due to expire on December 31, 2012. Independent research shows that no!no! Hair is the leading women's hair removal device in Japan, accounting for more than 50% of all retail sales.

Commenting on the renewal of the agreement with Ya-Man, Dr. Dolev Rafaeli, chief executive officer of PhotoMedex, said, "Ya-Man has been a strong distribution partner for the no!no! brand for the past three years and we are delighted to renew the agreement and our partnership, which further advances our market-leading position in Japan. We expect continued growth of no!no! products there through our finely honed consumer marketing program and the excellent work Ya-Man is doing, supported by brand extensions into other categories including the no!no! line for men."

#### About Ya-Man

Ya-Man Ltd. is a Japanese manufacturer that specializes in the development and distribution of a wide range of innovative health, fitness and beauty care products, with sales of \$192 million for fiscal year 2011. Ya-Man is a publicly traded company whose shares trade on the Tokyo Stock Exchange (TYO: 6630).

#### About PhotoMedex

PhotoMedex is a global skin health company providing integrated disease management and aesthetic solutions to dermatologists, professional aestheticians and consumers. The company provides proprietary products and services that address skin diseases and conditions including psoriasis, vitiligo, acne, actinic keratosis (a precursor to certain





types of skin cancer) and photo damage. Its experience in the physician market provides the platform to expand its skin health solutions to spa markets, as well as traditional retail, online and infomercial outlets for home-use products. As a result of its December 2011 merger with Radiancy Inc., PhotoMedex has added a range of home-use devices under the no!no!<sup>TM</sup> brand, for various indications including hair removal, acne treatment and skin rejuvenation. The company also offers a professional product line for acne clearance, skin tightening, psoriasis care and hair removal sold to physician clinics and spas.



## Waze Partners with Japanese Advertising Powerhouse, Hakuhodo DY Media Partners, to Launch Waze in Japan

**Alliance will bring Waze to Japanese mainstream, opening new advertising channels to drivers in cars for brands**

Waze, the now 28 million-strong community of traffic resisters, is happy to announce its entry into the Japanese market; a feat made possible by a collaboration with **Hakuhodo DY Media Partners**, a subsidiary of Hakuhodo DY Holdings Inc, Japan's second largest advertising agency. The partnership will bring Waze's free navigation and traffic service, as well as its location-guided advertising platform, to Japan, opening a new in-car audience to Japanese brands.

The advantage of Waze's location-guided advertising platform, yet to launch in the US, is in its ability to offer brands and their consumers a channel for advertising through curated driving experiences: road games, on-the-go coupons, and incentives that get drivers to merchants, vendors, and points of sale in real-time.

"Leveraging Waze's 13 million drivers, I am honored to have the opportunity to bring its proven service to Japan," said Akio Kobayashi, senior corporate officer & board member at Hakuhodo DY Media Partners. "We plan to bring Waze to mass market in Japan, providing effective marketing solutions to brands and media companies."

### Location-Guided Advertising: A Case Study

On March 27th, 2010, Waze ran a one-day pilot of its location-guided advertising campaign across iOS & Android platforms to drive foot traffic into partner retail locations. Of unique users who saw the program, 6.34% actually reached the destination. Waze hopes to recreate similar experiences and results for Hakuhodo DY Media Partners' clients in Japan, as well as officially launch its platform in the US in Q3 of 2012. Waze is available for free in the iTunes Store & Android Market or at <http://m.waze.com>.



### **About Waze**

Waze is a social traffic & navigation app based on the world's largest community of drivers sharing real time road info and contributing to the "common good" out there on the road. By simply driving around with Waze open users passively contribute traffic and other road data. Users can take a more active role by sharing road reports on accidents, police traps, or any other hazards along the way, helping to give other users in the area a 'heads-up' about what's to come— and because it's 100% user-generated, the more people who use Waze, the better (and more fun) it gets!

### **About Hakuodo**

Hakuodo DY Media Partners is a fully owned subsidiary of Hakuodo DY Holdings Inc., the holding company established from Hakuodo, Daiko, and Yomiko's business integration in 2003.

03/01/12

## Fujitsu and Autotalks Partner to Provide Vehicle-to-Vehicle Communication Processor

### Technology Partnership enables delivery of automotive grade processor in 2012

Fujitsu Semiconductor Europe (FSEU) and Autotalks announced that they have reached an agreement to co-operate on Autotalks' communication processor, to be developed by Autotalks and manufactured by Fujitsu Semiconductor. The combined efforts of the two technology leaders will provide OEMs and Tier1s with the best vehicle-to-vehicle communication processor at the highest level of reliability.

Autotalks' vehicle-to-vehicle technology, which combines optimised vehicular modem, advanced security, enhanced positioning and safety application processor, utilises Fujitsu's extensive silicon technology solutions and long, reliable history of high-quality products as well as its established production facilities. By providing complete and enhanced feature sets for OEMs and Tier1s, this partnership will enable deployment of vehicle-to-vehicle communication units.

"We are delighted to be working with Autotalks and are dedicated to bringing our customers the very best technological differentiators to help fuel innovation and development. Autotalks has an excellent technology for vehicle-to-vehicle communication," said Mark Ellins, Director Common Technologies & Functions at FSEU. "Fujitsu offers its leading-edge technology and related assets to all custom IC users. A worldwide support program is fully prepared and proven."

"Fujitsu's cutting-edge design, manufacturing and testing technologies enable us to provide an automotive grade product, which will be the first to satisfy OEMs and Tier1s' requirements for vehicle-to-vehicle communication series production" said Nir Sasson, CEO of Autotalks. "We are committed to continue strengthening and advancing our supply chain for meeting automotive market expectations. Autotalks is preparing to support the expected worldwide ramp of the Vehicle-to-vehicle communication market."

Autotalks' Integrated Vehicle-to-Vehicle Communication Processor uses its own advanced technologies, developed to increase communication reliability, and provides the most accurate information for safety applications. The technology was tested in many



field trials worldwide. The communication processor supports the US, EU and Japan specifications, and will be available in 2012.

"The flexibility of Autotalks' communication processor and our experience with vehicle-to-vehicle installation aspects enable us to address different configurations for OEMs and Tier1s in the most comprehensive way and in a cost-effective manner," said Onn Haran, CTO of Autotalks. "By leveraging our existing, successful technology, we are able to deliver the first and most advanced automotive grade vehicle-to-vehicle chip to the market."

### **About Fujitsu Semiconductor Europe**

Fujitsu Semiconductor Europe is a major supplier of semiconductor products. The company provides advanced systems solutions to the automotive, digital TV, mobile telephony, networking and industrial markets. Engineers from design centres dedicated to microcontrollers, graphics controllers, mixed-signal, wireless, multimedia ICs, ASIC products and software development, work closely with Fujitsu Semiconductor's marketing and sales teams throughout EMEA to help satisfy customers' systems development requirements. This solutions approach is supported by a broad range of advanced semiconductor devices, IP, building blocks and software.

### **About Autotalks**

Autotalks is the world's leading developer of integrated vehicle-to-vehicle communication processors. The company's products provide OEMs and Tier1s with a complete and comprehensive vehicle-to-vehicle communication solution, at high communication and information reliability, while maintaining size, power and cost efficiency. Autotalks Ltd is a privately held company and funded by Gemini Israel Funds, Magma Venture Partners and Mitsui & Co. Global Investment Ltd

## Cimatron invited Japanese toolmakers to gain a competitive edge

**Cimatron Limited** (NASDAQ and TASE: CIMT) announced that its integrated CAD/CAM software, CimatronE, was demonstrated at the **Jimtof trade show, Tokyo, Japan,**

“We have been serving the Japanese market for many years and we appreciate Japanese toolmakers’ demands for superior quality and perfection in the molds and dies that they produce,” said Mr Kobi Rosenwasser, Cimatron’s VP Asia Pacific.

“Dozens of Japanese toolmakers who use CimatronE every day have managed to dramatically reduce design and production time and achieve superior results relative to what they accomplished with other software.

“This is not surprising, as Cimatron makes huge investments in developing cutting-edge capabilities and functionalities that are specifically tailored to improving mold and die shop productivity.”

The CimatronE display at Jimtof is hosted by resellers Saeilo and Camtus. Both demonstrate the complete solution offered by CimatronE for mold and die shops and discrete part manufacturers, covering all aspects of the production process, from quoting, data import and design, through NC programming and manufacturing.

**NC programming** – enjoy quick and effective programming with capabilities such as: built-in CAD; efficient roughing and high quality finishing; plate machining and drilling; simulation; post-processor support; and NC setup and tool table reports.

### **About Cimatron**

With 30 years of experience and more than 40,000 installations worldwide, Cimatron is a leading provider of integrated, CAD/CAM 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, electrode design, 2.5 to 5 Axis 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 has a Japanese subsidiary : Cimatron Japan KK in Tokyo**

November 1-6, 2012.

## Ninagawa stages multilingual play for peace in Tel Aviv

Asahi shimbun

A multilingual version of the Greek tragedy "Trojan Women" is playing to standing ovations here.

Staged by acclaimed Japanese theater director Yukio Ninagawa, Arab and Jewish actors living in Israel, along with Japanese actors, perform in their respective mother tongues.

The play symbolizes efforts to seek reconciliation and co-existence in the Middle East, where conflict is a constant presence.

It is being performed at the Cameri Theater through Jan. 5.

It is based on the tragedy written by Euripides and depicts the cruel fate of women who lost their husbands in war.

The play was performed at the Tokyo Metropolitan Theater earlier in December and is a joint production with that theater.

Having Arab actors speaking Arabic in a theater in Israel is rare. Ninagawa also brought a touch of the modern and of Japan to the stage with a solitary pine tree that survived the tragedy of 3/11 to symbolize the desolate ruins in which the play is based.

Ninagawa said, "I am happy that people with different cultural and historical backgrounds were able to create a work by compromising and thinking about each other within the common framework of drama."

Eight shows are scheduled. Since the play kicked off Dec. 29, it has been greeted with standing ovations.

The 77-year-old Ninagawa is particularly known for his Japanese language productions of Shakespeare plays and Greek tragedies.