



Word of Trust

Israel Insight Yearly Report 2010

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January

Japan's SKK pays Can-Fite royalties from arthritis deal

The development and commercialization deal is for Can-Fite's CF101 drug.

Drug developer **Can-Fite BioPharma Ltd.** has obtained a \$500,000 royalties payment for 2010 from Japan's Seikagaku Corporation (SKK) (TSE: 4548).

Can-Fite, run by CEO Pnina Fishman, signed a \$19.5 million development and commercialization agreement with SKK for Can-Fite's CF101 drug for the treatment of rheumatoid arthritis. SKK has paid Can-Fite \$7 million to date in royalties

SKK has the right to market CF101 for other inflammatory diseases, such as psoriasis. In September 2009, Can-Fite announced success in the Phase II clinical trial of CF101, and the company plans to begin the Phase III trial in a few months. SKK is also partly financing other clinical developments, such as a tablet form of CF101 for clinical and safety trials ahead of more advanced clinical trials. (Globes)

First Non-Invasive Technology for Treatment of Uterine Fibroids Awarded MHLW Approval in Japan

InSightec's ExAblate System Uses Magnetic Resonance-guided Focused Ultrasound to Perform Uterine Procedures Without Incisions

InSightec Ltd. announced that Japan's Ministry of Health, Labor and Welfare (MHLW) has approved the company's ExAblate(R) MR-guided Focused Ultrasound (MRgFUS) system for the treatment of women with uterine fibroids.

"We are very pleased that the Japanese Ministry of Health has approved the ExAblate system and that women in Japan will now have access to a noninvasive treatment option for uterine fibroids," said Dr. Kobi Vortman, President and Chief Executive Officer of InSightec. "The approval was based on a growing body of evidence showing that ExAblate is a safe, effective, and durable treatment for this widespread, life-impacting condition. ExAblate is an outpatient procedure and patients normally return home the same day and to work within one to two days compared to lengthy hospitalizations and recovery times associated with more invasive procedures such as hysterectomy, myomectomy or UAE."

ExAblate is currently the only noninvasive treatment for uterine fibroids approved for use in Japan. Approximately 25% Japanese women will develop symptomatic uterine fibroids, primarily during childbearing years. These benign tumors can significantly impair functionality and degrade quality of life resulting in significant work absences.

Using the ExAblate system, the physician uses the Magnetic Resonance Imaging (MRI) to visualize the patient's anatomy and then aims focused ultrasound waves at the targeted tissue to thermally ablate, or destroy it. The MRI allows the physician to monitor and continuously adjust the treatment in real time. The patient is consciously sedated to alleviate pain and minimize motion.

A growing body of evidence supports the system's safety and efficacy, including the results of a study published in the August 2007 edition of *Obstetrics and Gynecology*. The study showed that ExAblate offered women sustained relief from uterine fibroid

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symptoms for up to two years, with a low incidence of side effects. The 359-patient Mayo Clinic-led collaborative study also showed that destroying as much of the fibroid as possible leads to the most durable symptom relief with 85% of the participants experiencing symptom improvement after one year. Studies conducted in Japan indicate similar results.

The ExAblate system received the CE Mark for uterine fibroids in October 2002 and US Food and Drug Administration (FDA) approval in 2004. Over 5,500 women around the world have chosen to undergo the non-invasive ExAblate treatment for their symptomatic uterine fibroids over invasive surgery.

GE Healthcare is the approval holder and distributor of ExAblate in Japan.

About InSightec

InSightec Ltd. is a privately held company owned by Elbit Imaging, General Electric, MediTech Advisors, LLC and employees. It was founded in 1999 to develop the breakthrough MR guided Focused Ultrasound technology and transform it into the next generation operating room. Headquartered near Haifa, Israel, the company has over 160 employees and has invested more than \$130 million in research, development, and clinical investigations. Its U.S. headquarters are located in Dallas, Texas.

About GE Healthcare Japan)

GE Healthcare Japan Corporation provides cutting edge medical technologies and healthcare services that design the next-generation patient care model by utilizing its expertise across a wide range of areas such as; medical diagnostic imaging systems and healthcare IT equipments such as CT (Computerized Tomography) systems and MR (Magnetic Resonance) imaging systems, medical diagnostic drugs, biological information monitors, drug discovery, biotechnology-based drugs, and providing support for the management of healthcare institutes. GE Healthcare Japan Corporation was established as the core site in Japan for the healthcare business section within the General Electric Company (GE, based in the U.S.).

February

Japan - Statement by Press Secretary/Director-General for Press and Public Relations, Ministry of Foreign Affairs, on the recent situation in Israel and the Palestinian Territories

1. Japan welcomes the news that the Israeli and Palestinian leadership have accepted the start of indirect talks. Japan sincerely hopes, on the basis of its support for a two-state solution, that the talks will swiftly develop into the resumption of direct talks between the two parties. Japan also hopes that both parties will act in a way that enhances mutual confidence.

2. Japan has held political dialogues with parties to the Middle East peace; this February, Japan invited Palestinian President Mahmoud Abbas. Japan has also continued its assistance to Palestinians through, for instance, promoting the “Corridor for Peace and Prosperity” initiative that aims to build a viable Palestinian state. Japan will keep making efforts to contribute to promoting Middle East peace together with the international community.

Invitation program for young diplomats from the Middle East region

Japan - Press Conference by the Deputy Press Secretary, 18 February 2010

Deputy Press Secretary Hidenobu Sobashima:

Today I have two or three sets of topics that I would like to explain to you, and later we intend to change the format from the press conference to a briefing about one particular issue.

The first topic is about the program for young diplomats from the Middle East region. This year, the Ministry of Foreign Affairs invited diplomats from Israel, Turkey, Egypt and the Palestinian Authority to Japan to participate in the program, in total four diplomats from the Middle East. This invitation program is intended to contribute to the mutual understanding of the countries in the region, and to enhance friendly relations among them. Also we intend that they deepen the understanding about the diplomatic policy, economy, and culture of Japan, thus to promote the further enhancement of the relationship between Japan and the Middle East region.

During their stay in Japan from 18 February, until 24 February, they will pay courtesy calls on the senior officials of the Ministry, and they will exchange views with the university students and young researchers, and they will visit Kyoto and Hiroshima so that they will be able to experience the Japanese culture. In Hiroshima they are scheduled to visit the Mayor of Hiroshima, Mr. Akiba.

Japan started this invitation program in 1996, and this is the 13th round of the invitation. Up to now more than 60 young diplomats from the Middle East region have participated.

Foreign Generics Giants Gear For Major Japan Push

TOKYO (Nikkei)--The world's three largest generic drug companies are poised to raise their profiles in Japan, intent on cracking the top market positions by leveraging their size and R&D advantages over their local rivals.



Teva-Kowa took a majority stake in Taisho Pharmaceutical Industries in late December.

Israel's Teva Pharmaceutical Industries Ltd. and other foreign firms have had a hard time penetrating the Japanese market, with no non-Japanese firms ranking even among the top five by market share.

Determined to boost sales here, Teva, the global generics leader, in late December brought midsize generics player Taisho Pharmaceutical Industries Ltd. under its control through Teva-Kowa Pharma Co., a joint venture with Kowa Co.

Teva-Kowa President Nobuyoshi Inoue tried to soften the impression that the deal with Taisho Pharmaceutical was being spearheaded by a foreign company. To this end, he met with Taisho President Kenichi Imoto a number of times from last spring to brief his counterpart on Teva-Kowa's business strategy.

The personal relationship that Inoue carefully cultivated with Imoto, as well as the fact that Teva-Kowa was also a subsidiary of a well-established Japanese drugmaker, paved the way for a successful deal, according to Inoue.

"I was convinced that I could work with a company run by this individual to jointly grow our operations," Taisho's Imoto said of Inoue.

Said Teva-Kowa's Inoue, "Taisho Pharmaceutical has good R&D capabilities, and its expertise will be essential to our efforts to develop new products for the domestic market."

Teva-Kowa and Taisho will seek to generate synergy by marketing each other's products. They aim for sales of 100 billion yen for fiscal 2015, five times their combined figure for fiscal 2008.

Against this backdrop, Teva's acquisition of Taisho Pharmaceutical might have signaled the start of a new round of industry consolidation in Japan.

German firm Sandoz, the world's No. 2 generics maker, last September rolled out the Somatotropin human growth hormone supplement, the first generic biomedication to hit the Japanese market.

It subsequently assigned personnel with specialized knowledge of these products to serve as sales representatives and staff at its Japanese call center to handle customer inquiries about the new medication.

Knowledge is power

The marketing efforts were designed to ease concerns that doctors might have about prescribing this type of new drug, and are believed to be the primary reason its sales have been robust in Japan, according to a company official.

Sandoz plans to roll out more than 10 products, including biosimilars, in Japan every year over the next five years, increasing the number of its offerings 60% from the current level to around 150.

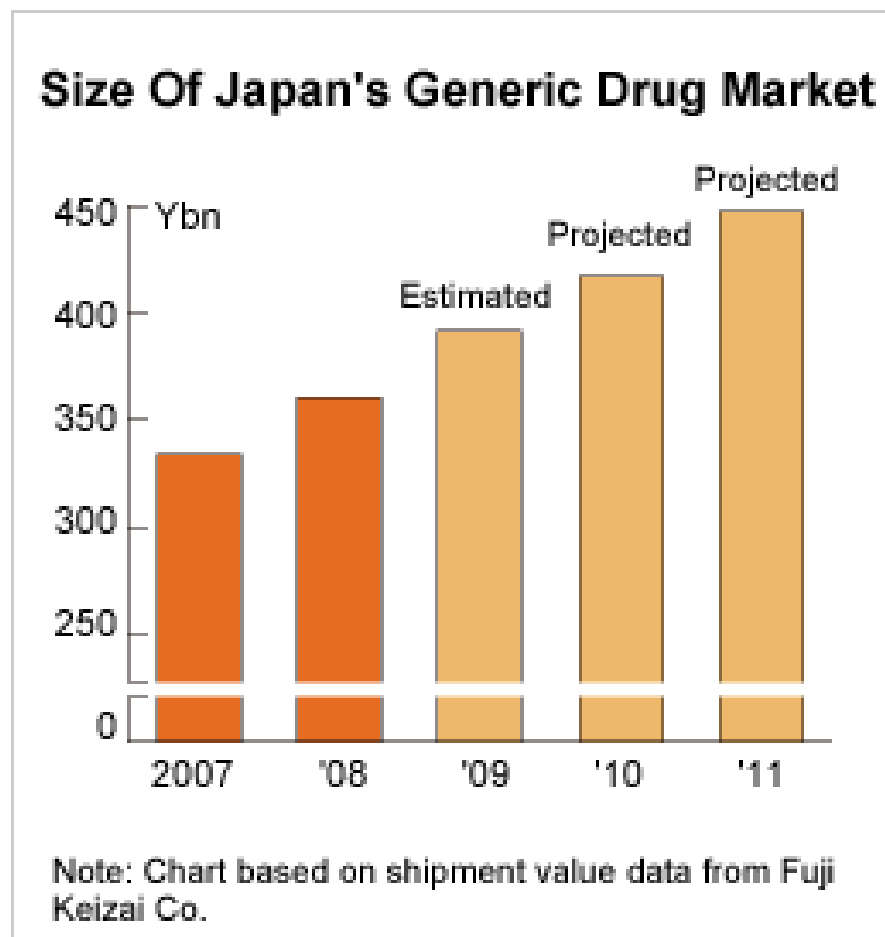
Chief Executive Jeff George says he wants to grab a Japanese market share big enough to put it in the top three.

Mylan Inc., a U.S.-based generics maker that has the third-largest global market share, is ready to make a major sales push after operating in Japan for two years, according to company Chief Executive Robert J. Coury. It plans to demonstrate the high quality of its offerings by proving its products work as well, if not better, than the patented originals.

Huge sales gap

Nichi-Iko Pharmaceutical Co. (4541), Japan's leading generics maker, generates annual sales of about 55 billion yen, only about 5% of Teva's tally.

This yawning gap helps explain why many domestic firms are uneasy about plans by their foreign rivals to become big in Japan. "If major overseas companies step up efforts to cultivate customers in Japan, smaller generics makers won't stand a chance against them," said the president of one such company.



Social Music Player TuneWiki Gets An Infusion From NTT Docomo

Social music player **TuneWiki** is on a funding roll. The startup just raised \$7 million in Series B funding from Motorola Ventures, Intellect Capital Ventures, HillsVen Capital, Novel TMT and Benchmark Israel., TuneWiki is announcing that DOCOMO Capital, the venture arm of Japanese mobile giant NTT DOCOMO, has made an undisclosed investment in the company.

TuneWiki says it will use the investment for to build new products and expand its current mobile and web platforms. TuneWiki is an app that brings music streaming, a lyrics database and music videos from YouTube to one social, customizable media player both on the web and to mobile devices. In the coming year, TuneWiki plans to launch a mobile game and significant feature upgrades to the TuneWiki social media player.

Of course, the NTT DOCOMO investment will also mean further expansion into the Japanese mobile markets. Rani Cohen, TuneWiki's CEO, says that because of the popularity of Karaoke applications in Japan, TuneWiki's lyrics to music could gain traction in the country. TuneWiki boasts apps for iPhone, Android, BlackBerry and Nokia handsets.

TuneWiki is also appointing a new COO, Lawrence Goldberg, who was the former COO of Activision. Another Activision alum Michael Steiner, who worked on GuitarHero at the gaming company, is joining TuneWiki as director of marketing

Tunewiki delivers a social media player including song lyrics synchronized to the music playing, a one-click music video link, music maps and charts based on actual playback count, and deliver new playback experience on PC, Google Android phone (won 1st prize in the ADC competition), an Apple iPhone/iTouch, Intel MID and a variety of other music-enabled mobile devices.

A collaborative community of users enters or corrects lyrics and synchronization information that can be shared by all, a process similar to sites such as Wikipedia. The site launched in late December 2007 and is wildly successful, supporting more than 1.5 million downloads of its software.



About TuneWiki

TuneWiki is an award-winning social media player that provides timed, subtitled lyrics. With the largest legally-licensed lyrics database in the world, TuneWiki wants to change the mobile music experience. The technology behind TuneWiki combines subtitled lyrics with music and music videos. Lyrics are translated into more than 40 languages making TuneWiki the global lyrics resource for music-lovers. TuneWiki also makes music social – with community wiki-features for lyric and translation updates, real-time mapping and geographical charting of music listening habits around the globe and a fan community. TuneWiki allows you to interact deeply with the songs you love and learn about what others love as well. Founded in 2007, the company is headquartered in the British Virgin Islands and has offices in Los Angeles; Bellbrook, Ohio and Tel Aviv, Israel.

About DOCOMO Capital

DOCOMO Capital, Inc. is a wholly owned U.S. subsidiary of NTT DOCOMO, INC. (NYSE: DCM), the leading mobile operator based in Japan. Working closely with NTTDOCOMO's business and R&D divisions, DOCOMO Capital is in charge of NTT DOCOMO's strategic investments in mobile communications related start-up companies mainly in the United Stat.

Japan, U.S. set to launch joint efforts on drone technology

Japan and the United States are set to launch a joint study project for developing a device that would provide an eye for unmanned aerial vehicle navigation, defense ministry officials said.

Foreign Minister Katsuya Okada and U.S. Ambassador to Japan John Roos exchanged a document that gave the go-ahead to developing such a drone control device designed to be in place when the global positioning system is jammed or faces glitches.

The key components of the device are small computers analyzing terrain data to be collected from UAV-installed cameras, enabling the drones to put themselves in position for stable flight, according to the officials.

The launch of the joint project comes at a time when the United States is apparently planning to expand strikes using drones against suspected Taliban militants in Pakistan. In Japan, however, the joint study could be called into question because of the country's longstanding policy of banning arms exports to countries involved in international conflict.

The ban was effectively loosened during the past decade in providing technologies to the United States, and the two countries have engaged in joint study and development projects on missile defense and a radar system under the mutual defense assistance agreement.

(Monday 22nd February,)

March

Japanese Export Bank Eager to Expand Investment in Indonesian Geothermal Power Sector

The head of the **Japan Bank for International Cooperation**, part of the state-owned **Japan Finance Corporation**, is keen to bankroll more geothermal power plants in Indonesia.

During a visit to Jakarta, JBIC executive director Fumio Hoshi said the bank, which is already funding a geothermal project here, was interested in expanding its investments in the renewable energy sector.

“I’m not going to say how much [the size of the investment will be] as we don’t have any limits but as long as Japanese companies are involved as sponsors, and in operations and maintenance, we are happy to support geothermal power projects in Indonesia,” he explained.

“We hope that we can finance more projects where Japanese companies could be involved.”

JBIC has already pledged \$800 million to help finance the \$990 million Sarulla geothermal plant in North Sumatra.

Part of phase two of the government’s fast-track electricity generation program, the plant is expected to come on stream next year and reach its full 440-megawatt capacity by 2015.

Sarulla is owned by a consortium consisting of **Japan’s Itochu Corporation**, **Israel’s Ormat Corporation** and local company **PT Medco Energi International**.

In September 2006, JBIC reached an agreement with the Finance Ministry to encourage

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the development of independent power producer projects in the country. Last month the two parties stepped up cooperation by agreeing to hold regular consultation meetings focused on independent power projects and geothermal energy.

The second phase of the fast-track program, scheduled to be completed by 2015, will boost electricity generation capacity by 10,150 MW and will focus on cleaner technologies such as gas and geothermal.

State-owned electricity utility PT Perusahaan Listrik Negara is expected to spend \$5.9 billion on the construction of 21 new power plants with a combined capacity of 5,118 MW as part of the second phase.

The government is aiming for independent power producers to provide the rest of the capacity by investing a total \$10.05 billion in the construction of an additional 72 power plants.

PLN has already attracted financing from another Japanese organization, the Japan International Cooperation Agency, to help build one coal-fired power station and two geothermal projects that are part of phase two of the fast-track.

(JAKARTA GLOBE March 9th 2010)

Japan works to improve Palestinian access to water

Japan is to improve access to water supplies in rural communities in the West Bank, following the donation of 193,960 US dollars for two.

Through the Grant Assistance for Grassroots Human Security Projects (GGP), Japan will provide funding for a cisterns project in Hebron and the rehabilitation of the main Al-Badhan pipeline in Nablus, a statement read.

The grant will also provide for the rehabilitation of the Al-Badhan main pipeline and the installation of a pump, upgrading the reservoir room to ensure the access of around 3,000 people living in Al-Badhan area to running tap water.

The contracts were signed by **Naofumi Hashimoto, representative of Japan to the Palestinian Authority**, the representatives of Palestinian Hydrology Group, and Al-Badhan Village Council.

The two projects have been approved in the framework of the Cool Earth Partnership initiated by the Government of Japan, and will contribute to the adaptation for climate change and to the improvement of the life of the Palestinian people, the statement read.

“The projects are clear indicators of Japan's determined support to the Palestinian government and people's efforts for establishing a viable independent state for Palestinians living side by side with Israel in peace, security and prosperity, under which human security is ensured for Palestinians,” the statement concluded.

Shinto priests come to Jerusalem, looking for common ground

At Hebrew University, 26 Shinto priests from Japan conduct interfaith dialogue.

Though a polytheistic religion such as Shintoism, and the world's oldest monotheistic religion – Judaism – seem worlds apart, followers of the two seem to think there is common ground. To that end, 26 Shinto priests from Nagoya, Japan, met on March at the Hebrew University of Jerusalem to conduct an interfaith dialogue with Israeli academics. Among the academics were Prof. Ben-Ami Shilloni and Dr. Nissim Otmazgin, both of the Department of East Asian Studies, who discussed similarities between Jewish and Shinto beliefs.

According to Shilloni, followers of Shintoism, which believes in multiple gods, seek interfaith dialogues in an effort to get past religious barriers that are, in their eyes, the basis for much of the world's conflicts.

Shintoism, Japan's "natural and oldest religion," is a pacifistic faith that accepts other beliefs. The delegation comes from **Nagoya's Atsuta Shrine**, traditionally believed to have been established during the reign of Emperor Keiko (71-130 CE). The 200,000 square meter shrine complex draws more than 9 million visitors a year.

At the meeting, Shilloni read the verse from Isaiah in Japanese, "They shall beat their swords into plowshares, and their spears into pruning-hooks; nation shall not lift up sword against nation, neither shall they learn war any more."

Shilloni elaborated, "Though this was prophesized by Isaiah 2,600 years ago, Japan has been blessed with peace, while the Jews have yet to be."

According to Shilloni, the followers of Shintoism have a very positive view of Judaism, and see it as the mother of Western religions, and thus holier than other monotheistic faiths.

Bahij Monsour, head of the Foreign Ministry's religious department, said this trip was

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initiated by the Shinto priests, who approached the Israeli ambassador in Tokyo, Nissim Ben-Shitrit. Shinto priests last visited here about 10 years ago, when they met with then-Sephardic Chief Rabbi Eliyahu Bakshi-Doron. The current delegation, here for just five days, did not meet with either chief rabbi. They did, however, visit Yad Vashem.

According to Shilloni, the dialogues aid in portraying Shintoism as a less primitive religion than is believed by most of the monotheistic world, and aim to show the common ground shared by Shintoism and other faiths. Israel also has an interest in interfaith dialogues, as they contribute to Israel's and Judaism's image as open and accepting, he said.

"It is much easier for us to conduct interfaith discussions with the Shinto than with Christianity or Islam, since the latter two reject Judaism in favor of their own faiths, while Shintoism accepts Judaism as it is," Shilloni said last week.

Though the followers of Shinto embrace all faiths, not all faiths embrace them. This, suggests Shilloni, may be the reason priests did not meet with any Christian or Muslim representatives during their visit. While Christianity and Islam classify people as either believers or nonbelievers, the followers of Shintoism have no problem accepting other religions and practices, and one can be a perfect Shintoist while simultaneously serving other gods or participating in other types of worship. Testimony to this, said Shilloni, are the Christian wedding ceremonies most Japanese couples undergo, despite their adherence to Shintoism

(Jerusalem Post)

Mitsui Giving Old Passenger Jets New Life As Cargo Planes

TOKYO (Nikkei)--Mitsui & Co. (8031) is now up and running with a business that converts older Boeing Co. 767 passenger planes into cargo carriers.

This business is operated by **M&B Conversions Ltd., a joint venture set up by Mitsui and Israel Aerospace Industries Ltd.** M&B Conversions modifies 767-300 passenger planes so that they can serve as cargo carriers instead. Since these aircraft can travel some 3,200 miles while loaded with 45 tons of cargo, they can be used for regional cargo transport needs in Asia and between North and South America.

The advantage of a converted 767-300 is that it costs just half as much as a new cargo plane.

M&B Conversions recently received certification for its converted cargo planes from the U.S. Federal Aviation Administration and the European Aviation Safety Agency. The first of the converted aircraft has been delivered to Portugal's EuroAtlantic Airways.

Boeing itself is the only other company certified to convert the 767-300 to cargo use. Some 600 767-300s are now in service, and an estimated 200 will be converted into cargo carriers. Mitsui and its partners will compete against Boeing for this conversion business by offering comparable quality at lower prices as well as such value-added services as information on market trends. The goal is to convert 100 planes over the next 10 years.

(The Nikkei Business Daily March 2 edition)

Camtek Signs an Exclusive Distribution Rights Agreement With Canon Marketing Japan Inc.

Camtek Ltd. announced the signing of an exclusive distribution rights agreement with **Canon Marketing Japan Inc.** ("Canon MJ") for sales of Camtek's Automatic Optical Inspection ("AOI") systems, which address the semiconductor market in Japan.

Canon Marketing Japan is a leading provider of a wide variety of solutions to the Japanese Semiconductor industry with a very strong market position and support organization specializing in high end complex equipment. The Company believes its variety of Yield Enhancing solutions will fit and compliment the Canon MJ product line.

"We are very pleased and proud of our cooperation with Canon, a world leading company in the semiconductor industry," said Mr. Aharon Sela, President Camtek Asia. "This strategic cooperation is the beginning of a long term partnership that will enhance our current activity in Japan and will enable us to penetrate to new market segments such as Memory products, LED, CIS, 3-D integration, MEMS, Compound Semiconductor and automotive IC in Japan and will allow us to provide our advanced AOI solutions both for the front-end (Gannet product line) and the back-end (Falcon product line), backed up by Canon MJ's outstanding pre- and post-sales support."

Mr.Kunio Kurihara, Director Canon Marketing Japan Inc. "By concluding this distribution agreement with Camtek, Canon MJ adds to its line-up wafer inspection systems that can be used in a wide range of semiconductor front-end and back-end applications.

Through our cooperation with Camtek, we will aggressively deploy these systems to meet the needs of customers in Japan. Furthermore, based on Camtek's rich installation base overseas, we have high expectations for this product line."



ABOUT CAMTEK LTD.

Camtek Ltd provides automated solutions dedicated for enhancing production processes and yield, enabling our customers new technologies in two industries; Semiconductors, Printed Circuit Board (PCB) & IC Substrates.

Camtek addresses the specific needs of these industries with dedicated solutions based on a wide and advanced platform of technologies including intelligent imaging, image processing, ion milling and digital material deposition. Camtek's solutions range from micro-to-nano by applying its technologies to the industry-specific requirements.

April

JAPANESE – ISRAELI CONSORTIUM REASSURES INDONESIAN POWER PLANT PROJECT

Plant in Sumatra province has 330-megawatt capacity

*** Cost of three-phase project estimated at \$1 billion**

A consortium building a 330 megawatt geothermal plant in Indonesia has reached a deal with the state electricity company to sell power at a higher price than first agreed, a member of the group said.

State-owned **PT Perusahaan Listrik Negara (PLN)** awarded a contract in 2006 to a consortium of **Medco Energi Internasional Ormat Technologies' unit ,Ormat International, Itochu Corp** and **Kyushu Electric Power** to build the plant in Sarulla, North Sumatra.

The \$1 billion project has been held up in recent years after the consortium demanded a price revision.

Ormat Technologies said in a statement that the consortium had reached an agreement with PLN to change the price of the power sold to 6.79 U.S. cents per kilowatt.

The sides also agreed that the tariff would be reduced in future.

They are expected to sign a financing deal within a year, after which the consortium will have 30 months to complete the first phase of the project with a capacity of 110 to 120 megawatts.

The project's final two phases are expected to be completed within 18 months of the first phase.

Ormat, which develops and operates geothermal power plants, will benefit from more than \$300 million in equipment supplies for the project in which it has a 12.75 percent stake.

(April 26 Reuters)

Visit to Japan by H.E. Mr. Dan Meridor, Deputy Prime Minister and Minister of Intelligence of the State of Israel

1. H.E. Mr. Dan Meridor, Deputy Prime Minister and Minister of Intelligence of the State of Israel, visit Japan on April 26 (Mon) and 27 (Tue).
2. During his stay in Japan, Deputy Prime Minister Meridor met with Yukio Hatoyama, Prime Minister of Japan, and Mr. Katsuya Okada, Minister of Foreign Affairs of Japan, to exchange views on bilateral relations and regional issues including the Middle East peace. Meridor asked his host to make clear to the Iranian foreign minister that the statements made by Iran on the destruction of Israel are unacceptable. Hatoyama is set to meet the Iranian official next week.
3. It is expected that Deputy Prime Minister Meridor's visit will further promote good relationship between Japan and Israel.

MUJI to open 5 outlets in Israel

Ryohin Keikaku Co. (7453), the operator of Mujirushi Ryohin stores, will this year open an outlet in the Israeli city of Tel Aviv. The store will sell such things as furniture and stationery, with the products to be made in China and shipped via Japan to Israel. The plan is to eventually have five Israeli outlets.

The Tel Aviv store will be Ryohin Keikaku's first in the Middle East, a region that few Japanese retailers have ventured into.

As Japan's population shrinks, companies that have traditionally focused on domestic demand are expanding into other Asian markets. There, they are offering not only products for wealthy people, but also cheaper ones for middle-class consumers.

But competition in Asian markets is intensifying as local players mature and multinationals like Procter & Gamble Co. of the U.S. hang tough. As such, Japanese firms are increasingly looking to markets like Latin America, Africa and the Middle East, where the field is less crowded.

(The Nikkei April 11 edition)

Rechargeable taxis to make Tokyo a Better Place

Tokyo is to launch the first fleet of taxis that are powered by electric batteries that can be changed at roadside switching stations.

The pilot project is to start on April 26 at a ceremony at the Roppongi Hills complex in the center of Tokyo and brings together Japan's largest taxi firm, Nihon Kotsu, the Ministry of Economy Trade and Industry and Better Place, of Israel which is behind the electric vehicle technology.

Taxis are being used for the test program because although they represent only 2 percent of the passenger vehicles on Japan's roads, they account for fully 20 percent of the carbon dioxide emissions from this category of vehicle because of the distances that they travel every day.

Tokyo has around 60,000 taxis - far more than New York, Paris or Hong Kong - and Better Place believes this project will demonstrate the possibilities for electric vehicles that exist.

While many are attracted to EVs, their main drawback is their limited range. At present, most are only able to travel a maximum of 160 km without needing to be topped up, which makes longer journeys impossible until the infrastructure is created.

But Shai Agassi, who set up Better Place in 2007, has a different take on the problem. He wants to set up charging spots to keep car batteries fueled, located beside your parking spot at the office, outside shopping malls, restaurants or at home. Just plug the car in.

For journeys of further than 160 km, battery switching stations will be constructed alongside roads. The changeover will be completely automated and the driver will not even have to leave the vehicle.

As an added bonus, as most electric vehicles will be recharged during the evening at home, energy from renewable sources - such as solar power or wind energy - will be used to top up the car.

"Better Place is building the world's first battery switch station for electric vehicles to showcase this technology in the world's biggest auto-manufacturing nation," said **Kiyotaka Fujii, president of Better Place Japan** and head of business development for the Asia-Pacific region.

"The switch station is an important part of our network, one of the main goals of which is convenience. The station acts as a range extender, giving drivers the option of extending a trip beyond the 160-km range of a fully charged battery."

Japan's Ministry of the Environment has set a target of having half of all the new vehicles sold in the year 2020 being powered by electricity in order to inch closer to the carbon-free society that the government is seeking.

At the moment, Israel leads the world with its commitment to Better Place's electric vehicles and construction of charge spots and battery switch stations predicted to increase over the next two years and with commercial availability commencing in 2011.

Working with Renault-Nissan, similar projects are scheduled for completion in Denmark, Australia, California and Hawaii.

(20 April 2010 The Independent)

N-trig Strengthens Presence in Asia-Pacific with Japanese Office

N-trig, providers of the DuoSense® solution combining pen and capacitive multi-touch in a single device, announces the expansion of their APAC presence into Japan, appointing **Masanori Kanamori as country manager N-trig Japan**. N-trig's new office will focus on locally serving OEM and ODM partners, and is part of expanding the company's presence in the APAC region.

Newly appointed country manager, Kanamori brings over 20 years of business management experience to his new role at N-trig. He has been involved with international business for over 30 years and possesses solid technical knowledge and marketing expertise which have allowed him to achieve tremendous success within new business growth, including working with customers such as: NEC, Hitachi, Fujitsu, Oki and Matsushita.

"Strengthened by Masanori's experience in electronics and business management, the opening of the Japan office furthers our position in the APAC technology market and gives us a new channel for our OEM partners looking to capitalize on multi-touch technology," said Yaki Luzon, vice president and general manager APAC, N-trig. "As we increase our Japanese customer base, proximity becomes an important factor in our business and allows us more direct communication and close support to our customers as well as continuing to grow the N-trig brand in Japan."

About N-trig

N-trig is revolutionizing the way people interact with computers by providing the industry's first dual-mode pen and touch input device. N-trig's DuoSense technology is the only combined pen, touch, and multi-touch interface for today's advanced computing world. N-trig's DuoSense dual-mode digitizer uses both pen and zero-pressure capacitive touch to provide a true Hands-on computing® experience for mobile computers and other digital input products over a single device. DuoSense enables greater mobility and usability in the next generation of computing devices and notebook PCs, enabling new market opportunities for OEMs and ODMs to introduce computer products which offer a more



intuitive and interactive experience. N-trig's digitizers are easily integratable, support any type of LCD, and keep devices slim and light. N-trig's technology can be implemented in a broad range of products from small notebooks to large format LCDs and can support a variety of applications including mobile, notebooks, convertible and all-in-one computing, gaming, entertainment, multimedia and more. Founded in 1999, N-trig is headquartered in Kfar Saba, Israel with offices in Austin, TX and Taipei, Taiwan.

AnchorPoint TEM Software to be Integrated into NEC Managed TEM Services

Framingham, Mass.-based provider of integrated telecom expense management solutions **AnchorPoint** has announced that it is going to provide its software as part of a managed TEM offering by NEC Corporation of America.

A Division of Israel's MTS, AnchorPoint has entered to an agreement with NEC, under which its hosted TEM software and services will be integrated into NEC's lifecycle services and Network Operations Center offering for customers.

Equipped with AnchorPoint's proven TEM hosted software solution, NEC Managed TEM Services will allow C-level executives and other business leaders to trim both operating costs and the expenses related to communication assets, such as equipment and services. This is because AnchorPoint TEM allows users to intelligently manage, plan, optimize, and reduce their communications and network investments.

"TEM is a natural extension of NEC's Managed and Lifecycle Services, and by collaborating with a proven industry leader like AnchorPoint, we will enable customers to centralize management, align purchasing decisions with business goals, and potentially uncover revenue sources that can be used to reinvest in enterprise communications," said Paul Lopez, general manager, operations planning and development, NEC.

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According to **Eytan Bar, CEO, MTS**: “NEC and MTS have a long partnership history of delivering telemanagement solutions to its customer base. Delivering our AnchorPoint TEM solution to NEC reinforces our commitment to them in expanding the outsourced services to their customers.”

A major provider of Internet, broadband network and enterprise business solutions, NEC Corporation is geared to fulfill the requirements of diversified global base of customers. NEC employs 150,000 people worldwide to offer tailored solutions in the areas of computer, networking and electron devices.

Israel-based MTS – Mer Telemanagement Solutions Ltd. is a global provider of Telecom Expense Management for comprehensive telecommunication management and Customer Care & Billing solutions.

Teva-Kowa, Nippon Kayaku To Develop Generic For Chemotherapy

Teva-Kowa Pharma Co. has partnered with Nippon Kayaku Co. (4272) to develop for the Japanese market a generic version of G-CSF, a hormone used to accelerate the replenishment of white blood cells lost due to chemotherapy.

Teva-Kowa Pharma is a joint venture between midsize pharmaceutical maker Kowa Co. and Israel's Teva Pharmaceutical Industries Ltd., the world's largest generic-drug manufacturer.

G-CSF stands for granulocyte colony-stimulating factor and is considered a biopharmaceutical. Teva already handles several generic biopharmaceuticals in other markets, but this will be its first for Japan.

Unlike regular generic drugs, generic biopharmaceuticals cannot be sold without first conducting safety tests.

Teva-Kowa and Nippon Kayaku will split the costs for clinical trials and other development-related expenses. They hope to have their generic version of G-CSF on the market after three or four years.

What they will be developing is a form of G-CSF made using genetic engineering. The patents on this drug formulation are held by Kyowa Hakko Kirin Co. (4151) in Japan, but they expire by 2012.

By teaming with Nippon Kayaku, Teva-Kowa believes it can accelerate the development process in Japan.

(TOKYO -Nikkei)

EZAir Laptop to HDTV Wireless A/V Kit Launched in Japan

Wisair, the leading UWB and Wireless USB single chip based solutions vendor, has announced the availability in Japan of the Wireless USB Audio-Video Adapter Set. The **"EZAir Audio-Visual Kit"** product launch in Japan follows the successful launch made a few months ago by multiple brands in Europe and the USA.

The EZAir kit enables users to wirelessly connect their laptop to an HDTV for watching personal content and Internet on their TV. Users in Japan can now enjoy viewing and sharing movies, images, documents and ANY Internet content on their TV from the comfort of their couch.

The product is priced at ¥ 13,800 and is sold in Japan in leading street shops as well as online, starting at April 12, 2010.

Where to Buy?

Online:

<http://item.rakuten.co.jp/ezair/ezr601av/>

Street Shops:

The EZR601AV kit is available in leading street shops throughout Japan. Akiba and Ascii indicated TSUKUMO, Sofmap and OLIO.SPEC amongst those shops

TIGO ENERGY EXPANDS INTO JAPAN

Since introducing the Tigo Energy Maximizer Solution in 2009, Tigo Energy has grown exponentially, expanding operations in North America, across Europe, North Asia and the Middle East. The solution that the company is launching in Japan is for utility scale, commercial and residential systems. The Tigo Energy Maximizer Solution has achieved certification to UL 1741, CE Mark, a California Energy Commission (CEC) listing and **now has necessary recognition from JET** for sales in the Japanese market. Tigo Energy has been committed to the Japan market with business development efforts which began two years ago.

“We can move forward in supplying the unique value our customers are demanding – more efficient PV systems, higher total energy output, more visibility and control of the system, and decision-based tools for improving performance metrics over the life of the system as well as provide an unprecedented level of safety for new and existing PV solar installations,” explained Sam Arditi, Tigo Energy’s CEO. “We see system monitoring evolving from a passive role to an active role of dynamic control from installation commissioning throughout the life of the system.”

“We welcome Tigo Energy’s expansion into Japan,” said **Mr. Shigeki Kondo**, respected veteran of the Japanese Solar Industry. “The company’s presence will be a most effective answer to the demand I have seen for Tigo Energy’s product.”

“The solution will prove to be very attractive to the traditional Japanese urban installation and an important feature differentiator to keep Japanese PV module suppliers in their leadership position,” added **Professor Takashi Tomita of the University of Tokyo and former CEO of Sharp Solar**.

Tigo Energy showed the **Tigo Energy Maximizer ES and EP** at **PV Expo in Tokyo** between March 3-5, 2010, Tigo Energy Japan office is located in Osaka

Tigo Energy is an innovative technology provider, augmenting the current PV value chain with new capabilities that will increase the adoption of solar energy. The patented Tigo Energy Maximizer Solution brings up to 20% more energy output by maximizing power output of individual modules, active system management with panel level visibility and

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advanced performance analytics, and enhanced system safety. The key technology break-through ensures these benefits are achieved with maximum reliability and conversion efficiency while minimizing incremental costs. Tigo Energy works closely with leaders in the PV market, to ensure interoperability, optimization and integration with the most recognized inverter and module products. The company expects to expand beyond existing sales commitments throughout 2010.

Tigo Energy was founded in 2007 and focuses on applying innovative technologies to the solar PV space. Tigo Energy has offices in the United States, Japan, Germany and Israel and is commercially shipping volume systems in cooperation with most prominent worldwide solar distributors and EPCs

Go Gaga over Israeli troupe Batsheva

On a map of the current contemporary dance world, Israel would be a key hub.

The Mideast nation owes that status in large part to the Tel Aviv-based Batsheva Dance Company, which dominates the country's dance scene and stages a whopping 200 performances a year.

The company was founded in 1964 by Batsheva de Rothschild and earned a good, but not glittering, domestic reputation.

Ohad Naharin, now 57, was appointed artistic director in 1990. Then, in the blink of an eye it seemed, Israeli-born Naharin turned the company into one of the world's best. This was in large part due to his imaginative choreography and nurturing of apprentice dancers.



Mr. Gaga: Batsheva Dance Company perform their trademark Gaga style of dance.
GABI DAGON PHOTO

Naharin has a secret weapon, too. He created his own method of body movement that he calls "Gaga." Explaining this "movement language," Naharin said recently: "Gaga is a new way of gaining knowledge and self awareness through your body. It is a new way of learning about your body and strengthening it, adding flexibility, stamina and agility while lightening the senses and imagination. Gaga elevates instinctive motion and links conscious and subconscious movement."

During their short season at the Saitama Arts Center, 10 of Batsheva's leading dancers are set to perform Naharin's 2007 work, "Max." Dressed in simple earth-colored tank tops and short pants, the piece embodies Naharin's philosophy, which sees dancers searching for the original state of the human being through movements that see them go from graceful to tense in a moment's notice. Performers will work their Gaga magic to the accompaniment of folk music by Maxim Waratt.

However, for anyone still wondering what they might expect during this string of performances, Naharin has given his audiences in Japan a tip on how to enjoy the program: "It is," he says simply, "an unlimited stream which invites you to get caught up by the moment and imagine a creation of your own."

By NOBUKO TANAKA

Special to The Japan Times **April 9, 2010**

Security co Magna BSP gets first order for Japanese reactors

The company's passive electro-optic radar system detects breaches in perimeters.

Magna BSP Ltd. has received its first order for its passive electro-optic radar system for perimeter security from Japan to protect nuclear reactors. The order is worth several hundred thousand shekels. The company is in negotiations for additional orders.

Magna BSP recently completed a successful test of the radar system with the Polish Air Force, and is in sales talks for the systems in Poland. The system has also been tested by the IDF, the Israel Airports Authority at Ben Gurion Airport, and by **Ashdod Port Company Ltd.** The company is also developing flight safety and mobile radar systems.

Magna is a Security solutions provider, dealing with the development, manufacturing and marketing of a unique **passive electro-optic radar system**. Magna's products are optimal for use in perimeter security protection in a very large number of civilian and military targets such as airports and airfields, seaports, borders, security sensitive and high risk facilities like banks, correctional facilities, power stations, refineries, petrochemical and other industries, governmental agencies buildings, military, navy and air force bases, and more.

Based at Maayan's Dimona incubator, **Rotem Industries Ltd.**, Magna BSP was founded in 2001. Investors include Maayan, which owns 9.4% of the company directly and through Rotem, **Aeronautics Defense Systems Ltd.**, and private investors. The company has also obtained grants from the Office of the Chief Scientist. Magna BSP is run by chairman Joseph Ran and CEO Haim Sibony.

(Globes' correspondent 27 Apr 10)

May

Israel Japan News

Foreign minister sees N. Korea, Iran, Syria in 'axis of evil'

(Japan Times) Avigdor Lieberman, Israel's foreign minister and deputy prime minister, slammed the nuclear activities of **North Korea and Iran** as the biggest threat to the international community, but he avoided answering questions about his own country's nuclear development.

Lieberman, in Tokyo for talks with **Prime Minister Yukio Hatoyama and Foreign Minister Katsuya Okada**, said during a news conference that Japan and Israel are facing similar political issues, including territorial disputes and nuclear threats from neighboring countries.



Avigdor Lieberman

"The biggest threat for both countries (is) from very radical regimes with nuclear capabilities or the desire to develop nuclear capabilities and missiles," said Lieberman. "This axis of evil that includes North Korea and Syria and Iran is the biggest threat to the entire world."

Lieberman expressed particularly strong concern about Iran, saying if it becomes a nuclear state, there would be a "crazy nuclear arms race" in the Gulf region.

He urged the U.N. Security Council to adopt strong sanctions against Tehran, but did not rule out the use of military force if they prove to be ineffective.

"Of course it's our right to keep all options on the table, but we prefer to see strong sanctions, tough sanctions in the Security Council," Lieberman said. "Tough sanctions can be very very efficient in the ways of how it was efficient . . . regarding Libya or even regarding North Korea."

Referring to the seizure in Bangkok last December of an arms shipment from North Korea, he said huge numbers of different kinds of weapons were bound for the Hamas and Hezbollah militant groups.

But when some reporters brought up Israel's nuclear program, asking whether his country is going to explain it to the international community or whether Israel would consider joining the Nuclear Nonproliferation Treaty, Lieberman avoided giving a straight answer, saying he can only respond to facts, not "rumors."

The NPT currently has 190 members, including five nuclear states. While it is widely believed Israel possesses nuclear weapons, the country has never acknowledged this.

"Our intention is (to) keep ourselves as a democratic and responsible country," Lieberman said. "But as a country that is fighting every day to survive in this very difficult environment, you must understand that our problems and our everyday challenges are really different from all challenges that you can see here in Japan or Europe or North America."

Lieberman met separately with Hatoyama and Okada, who both welcomed the so-called proximity talks between Israel and the Palestinians that started.

Hatoyama said he hopes both sides show sincerity.

Hatoyama reportedly told Lieberman about the importance he saw in the advancement of the peace process between Israel and the Palestinians.

Lieberman invited Hatoyama to visit Israel and said Japan-Israel cooperation was important for the security and economy of the world, as well as the development of alternative energy.

Lieberman also expressed gratitude for Japan's support of Israel's acceptance this week to the **Organization for Economic Cooperation and Development (OECD)**, and of the **1917 Balfour Declaration that called for the establishment of a Jewish homeland in Palestine**.

Japan has been contributing to the Middle East peace process through the "**Corridor for Peace and Prosperity**" and Lieberman expressed gratitude for Japan's financial aid to Palestinians that has exceeded \$1 billion.

He said he was very sorry it took so long for the proximity talks, which are being mediated by the U.S. Middle East special envoy, George Mitchell, adding that it would be best if Israel and the Palestinians could hold direct talks without a mediator.

"I think it is impossible to impose peace — we can only create peace," Lieberman said.

Daewoo, Mitsubishi to build Israeli power plant

Holding company Israel Corp said its subsidiary, **OPC Rotem**, had signed a letter of intent to hire **South Korea's Daewoo** as contractor to build the Rotem power plant in Israel's Negev desert.

The equipment to build the plant will be purchased from **Japan's Mitsubishi, Power Systems Ltd** Israel Corp said in a statement, adding that the agreements with Daewoo and Mitsubishi will be worth about \$470 million.

Work on the 440-megawatt plant is scheduled to begin at the end of 2010 and commercial operations will start in December 2012.

Payments for maintenance of the main parts of the plant over 15 years will be paid directly to Mitsubishi.

The companies are working towards signing binding agreements by June 22.

OPC Rotem also has an option for an additional similar plant at the same price if it decides to build another power plant in Israel in the next year and a half.

Japan's Q1 polished imports show almost similar levels as last year

In the first quarter of 2010, Japan's polished diamond imports amounted to \$174 million, reflecting almost the same level as the first quarter of last year, reports say. There was just a 1.3 percent drop in volume of the said imports to 572,906 carats. Average price per carat for the polished diamond increased by 1 percent to \$303.69 per carat, reports add.

Region-wise, polished imports from Hong Kong rose 17.6 percent to \$17.2 million, but dipped by 9 percent to \$73 million from India and by 27.7 percent to \$41.8 million from Belgium. **Polished diamond imports from Israel also decreased by 14.6 percent to \$20.1 million, reports say.**

Reports say that polished imports in February increased 13 percent to \$54.3 million, in March by 17 percent to \$69.4 million, but it had dipped 14.9 percent to \$50.3 million in January.

Tokyo Stock Exchange ready for double listing

Israeli company, Tokyo wants you

The Tokyo Stock Exchange is thinking of relaxing dual-listing requirements to encourage Israeli companies to list there as well, says Roni Bornstein, chairman of the Israel-Japan Chamber of Commerce. Until now Israeli companies have avoided the Tokyo exchange because of the onerous listing requirements, mainly with respect to revenue and profitability levels. The TSE has hired a European company to help it simplify the listing process, Bornstein says Mr. Bornstein was escorting FM Lieberman during his working visit to Tokyo

(Haaretz)

Enzymotec teams with Daiichi Sankyo

The companies will distribute an Enzymotec cholesterol treatment in Brazil

Israeli biotech company Enzymotec Ltd., a developer of active pharmaceutical ingredients for nutritional supplements, has signed a major strategic agreement with Daiichi Sankyo Brazil, a subsidiary of Japanese pharmaceutical company Daiichi Sankyo Co. Ltd. (TSE: 4568).

Enzymotec and Daiichi Sankyo Brazil will launch Enzymotec's product for the reduction of cholesterol and triglycerides, which Daiichi Sankyo Brazil will market. Daiichi Sankyo Brazil focuses on cardiology and hypertension treatments. Market sources estimate the deal at \$20 million.

Enzymotec CEO Dr. Ariel Katz said, "We are very proud to launch the product in Brazil in collaboration with a leading drug company like Daiichi Sankyo, which will implement our vision of providing effective solutions based on natural ingredients that are safer for use." He added that the deal was an important foothold in the Latin American market.

Enzymotec is a private company with offices in Migdal Ha'Emek and Morristown, New Jersey. "Globes" included the company in its "Most Promising Start-Ups" of 2007-08. The company was founded by Dr. Basheer Sobhi. Shareholders include Galam Ltd. of Kibbutz Maanit, Ofer Hi Tech Ltd., Millennium Material Technologies Fund, and Mexico's Arancia Industrial SA de CV. The company was founded at Ofer Hi-Tech's Naiot Venture Accelerator in Nazareth.

Enzymotec also has a cooperation agreement with India's Elder Pharmaceuticals Ltd. (BSE: 532322), which is estimated to be worth millions of dollars.

Medigus Development Company entered into business with Japanese market

Medigus signed a sales and business development deal for its products in Japan with **Interdesign Inc.**, which specializes in representing high-tech companies in the country. Medigus has developed the SRS, a disposable endoscope for the treatment of gastroesophageal reflux disease (GERD).

Interdesign will be eligible for fees on business development and sales as set out in the agreement. The two-year contract can be extended. Medigus disclosed no other financial details, including the potential value of the deal.

Medigus places great importance on the contract because the Japanese market is a large market that is at the spearhead of medical technologies in general, and endoscopes in particular. For this reason, Japan is a strategic market for the company.

Medigus recently developed the world's smallest miniature video camera and has signed a deal with Voyage Medical Inc. for use of the camera for cardiology procedures. Medigus is also developing a new range of disposable endoscopes for treating a number of diseases. Towerjass Ltd is developing processors for this camera.

Earlier this month, Medigus raised NIS 14.2 million in a secondary offering, in which it had hoped to raise NIS 24 million.

VBL Therapeutics to Present Anti-Inflammatory Properties of VBL-201 at Keystone Symposium in Kyoto

VBL Therapeutics, a clinical-stage biotechnology company committed to the development of novel treatments for immune-inflammatory diseases and cancer, announced that the company will present preclinical data from its lead program, VB-201, at the Keystone Symposium on **Bioactive Lipids: Biochemistry and Diseases**. Eyal Breitbart, Ph.D., vice president, research at VBL is scheduled to present a poster entitled “Lecinoxoids – Novel Anti-inflammatory Oxidized Phospholipids” on Monday, **June 7, 2010 at 12:30 p.m. JST in Kyoto, Japan**.

The Keystone Symposium on Bioactive Lipids: Biochemistry and Diseases is a forum for scientists to share their progress in lipid mediators and the translation from model systems to an understanding of their role in human physiology, disease and drug action. Keystone Symposia are recognized as catalysts for advancing biomedical and life sciences by connecting scientists within and across disciplines in an environment conducive to information exchange, the generation of new ideas, and acceleration of applications that benefit society.

VB-201 is the first in a new class of drugs and the lead candidate of several proprietary phospholipid analogs from VBL’s proprietary Lecinoxoid family that were designed to be orally available, anti-inflammatory medicines. VB-201 has successfully completed four Phase 1 clinical trials involving 120 healthy subjects under a U.S. investigational new drug (IND) application. These Phase 1 trials demonstrated that VB-201 was well tolerated with a favorable safety profile. Preclinical studies indicate that VB-201 has significant potential to treat inflammation in chronic diseases such as psoriasis, rheumatoid arthritis, multiple sclerosis, inflammatory bowel disease, and also found to bring about regression of atherosclerosis. VB-201 is currently being evaluated in a Phase 2 efficacy and safety study for the treatment of patients with psoriasis.



About VBL Therapeutics

VBL Therapeutics is an innovative, clinical-stage biotechnology company committed to the development of novel treatments for immune-inflammatory diseases and cancer. VBL has pioneered the Lecinoxoid class of oral anti-inflammatory agents and VB-201 is the lead candidate from this program, which has entered Phase 2 clinical development in patients with psoriasis. In addition, VBL has a proprietary Vascular Targeting System (VTS™) technology platform that has yielded VB-111, the first dual-action, anti-angiogenic and vascular disruptive agent (VDA) for cancer, which is expected to enter Phase 2 clinical trials in 2010. The company was founded in 2000 and is based in Tel Aviv, Israel. VBL has more than 60 granted patents and more than 115 patents pending.

June

Japan welcomes Israel plans to ease Gaza blockade

TOKYO: Japan, one of the biggest aid donors to the Palestinians, said it welcomed Israel's announcement it would ease its blockade of the impoverished Gaza Strip.

"The government of Japan welcomes the Israeli government's decision to allow civilian goods to enter the Gaza strip as a measure in the right direction and will pay close attention to how this decision will be implemented in detail," the foreign ministry said in a statement.

Israel said it would allow all strictly "civilian" goods into Gaza while preventing weapons and certain dual-use items from entering the Hamas-run Palestinian enclave.

The new policy is a response to mounting calls to ease Israel's four-year siege on the coastal enclave after Israeli forces killed nine activists during a May 31 raid on a flotilla of aid ships attempting to run the blockade.

"Japan sincerely hopes that Israel's decision will be implemented promptly and the implementation of the Japanese projects will be resumed," the ministry said, referring to Japan's grant aid for the Gaza territory.

"Japan stresses, in light of the social and living conditions in the Gaza Strip, that it is important that the blockade will be further eased while the prevention of the inflow of weapons into the Gaza strip will be ensured."

Japan has provided about one billion dollars to the Palestinians since 1993. - AFP/jy

(22 June 2010 1039 hrs)

Japanese VC co FinTech set for Israel investments

FinTech partner Mizuhiko Hashimoto: I'm currently examining six life sciences companies.

Overcoming the shortage of capital available in Israel for investment in companies requires creativity. A visit this week by a delegation of Japanese venture capitalists and corporate executives could provide one solution as the guests are seeking Israeli companies to invest in.

The delegation participated in the Japan Life Sciences Industry seminar organized by **Harel Hertz Investment House Ltd.** The guests included **FinTech Global Capital** managing partner Takashi Hondo and general partner Mizuhiko Hashimoto.

Hondo specializes in IT investments. He has served as an advisor at Accenture plc (NYSE: ACN), and was a partner in **NIF Ventures**, which has invested in a number of Israeli companies, including **Envara, Exanet Inc., Identify Software Ltd., and StorWize Inc.** Hashimoto was also a partner at NIF Ventures, managing the firm's investments in the US and Europe. Before that, he held senior positions at several major European banks.

FinTech Global Investments Inc. was founded in 1994, and its venture capital arm was established in 2007. Hondo and Hashimoto told "Globes" about the kinds of companies and industries they were looking for. Hashimoto said, "Since 2007, we've been partners in the venture capital arm, which manages \$55 million. We also invest in technology companies outside Japan, although we're looking for companies with potential in the Japanese market."

Hondo added, "We have a long history of investment inside Japan and in other countries. We obviously won't invest without involvement of local venture capital, but we know the market, maintain ties, and we're looking for investment opportunities. I'm examining the semiconductor and IT sectors, and Mizuhiko is looking at opportunities in medical devices and biotech."

"Globes": What can you tell us about Japanese venture capital?

Hashimoto: "It is global in nature. Most funds invest in Japanese companies that target the global market. We found that Israel has an important role in global venture capital, its systems are mature, and there is no great difference between investment in the US and in Israel. We're comfortable investing in Israeli companies."

Hondo said, "Israel has leading companies in semiconductors, networks, and information security. This is why we visit and seek opportunities here. Israel has strong and professional teams. Since we invest from far away, it important for us to invest in companies that target global markets."

What are you looking for?

Hondo: "We're very interested in companies that are developing automotive technologies and products, semiconductors, and software."

Hashimoto: "Israeli life sciences companies have made a great leap forward in recent years. I'm currently examining six companies, and I assume that we'll invest in three of them. We're seeking companies developing non-invasive treatments, cardiology, and catheterization."

At what stages?

Hondo: "We won't invest in seed-stage companies. Our ability to help companies is at the commercialization stage. We cooperate with Israeli venture capital funds to see early-stage companies, but we'll probably invest in later-stage companies."

(Globes Jun 10)

TowerJazz and Toppan Technical Design Center Announce Strategic Agreement

Increases TowerJazz market penetration opportunity in Japan

Foundry services market in Japan expected to grow to \$1.3B in 2012

TowerJazz, the global specialty foundry leader, announced it was selected by **Toppan Technical Design Center Co., Ltd. (TDC)** as its preferred specialty foundry supplier. TowerJazz has successfully engaged in multiple specialty design projects in Japan with TDC in the area of Silicon Germanium (SiGe) BiCMOS technologies used for high speed RF applications. This partnership enables TowerJazz to strengthen its penetration in the Japanese market particularly TDC's customers targeting RF, high speed analog, power management, high voltage, CMOS image sensors and MEMS. According to Gartner, the market for foundry services in Japan is expected to grow to \$1.3 Billion in 2012.

Additionally, TDC was selected by TowerJazz as an official design center partner in Japan. This distinction applies to companies that achieve the highest standards of knowledge and experience on at least one TowerJazz specialty process technology and associated design enablement models and tools as well as deliver successful designs with high levels of customer satisfaction. This agreement enables TDC's diverse customer base greater access to TowerJazz's specialty process technologies, its technical support, and manufacturing capacity.

"We are very pleased with the depth and breadth of the TowerJazz specialty process technologies and accuracy of their design enablement models and tools," said Kaname Arai, TDC President & CEO. "This agreement strengthens our relationship and enables improved specialty technology solutions for the Japanese market."

"We are thrilled to expand our relationship with TDC," said Ori Galzur Vice President, VLSI Design Center at TowerJazz. "Combining their design expertise and experience with our leading specialty technologies will allow us to jointly increase our market opportunity in Japan."



About Toppan Technical Design Center Co., Ltd.

Toppan Technical Design Center Co., Ltd. (TDC) a group company of **Toppan Printing Co., Ltd.**, is a total service provider for the development of LSIs utilizing various LSI technology including digital, mixed-signal, analog, memory, etc.

The company's SOC design business began over 30 years ago, as part of Toppan Printing's photomask production business. Its expertise grew over time, and now its technical capability includes large scale system LSI design utilizing world-class IP such as ARM CPU cores and wide variety of ICs across broad range of analog technology. In recent years, the demand for such full service operation - LSI design through to volume production - has grown dramatically, and this Device OEM Business is now on course to become one of our main business lines.

About TowerJazz

Tower Semiconductor Ltd.), the global specialty foundry leader and its fully owned U.S. subsidiary Jazz Semiconductor, operate collectively under the brand name TowerJazz, manufacturing integrated circuits with geometries ranging from 1.0 to 0.13-micron. TowerJazz provides industry leading design enablement tools to allow complex designs to be achieved quickly and more accurately and offers 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 MEMS capabilities. To provide world-class customer service, TowerJazz maintains two manufacturing facilities in Israel and one in the U.S. with additional capacity available in China through manufacturing partnerships.

Ormat seeks expanded role in Japan's geothermal industry

Ormat Technologies it has entered into a cooperation agreement with JFE Engineering to carry out geothermal power plant projects in Japan on an engineering, procurement and construction basis.

The projects would use Ormat's proprietary binary cycle energy converters and geothermal combined cycle units.

Ormat will supply power generation equipment and related engineering while JFE will undertake the construction of the power plants and related balance of plant, infrastructure and field surface facilities. **JFE** shall also provide local maintenance services as may be required by clients.

The Ministry of Economy, Trade and Industry of Japan announced plans to implement policies to boost the country's geothermal installed capacity in the next decade by an additional 670 MW. Geothermal energy is part of Japan's renewable portfolio standard.

Ormat believes that a significant part of this potential is suited to its technology.

Ormat is represented by Itochu in Japan. **Itochu** and Ormat are partners in geothermal projects in Indonesia and a geothermal project in the Philippines.

The company expects that the deal with JFEE and cooperation with Itochu will allow it to participate in a "meaningful" way in Japan's geothermal industry expansion, says Lucien Bronicki, chairman and chief technology officer of Ormat Technologies.

Quark Pharmaceuticals Closes \$10 Million Financing

SBI Holdings, Inc. CEO Yoshitaka Kitao Appointed to Board Funds to Support Advancing Clinical Pipeline

Quark Pharmaceuticals, Inc., a world leader in the discovery and development of RNAi-based therapeutics, announced the closing of a private financing by the existing investors of Quark totaling an aggregate of \$10 million. The investors are funds of the prestigious SBI Holdings Group in Japan. In connection with the financing, Mr. Yoshitaka Kitao, CEO of SBI Holdings, Inc. and Mr. Robert Takeuchi, Director of SBI Investment Co., Ltd. will become members of the Quark board of directors.

They will join Mrs. Tomomi Okamoto a Board Member on behalf of RED ABBEY VENTURE PARTNERS and a long time investor in Quark.

Mr. Yoshitaka Kitao, CEO of SBI Holdings, Inc., commented, "We are impressed with Quark's significant progress since our initial investment, and we look forward to further supporting the Company and its rapidly growing clinical programs. Since our previous investment in 2008, when Quark had a promising preclinical-stage RNAi drug pipeline, the Company has brought five clinical programs into the clinic and has more siRNA drug candidates in the clinic than any other RNAi company."

Quark Pharmaceuticals will use the funds to advance its RNAi drug pipeline, which has the largest number of clinical-stage siRNA therapeutic programs in the industry. The Company's pipeline candidates are currently being evaluated in five different clinical trials.

Dr. Daniel Zurr, Quark's Chief Executive Officer, stated, "We are pleased to close our latest financing round and remain well-capitalized to advance our promising siRNA drug candidates through the clinic. On behalf of our board of directors, I would also like to welcome Mr. Kitao and Mr. Takeuchi as our newest members. ."

About Quark Pharmaceuticals, Inc.

Quark Pharmaceuticals, Inc., the world leader in novel RNAi discovery and development, has the largest clinical-stage siRNA pipeline in the industry. The Company's fully integrated drug development platform spans therapeutic target identification to drug development. Quark's approach to delivery allows targeting of tissues and organs including the eye, kidney, ear, lung, spinal cord and brain.

Quark's pipeline is led by PF-04523655, currently in two Phase II clinical trials for the treatment of wet age-related macular degeneration (AMD) and diabetic macular edema (DME). The siRNA therapeutic candidate was licensed to Pfizer in 2006 and both trials are being conducted by Pfizer in collaboration with Quark. PF-04523655 targets Quark's proprietary gene, RTP801, discovered using its BiFAR™ target discovery platform that identifies clinically relevant critical genes and proteins that reverse the disease phenotype when inhibited. The Company owns several families of patents covering the RTP801 gene, its RNA and protein product sequences, specific antibodies, and gene inhibition across different pathologies.

Quark's is also evaluating QPI-1002, the first systemically administered siRNA drug in human clinical trials. Enrollment was successfully completed in Phase I studies of QPI-1002 for the prevention of acute kidney injury (AKI) following major cardiovascular surgery and the prophylaxis of delayed graft function after kidney transplantation and Phase II clinical studies are planned to commence shortly. For the structure of these products, Quark has obtained licenses from Silence Therapeutics and from Alnylam Pharmaceuticals.

Quark is also conducting clinical trials of QPI-1007, its first proprietary synthetic siRNA drug candidate, developed in collaboration with BioSpring GmbH. QPI-1007 provides Quark freedom to operate in the siRNA IP space, and utilizes a proprietary structure and modifications that preserve RNAi activity while ameliorating potential off-target and immunostimulatory effects of siRNAs.

Quark is also committed to leveraging a broad research pipeline of siRNA drug candidates and novel siRNA structures to develop additional RNAi drug candidates. Quark is headquartered in Fremont, California and operates research and development facilities in Boulder, Colorado and Ness-Ziona, Israel

Amanaimages Selects PicScout for Image Protection

PicScout™ and **Amanaimages, Inc.** have contracted to work together as PicScout expands its operations in the region in order to protect and promote images for the growing Asia-Pacific (APAC) market for stock photography and images. Amanaimage's selection of PicScout ImageTracker™ provides the company with access to the world's leading technology and information reporting for managing image infringement and copyright issues.

"PicScout technology is critical to preserving the integrity of images and the stock photo business worldwide," said **Shinji Koba, amanaimages president**. "Our relationship with PicScout demonstrates our commitment to protecting our images while continuing to grow our business in the region."

"PicScout is very proud to partner with amanaimages, one of the world's largest and most respected stock photo agencies. Amanaimages and PicScout share the vision of ensuring that Every Image Gets its Credit. We look forward to accomplishing remarkable things together in this region so rich with imagery and image appreciation," said Offir Gutelzon, PicScout CEO. "With this announcement, I'm also excited to announce our opening of an on-the-ground presence in APAC with our Japan office."

As part of the company's growing client base in APAC, PicScout has appointed a regional sales director for PicScout to cover this region, Naoko Asai. Ms. Asai is well known in the APAC region and has been involved in a broad spectrum of media and is experienced in the stock photo agency business, formerly as Corbis Japan's Representative Director and with amanaimages as the leader of its editorial team.

"To support our growing client base, we have established a local presence for the region to bring the full spectrum of PicScout products and services and legal support to the stock photo business of APAC," said Amy Love, PicScout VP of Marketing and Business Development. "Quality local engagement is critical to good business development, to which PicScout is committed."



About PicScout

Founded in 2002, *PicScout*™ is the information company commanding the world's largest index of fingerprinted and owner identified images, protecting and promoting images for use across digital platforms and devices through the company's proprietary and highly scalable image recognition fingerprinting technology. The PicScout suite of products leverage the company's ImageIRC™ platform, which includes ImageTracker™ and ImageExchange™ products, the ImageQualification™ service, and an open API for developers to create products and services to meet the demands of clients engaged in digital image use.

A financially independent, privately held company, PicScout has offices in the Silicon Valley, Herzliya, Israel and Tokyo, Japan

About amanaimages

amanaimages, Inc. is a stock photo agency offering Japan's largest stock photo collection featuring a wide range of photos from people, natural scenery, and fine art to news photos.

Search through over 7,500,000 stock photos including works from well-known photographers from Japan and abroad as well as original works from highly creative brands. All photos may be purchased online from our website at amanaimages.com.

In addition to photo sales, we also provide marketing and product development services using our photos. We also offer services to assist with production of installations and exhibits ranging from planning to dealing with copyright and intellectual property. We aim to provide comprehensive support for the creative efforts of our clients.

The Tokyo Institute of Technology Selects Voltaire 40 Gb/s InfiniBand for Japan's First 2.4 Petaflop Supercomputer

Voltaire Grid Director(TM) Switches Incorporated into New Architecture Employing Latest Processors and GPU-based Computing to Speed Performance 30 Times

Voltaire Ltd., a leading provider of scale-out data center fabrics, announced that the Tokyo Institute of Technology has selected Voltaire's 40 Gb/s InfiniBand switches for Japan's first 2.4-petaflop supercomputer, the TSUBAME 2.0. The new supercomputer will bring powerful research tools to users in both the industrial and academic world.

"**TSUBAME 2.0** will continue to push science forward by providing world-class supercomputer facilities that enable research and development to be completed and utilized more quickly than ever before," said Professor Satoshi Matsuoka of Global Scientific Information and Computing Center (GSIC), Tokyo Institute of Technology. "We designed the system with the latest Intel Westmere-EP and Nehalem-EX CPUs coupled with more than 4,200 of NVIDIA Tesla 20-series GPUs to provide extreme processing capabilities on each node. To capitalize on this new level of compute power, we implemented a dual-rail, non-blocking fabric that can support throughput up to 80 Gb/s per node, employing two Voltaire 40 Gb/s InfiniBand connections on each node."

"Since GPUs provide extremely high floating-point capabilities as well as memory bandwidth, Voltaire's high-speed InfiniBand fabric is needed to achieve the highest throughput and lowest latency possible, in order to sustain performance in large-scale parallel workloads involving thousands of GPUs," Professor Matsuoka added.

Voltaire is working with **NEC** on the system that will begin operation in the fall. The TSUBAME 2.0 supercomputer, while being 30 times faster than its predecessor, the TSUBAME 1.0, **will** require only 200 square meters of floor space, a reduction by two-thirds, and will exhibit comparable power consumption thanks to numerous green technologies that will be incorporated. The performance of the new supercomputer will also be 12 times greater than the current fastest system in Japan, owned by the Japan Atomic Energy Agency -- also a Voltaire customer.



"The Tokyo Institute of Technology's requirements in its design of TSUBAME 2.0 call for extreme levels of high-performance, high scalability, and low-latency in the fabric," said Asaf Somekh, vice president of marketing, Voltaire. "Voltaire's 40 Gb/s InfiniBand solutions deliver top performance, and as a result are used within the world's leading supercomputers. We are pleased to be working with our long-time OEM partner NEC on this project."

The new TSUBAME 2.0 supercomputer system, which will have more than 1,400 compute nodes, will incorporate Voltaire's QDR InfiniBand fabric in a fully non-blocking configuration, with 12 Grid Director 4700 40 Gb/s InfiniBand switches, 179 Grid Director 4036 edge switches and 6 Grid Director 4036E switches for high performance bridging to 10 GbE storage.

The TSUBAME 2.0 supercomputer is equipped with cutting-edge technologies including the latest Intel Westmere-EP and Nehalem-EX CPUs combined with over 4,200 NVIDIA Tesla M2050 GPUs, based on the Fermi architecture. This "hybrid scalar-vector architecture" will achieve world-leading performance in both compute and bandwidth, while maintaining the overall system size, power, and cost to be an order of magnitude smaller than its competitors.

The system will also facilitate nearly 3,000 solid-state drives (SSDs) for the world's fastest total data I/O throughput at 2/3 terabytes per second, augmented with DataDirect Networks storage system with over 7 petabytes of capacity and planned 8 petabytes of tape. The operating system will include both Linux and Microsoft Windows HPC, and will also use cloud and virtual machine technologies in order provide flexible services to its over 2,000 users as well as facilitate advanced machine operation capabilities.

About Voltaire

Voltaire is a leading provider of scale-out computing fabrics for data centers, high performance computing and cloud environments. Voltaire's family of server and storage fabric switches and advanced management software improve performance of mission-critical applications, increase efficiency and reduce costs through infrastructure consolidation and lower power consumption. Used by more than 30 percent of the Fortune 100 and other premier organizations across many industries, including many of

the TOP500 supercomputers, Voltaire products are included in server and blade offerings from Bull, Fujitsu, HP, IBM, NEC, SGI and Sun. Founded in 1997, Voltaire is headquartered in Ra'anana, Israel and Chelmsford, Massachusetts.

Astellas, Teva Settle Patent Dispute In U.S.

Astellas Pharma Inc. said it has reached a settlement in a U.S. patent infringement lawsuit against Teva Pharmaceutical Industries Ltd., an Israeli maker of generic drugs.

The deal allows Teva to introduce a generic version of VESicare, Astellas' leading product, in October 2018 as long as Astellas does not receive an extension to its exclusive right to market the overactive-bladder treatment, which it could by applying to pursue pediatric testing. Further terms of the settlement were not disclosed

(TOKYO, Nikkei, June 28th)

Lucid HYDRA Used in High Performance Market

The **Lucid HYDRA** real time distributed processing engine is located between the main processor and the GPUs and communicates with the processors through the PCIe standard bus to handle the high bandwidth needed for multiple graphical processing. ELSA is leveraging the parallel processing of HYDRA to provide a variety of high performance systems to be used for visualization such as the medical, financial and broadcast markets - any market where large clusters are needed.

ELSA Japan (located in Tokyo, Minato district, President - Mr. Nagai Jun), a leading computer graphics solution provider and **Lucidlogix** (Kfar Netter, Israel, CEO - Moshe Steiner) announce an agreement to deploy Lucid's HYDRA based chip in ELSA Japan High Performance products.

The companies have teamed up to transform high performance computing in the Japanese marketplace. For the first time, a product based on Lucid's HYDRA technology will be used in a new line of ELSA Japan high performance systems for the HPC, broadcast and medical markets.

End of Mar 2009, The new solution will allow ELSA to provide a cost effective solution based on multi GPUs from any vendor. First products will feature dual and quad GPU configurations.

By combining Lucid's component with Elsa Japan's PCI-Express end-point device and remote graphics offering, a fully scalable and flexible system can be achieved for the first time at affordable price points.

We are pleased to partner with ELSA, which has the reputation for providing leading performance computing solutions to the Japanese market. ELSA's selection of Lucid products for graphics and high performance computing platforms demonstrates our commitment to deliver a unique and powerful parallel processing architecture, said Offir Remez, President of Lucid. HYDRA technology will allow ELSA to combine multiple GPUs on one device, for efficient, high performance in compute intensive, large scale visualization scenarios.

"Partnership with Lucid is very important for our customers who require high performance computer. We can provide scalable performance and configurable solutions to break through the performance barrier. said Jun Nagai, president, ELSA Japan Inc.

K Line's newest container vessel "Seattle Bridge" called Ashdod

The vessel was on its maiden voyage from the Far East to Europe and will call Israel every 60 days

"K" Line's (Kawasaki Kisen Kaisha Ltd) container vessel "Seattle Bridge" (VOY NO.001w) visited Ashdod last week on its maiden voyage from the Far East to Europe.



Mano Maritime Ltd. general agent in Israel for "K" Line Japan, noted in a press release that the new 294 meters long, D.W.T 72,890 vessel, built in Japan and delivered to "K" Line on 27th May 2010, has container capacity of TEU 6,350, service speed of 24.9NM and state of the art vessel technology.

The vessel was on its way to Europe's west Med ports; Genoa, Livorno and Fos and will return to Israel every 60 days.

In a welcome ceremony held in Ashdod in the presence of Ashdod port representatives, road haulage firms and freight forwarders, Moshe Mano Chairman of the Board, Mano Maritime Ltd. noted that container services has had the distinction of being the centerpiece of "K"LINE's global sea transportation services, providing the Israeli market with stable and reliable shipping service

July

Japan, Jordan Plan Nuclear Treaty, Paving Way for MHI, Areva Reactor Sales

Japan and Jordan will start talks for a nuclear treaty this month, paving the way for **Areva SA and Mitsubishi Heavy Industries Ltd.** to sell reactors as the Middle Eastern country plans its first atomic power plant.

Talks for the bilateral agreement, which would allow Japanese companies to export nuclear technology, will be held on June 13 in the Jordanian capital, Amman, Japan's Ministry of Foreign Affairs said in a statement.

Paris-based Atmea, a 50-50 joint venture between Areva and Mitsubishi Heavy, is negotiating with Jordan to build a nuclear plant, slated for completion in 2019. Japan, which lost out to South Korea in December on a \$20 billion atomic contract with the United Arab Emirates, this week began informal talks with Vietnam for a nuclear treaty as the government tries to help companies sell infrastructure projects overseas.

"A nuclear treaty is just the first step for Japan to win a contract in Jordan," said **Takehiko Yamamoto, a professor of international relations at Waseda University in Tokyo**. "The price, financing, reactor safety and the diplomatic benefits of such a contract will be the decisive elements."

Jordan has short-listed Atomic Energy of Canada Ltd.'s Candu 6 reactor, the AES-92 VVER-1,000 model developed by Russia's state-run Atomstroyexport ZAO and the Areva-MHI Atmea1 reactor, the Jordan Times reported on May 13, citing the Jordan Atomic Energy Commission.

The Middle Eastern nation, which relies almost entirely on imports for its energy needs, will select a bidder within a year, Atomic Energy Commission Chairman Khalid Touqan said in March.

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Jordan, a vital U.S. ally in the region, may be unwilling to choose the Canadian model because it produces plutonium that can be used to make weapons, Yamamoto said.

“Geopolitical tensions would arise if Jordan picks a heavy-water reactor,” he said.

The mid-sized Atmea1, which can withstand the impact of a large commercial plane, may appeal to Jordan because of its safety, said Tomoko Murakami, a senior nuclear analyst at the Institute of Energy Economics Japan. “Strengthening safety may also have made Atmea1 more costly compared with its Russian and Canadian competitors,” she said.

Japan typically signs nuclear accords with nations that are signatories to the Nuclear Non-Proliferation Treaty, which include Jordan. The country has agreements with the U.S., U.K., France, Canada, Australia and China, according to the foreign ministry website. Japan also has a treaty with the European Union through the European Atomic Energy Community, known as Euratom.

(Bloomberg- Jun 10, 2010)

Toshiba, Hitachi, Tokyo Electric to Form Japan Nuclear Venture

Toshiba Corp., Hitachi Ltd. and Tokyo Electric Power Co. are among six Japanese companies that will form a joint venture to sell nuclear reactors and technology to Jordan, Vietnam and other countries.

The group, which includes **Mitsubishi Heavy Industries Ltd., Chubu Electric Power Co.** and Kansai Electric Power Co., will seek financial assistance from the trade ministry, they said in a joint statement. The companies have set up an office ahead of forming the venture this autumn.

Japan is holding talks for nuclear cooperation treaties with India, **Jordan**, and Russia and has had preliminary discussions with Vietnam. The trade ministry will work to speed negotiations for the treaties, which are necessary for Japanese companies to export nuclear technology, the ministry said in a statement.

Russia's state-run Rosatom Corp. has been selected to build the first of as many as 13 nuclear power plants planned in Vietnam by 2030, the government said last month. Japan, which lost out to South Korea in December on a \$20 billion atomic contract with the United Arab Emirates, is competing in the expanding global reactor market with France, Russia, Canada, and the U.S.

(Bloomberg- Jul 6, 2010)

Cancer detection co BioView reports Japan sale

The company believes that the system could lead to more purchases by commercial laboratories in Japan.

BioView Ltd. has sold a scanning system to a laboratory in Tokyo, the company's second sale in Japan. This is the first sale to a commercial laboratory. The company did not disclose the value of the deal or the name of the customer.

The new sale is to one of Japan's top laboratories, which undertakes 200 million tests for both domestic and foreign customers.

BioView develops an automated cell diagnostic system for use in cytology, hematology and pathology laboratories. The company's flagship system is the Duet automated scanning imaging workstation, the Solo offline workstation with proprietary software, and various preparation kits.

BioView believes that the system could lead to more purchases by commercial laboratories in Japan.

The sale was organized by **Harel-Hertz Investments House (HH)**. With Dr. Shojiro Asai serving as the Business Consultant .

BioView's share price rose 4.8% in morning trading to NIS 1.47, giving a market cap of NIS 18 million.

Red Bend Software Powers Over-the-Air The majority of Mobile Phones From NTT DOCOMO

Red Bend Software, the market leader in Mobile Software Management (MSM), announced that more than 50 percent of the new mobile phones introduced by NTT DOCOMO this summer rely on Red Bend's software for over-the air updates and device management. With Red Bend's **vRapid Mobile®** and **vDirect Mobile™** software in the phones, NTT DOCOMO can easily and reliably update firmware over the air (FOTA) and provision new services to mobile consumers consistently across platforms.

Red Bend software is featured in 12 new NTT DOCOMO phones from Sharp, NEC, Fujitsu and LG Electronics. To support the new handset lineup, NTT DOCOMO is introducing many new and updated services and features, including high-definition video recording, Wi-Fi access, designer-collaborated styling and a new healthcare support service. **The Red Bend-Enabled™** phones are:

- Sharp - SH-08B, SH-02B marimekko, SH-07B, SH-09B and LYNX SH-10B
- NEC - N-05B, N-06B, N-04B, N-07B and N-08B
- Fujitsu - F-06B
- LG - L-04B

These new phones reflect the strong growth of Red Bend's market-leading software in Japan and worldwide. The first quarter of 2010 was the best quarter in Red Bend's history, with its software embedded in 70 million new devices globally, including nearly one out of every four mobile phones. At the end of Q1, Red Bend's software reached a total of 750 million phones, machine-to-machine (M2M) modules, mobile Internet devices (MID), USB modems and WiMAX chipsets worldwide.

Red Bend's vRapid Mobile is the industry's leading FOTA solution with 64 percent market share, according to Ovum, an independent research firm. It consistently reduces the size of software updates by up to 97 percent to save on bandwidth usage and flash memory. vRapid Mobile enables mobile operators and device manufacturers to enhance the user experience by seamlessly installing new updates and features in the background while

the consumer continues using the phone. Key features of the vRapid Mobile FOTA update solution include:

- The industry's smallest update file size
- 100 percent reliability and security
- Optimized use of on-device memory
- The industry's only solution for background updating
- Consistent performance for multiple updates
- Any-to-any firmware version updates
- Rapid integration into any OS platform

Red Bend's vDirect Mobile is the industry's leading independent device management client and is interoperable with any server supporting Open Mobile Alliance **(OMA) device management (DM)** standards. Its modular architecture and cross-platform support improves time to market for mobile devices. Red Bend's software is used by eight of the top 10 handset manufacturers along with NTT DOCOMO and other tier-one operators. The capabilities of vDirect Mobile enable mobile operators and device manufacturers to quickly and easily:

- Provision and activate new subscribers
- Deploy firmware updates over the air (FOTA)
- Configure parameters including preferred roaming lists
- Recover the DM session in the event of power loss (fail-safe)
- Retrieve device data such as billing and inventory
- Conduct lock and wipe and device reset
- Customize the DM user interface and experience

About Red Bend Software

Red Bend® Software the leader in Mobile Software Management (MSM), provides software solutions for managing firmware, applications and devices over the air. The company's award-winning products enable device manufacturers, mobile operators and software developers to increase revenues, reduce support costs and achieve faster time to market by remotely managing their software assets on mobile devices. Red Bend's

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software has been deployed in 750 million mobile devices by eight of the top 10 handset manufacturers and leading mobile operators such as NTT DOCOMO and China Mobile, as well as dozens of other companies in the mobile, M2M and WiMAX markets. Unlike device management vendors with proprietary end-to-end systems and manufacturers' internally developed solutions that are platform specific, Red Bend is the only company offering independent client software that is interoperable with any standards-based server and that works with any platform on any type of mobile device. Founded in 1999, Red Bend is a privately held, venture capital-financed company with offices in China, Israel, Japan, Korea, the U.K. and the U.S

Nitto Denko and Quark Pharmaceuticals to Enter Into Collaboration to Develop a Novel siRNA Anti-fibrotic Drug

Nitto Denko to use its specialty delivery vehicle, targeting technology for fibrosis with novel therapeutic concepts together with Quark proprietary RNAi technology, novel structures with FTO and siRNA clinical development expertise to file for an IND for a new anti-fibrotic drug

Nitto Denko Corporation, Japan's leading diversified materials manufacturer and **Quark Pharmaceuticals, Inc.**, a world leader in the discovery and development of RNAi-based therapeutics, announced the initiation of a collaboration and license agreement for the development of siRNA therapeutics for the treatment of fibrotic diseases.

The collaboration is designed to develop siRNA drugs using Quark's RNAi technologies and novel structures providing freedom to operate in the siRNA intellectual property space and Nitto Denko's drug delivery technologies for novel therapeutic concepts, currently owned by Nitto Denko. This refers to the concepts developed in a groundbreaking research by **Prof. Yoshiro Niitsu of Sapporo Medical University, School of Medicine, Sapporo**, as published in Nature Biotechnology Vol. 26 Issue 4 Pg. 431-42 (Apr 2008).

The collaboration will have an initial budget of double-digit million US dollars to achieve the first IND at the US FDA by early 2012.

"We are very pleased to collaborate with Nitto Denko in developing siRNA drugs. This collaboration is a perfect marriage between the core competencies of the two companies; we shall be using our technologies, intellectual property and capabilities to quickly bring drug candidates to clinical stage and Nitto will provide its delivery technologies and therapeutic strategy as well as their world class capabilities in oligonucleotide production," said Daniel Zurr, Ph.D., Quark's CEO.

Mr. Kageshi Maruyama, Nitto Denko's Officer, commented: "We are delighted to initiate this siRNA program. We believe siRNA is going to make a very important impact to the field of pharmaceuticals discovery and development. With its production facilities and extensive research, Nitto Denko is geared to have a very active participation in this market. We are pleased to work with Quark, we selected Quark due to the superior characteristics of its siRNA structure and chemical modifications, distinguished for the fact that have caused no immune response and look forward to utilizing this technology to create innovative medicines."

"I am very confident that siRNA drugs directed simultaneously to one or more specific target genes are the appropriate approach for therapies for a number of fibrotic diseases that are currently a totally unmet medical need," commented Prof. Niitsu. "Our research has demonstrated that the adequate siRNA, appropriately delivered to the liver caused regression of liver fibrosis and significantly prolonged survival time in siRNA treated animals. It is very likely that this approach is suitable to fibrotic diseases in other organs as well."

About Nitto Denko

Nitto Denko Corporation is Japan's leading diversified materials manufacturer with total sales of over 600 billion yen. In the field of life sciences, Nitto is a major world supplier of polymeric formulations for drug delivery and of solid support for siRNA synthesis. Nitto has a leading market share of the amidite block, the major raw material for siRNA manufacture and has recently announced the launch of its next-generation high-loading polymeric solid support product "NittoPhase®HL" for oligonucleotide synthesis, the latest

development to the unparalleled polymer synthesis and R&D capabilities of Nitto Denko. Nitto Denko biotechnology research focuses on gene and drug delivery, tissue engineering, imaging and other related technologies.

About Quark Pharmaceuticals, Inc.

Quark Pharmaceuticals, Inc., the world leader in novel RNAi discovery and development, has the largest clinical-stage siRNA pipeline in the industry. The Company's fully integrated drug development platform spans therapeutic target identification to drug development. Quark's approach to delivery allows targeting of tissues and organs including the eye, kidney, ear, lung, spinal cord and brain.

Quark's pipeline is led by PF-04523655, currently in two Phase II clinical trials for the treatment of wet age-related macular degeneration (AMD) and diabetic macular edema (DME). In 2006 the siRNA therapeutic candidate was licensed to Pfizer, who is conducting both trials in collaboration with Quark. PF-04523655 targets Quark's proprietary gene, RTP801, discovered using its BiFAR™ target discovery platform that identifies clinically relevant critical genes and proteins that reverse the disease phenotype when inhibited. The Company owns a family of patents covering the RTP801 gene, its RNA and protein product sequences, specific antibodies, and gene inhibition across different pathologies.

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designed to preserve RNAi activity while ameliorating potential off-target and immunostimulatory effects of siRNAs.

Quark is also committed to leveraging a broad research pipeline of siRNA drug candidates and novel siRNA structures to develop additional RNAi drug candidates.

Quark is headquartered in Fremont, California and operates research and development facilities in Boulder, Colorado and Ness-Ziona, Israel.

Suspect Detection Systems Signs Marketing and Distribution Agreement in Japan with Minami Holdings

Suspect Detection Systems Inc., announced that the company's subsidiary Suspect Detection Systems Ltd., a developer of counter terror and crime prevention technology, has signed an exclusive marketing agreement with Minami Holdings in Japan.

As part of the agreement, **Minami Holdings** will invest efforts to market Suspect Detection System's proprietary Cogito rapid interrogation system. Furthermore, they will setup a dedicated Cogito marketing team that will receive training on the methodology and implementation of the technology by Suspect Detection Systems Ltd. in Israel.

Cogito is an automated interrogation system used to detect the hostile intent of suspected criminals and terrorists before they commit their intended acts. The system can also be utilized to aid in solving crimes that have already been committed.

The system is currently being utilized by law enforcement agencies in multiple countries including the United States, Mexico, India and Israel.

Minami Holdings is a Japanese trading company that has extensive commercial relationships with Japanese law enforcement authorities. Minami Holdings also has significant experience representing Israeli-based homeland security technologies in the Japanese market.

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"We firmly believe in the capability of Cogito technology to aid in solving and preventing criminal or terrorist activity in Japan," stated **Mr. Minami, CEO of Minami Holdings**. "We are excited about the potential of this product to make a significant commercial impact and we are willing to invest monetary resources as necessary to ensure the success of Cogito within the homeland security market."

"We are pleased to widen Cogito's international presence with the initiation of marketing efforts in Japan together with Minami Holdings," stated Gil Boosidan, CEO of Suspect Detection Systems Inc. "We are impressed with the awareness of technology's role in homeland security and crime prevention displayed in Japan. We are confident that our products and methodology will further enhance the ability of Japanese law enforcement to prevent criminal and terrorist activity."

"Japan is an ideal market for Cogito technology," added Boosidan. Japanese law enforcement focuses many of its resources on prevention of crime and suspect apprehension (see Wikipedia's entry on criminal justice in Japan: <http://tinyurl.com/crime-japan>). We are confident that Cogito technology can play a useful role in further preventing crime and terror."

About Suspect Detection Systems

Suspect Detection Systems Inc., through its subsidiary Suspect Detection Systems Ltd., is a developer of proprietary counter terrorism and crime prevention technology designed to identify threats in real-time, and prevent incidents before they are carried out. The technology detects the hidden "hostile intent" of assailants - before they commit their intended acts - with a high degree of accuracy. The system can also be used after a crime is committed to quickly identify criminals from among a general population pool, including suspects.

Japan's Polished Diamond Imports +18% in June

Japan's polished diamond imports rose 18 percent to \$60.1 million in June 2010, according to data published by **Momozawa & Co.**, based on information obtained from the country's Customs Bureau at the Ministry of Finance. By volume, the imports grew 35.4 percent to 212,235 carats as the average price of the diamonds fell 13 percent to \$283 per carat.

Japan's polished imports rose from all major centers during the month with imports from India increasing 19 percent to \$24.9 million, while from Belgium they rose 2 percent to \$13 million and **from Israel they grew 19 percent to \$6.1 million.**

For the first half of the year, Japan's polished imports increased 6 percent to \$334.5 million while when measured in volumes, they declined 3 percent to 1.132 million carats. The average price on the stones through the six months increased 8 percent year on year to \$295 per carat.

Japan's gold jewelry imports for the half year grew 12 percent year on year to \$301.3 million while the country's platinum jewelry imports rose 13 percent to \$192.4 million. Pearl imports for the period increased 11 percent to \$149.7 million.

August

Deputy Foreign Minister Ayalon Meets With Mr. Koichi Takemasa, State Secretary for Foreign Affairs of Japan

Deputy Foreign Minister Danny Ayalon met with Mr. Koichi Takemasa, State Secretary for Foreign Affairs of **Japan** in Jerusalem.

They discussed the peace process, regional issues and bilateral cooperation. Mr. Takemasa had earlier met with Foreign Minister Avigdor Liberman and National Security Advisor to the Prime Minister, Uzi Arad. Deputy Foreign Minister Ayalon spoke about the closeness in relations and friendship between the two countries. "We value Japan's contribution to peace in our region," Ayalon said. "We hope the direct negotiations resuming this week will be successful. If there is a will on both sides then there will be progress." Ayalon referred to the call by the Palestinians for an extension to the settlement moratorium. "Whoever places the settlements as a precondition is not serious," Ayalon continued. "Preconditions are not conducive to successful negotiations and placing the blame on Israel before the negotiations have even started is extremely unhelpful and damaging for peace. All sides should arrive at the negotiations with good will."

The Deputy Foreign Ministers also discussed sanctions and the Iranian nuclear threat. "The threat your region faces from North Korean nuclear weapons is the same threat that we will face in our region from Iranian nuclear weapons," Ayalon said to his counterpart. "It is important that Japan follow the example of the U.S. and the European Union to apply tougher sanctions on the Iranian regime."

Mr. Ayalon and Mr. Takemasa also discussed bilateral issues like cooperation and international development. "We would like an exchange of knowledge," Ayalon said. "We would also like to couple Japanese know-how with Israeli expertise, perhaps for the good of third party developing nations." "If we invest more in cleantech and renewable energy it will not only make the world cleaner, but safer."



Zen Nippon Shokuhin of Japan to Enhance Operational Efficiency With Retalix Implementation

Japanese Grocer to Deploy Retalix POS, Loyalty and Promotion Solutions to Drive Demand-Driven Customer Experiences and Ensure Efficient Management at Store, Headquarters Levels

Retalix(R) , a leading independent provider of software and professional services to retailers and distributors worldwide, has announced that **Zen Nippon Shokuhin** of Japan will increase demand-driven customer service, reduce costs and boost profits by deploying Retalix software and services. The Tokyo-based grocer will roll out the Retalix point-of-service (POS) software, Retalix Loyalty and Promotion solution and Retalix HQ system to more than 1,000 locations across the country.

The project recently completed a successful pilot, and will advance to a full rollout. **Mr. Mitsuhiro Saito, president of Zen Nippon Shokuhin**, says the supermarket chain chose Retalix because it wanted to enhance the customer experience and create a centralized and integrated retail IT infrastructure as it continued its growth in the Japanese market.

"During the pilot, Retalix successfully illustrated that its solutions rank among the best in the industry. They also clearly demonstrated their excellent capability to deliver on a global scale while providing localized support," said Mr. Mitsuhiro Saito. "Retalix's POS, Loyalty and HQ solutions will provide us with a completely integrated system that will further enhance the customer experience and will help us cut costs and increase revenue across our growing enterprise."

Shuky Sheffer, Chief Executive Officer of Retalix, said: "We are happy that our demand-driven solutions could help Zen Nippon significantly improve its operational efficiencies and growth, while enhancing the customer experience. This marks Retalix's first successful pilot in Japan, and will help us strengthen our position in this market. We look forward to growing our partnership with Zen Nippon Shokuhin, and achieving a complete, successful rollout."



Retalix Store Solution software is an open-architecture, multi-channel solution designed to increase a retailer's efficiency and effectiveness at all customer touchpoints, and thereby differentiate, innovate and drive a superior customer experience. Deployed at leading retailers worldwide, the application contains advanced POS functionality and supports customer loyalty, self-checkout, fuel management, QSR and a wide variety of electronic payment services.

Retalix Loyalty and Promotion is a powerful, targeted promotions and consumer interaction solution that enables long-term customer loyalty and retention. The system also drives cross sales and up-sales by targeting a retailer's promotional spend on their most valuable customers. As an enterprise-wide, real-time, scalable solution, the software seamlessly ties together centralized operations, marketing management, special promotions, IT and the shoppers themselves. The system also delivers promotional offers, tracks performance and personalizes communications. Because it's centrally operated, Retalix Loyalty and Promotion solution ensures seamless consistency of the customer experience across multiple stores and channels.

About Zen Nippon Shokuhin

Zen Nippon Shokuhin is a voluntary grocery chain operating throughout Japan with Headquarters in Tokyo. It ranks No. 2 in the voluntary chain sector in Japan. Founded in 1962, Zen Nippon Shokuhin Co., Ltd. Now has approximately 1,700 member stores, 11 branch offices, and operate 25 distribution centers throughout Japan.

About Retalix

Retalix(R) is a leading provider of software solutions to retailers and distributors worldwide. The Company's product and services help its customers automate and synchronize essential retail and supply chain operations, encompassing stores, headquarters and warehouses. Specializing in the food industry, Retalix serves customers in more than 50 countries.



Oridion Signs New Distributor Agreement With IMI Expanding its Presence in the Japanese Market

Oridion, creator of the **Smart Capnography(TM)** family of algorithm-based solutions (Integrated Pulmonary Index(TM), SARA(TM), and Smart Breath Detection Algorithm(TM)), announced the signing of a new agreement with **IMI Co. Ltd.**, a leading distributor of medical equipment in Japan. This agreement provides Oridion with the opportunity to further expand into the Japanese market with its line of Microstream(R) capnography monitoring products.

IMI will bundle sales of Capnostream(R)20 Smart Capnography monitors including IPI* with their ventilators. This powerful combination will be offered as SafetySet(TM), an innovative solution to improve patient safety and make a clinical difference in patient care. IMI will begin selling the Capnostream(R)20 monitors and patented FilterLine(R) etCO2 sampling products immediately into the Critical Care environment and Home Care areas throughout Japan.

Mr. Kazumasa Tsumuga, President of IMI, said: "We are happy to join with Oridion to make available the best capnography technology to our hospital markets in Japan. We believe the collaboration between IMI and Oridion will help improve the safety for all the patient populations in all clinical settings in Japan."

Gerry Feldman, President of Oridion Capnography Inc., remarks, "We are honored to be working with IMI. The SafetySet package combining Capnostream capnography with ventilators sold by IMI is a pioneering strategy that will provide added safety for patients in hospitals throughout Japan. Oridion is committed to improving the standard of healthcare worldwide and will continue to offer new ways to improve patient safety and make a clinical difference in patient care."

*IPI helps caregivers manage complicated monitoring parameters with a single, simple number. The IPI utilizes real time measures and interactions of four parameters - exhaled carbon dioxide (etCO2), respiration rate, pulse rate, and oxygenation (SpO2) - to provide



a single indexed value, enabling clinicians to instantly assess the patient's respiratory status.

SARA (Smart Alarm Respiratory Analysis) is an alarm management algorithm that, together with the Smart Breath Detection Algorithm, recognizes and reduces clinically insignificant alarms while accurately reflecting the patient's condition and preserving caregiver alarm vigilance.

About Oridion

Oridion Systems Ltd. is a global medical device company specializing in patient safety monitoring. The Company operates through wholly owned subsidiaries in the United States and Israel.

Oridion develops proprietary medical devices and patient interfaces, based on its patented Microstream(R) technologies, for the enhancement of patient safety through the monitoring of the carbon dioxide (CO₂) in a patient's breath. These products provide effective, proven airway management and are used in various clinical environments, including procedural sedation, pain management, critical care units, post-anesthesia care units, emergency medical services, transport, alternate care and other settings where patients' ventilation may be compromised and at risk.

Mbeach Software Inc. Further Targeting Markets For Non-Intrusive Technologies for the Detection Skin Cancer

Mbeach Software Inc. ("MBHS") (OTCBB: MBHS) issued a stockholder update on the growing market for skin cancer diagnostic solutions. These market developments represent significant opportunities for the wholly owned subsidiary, Skin Cancer Scanning Ltd. ("SCS") to grow the company and become a leading industry player.

In particular, the company has identified the Japanese, Hi-Tech orientated market, as a potential pivotal market, with increasing awareness to skin cancer related issues in the past decade.

Total population of Japan exceeds 125 million people, and there is increasing demand for advanced medical technologies.

In Japan, the number of patients with malignant skin tumors has increased year by year. The most prevalent skin tumor was basal cell carcinoma, followed by squamous cell carcinoma, and then by malignant melanoma.

The recent annual increased proportion of deaths from Non Melanoma Skin Cancer (NMSC) was 3.8%. (Hisashi Ohtsukaa, Shogo Nagamatsub).

Early detection is critical to survival, and can lead to almost a one hundred percent cure rate. However, the effectiveness of current cancer detection procedures is heavily dependent on the experience of the examiner, and errors in diagnosis can be fatal. Occasionally, cancers remained undetected, grow further and lead to lower chances of survival. An additional disadvantage with current diagnostic methods is that they rely on a biopsy, the intrusive removal of tissue sample, to confirm the presence of cancerous tissue.

Biopsies can be painful, leave scarring, and often cause unnecessary patient anxiety. SCS is clearly focused on meeting this growing market need for a safe, non-intrusive technology to detect skin cancer.



Mbeach CEO Yossi Biderman commented," The Japanese market and other intended market surveys are being initiated at these early stages due to the lengthy regulatory procedures in each country, before receiving marketing approval. We expect these proceedings to be finalized within the coming year,2011, coinciding with the final development and clinical trial stages of SkinScan 650, our simple-to-use, noninvasive, point-of-care, skin cancer detection solution."

About SCS

Skin Cancer Scanning Ltd. (SCS) is a medical device company pioneering the development and commercialization of a revolutionary and proprietary imaging system for the early detection and diagnosis of skin cancer.

Our product, SkinScan 650, is a non-invasive, point-of-care (in the doctor's office) system to detect and identify different kinds of skin nevi, tumors, lesions and cancers. SkinScan 650 enables physicians to diagnose skin cancer at an earlier, more curable stage. It will help reduce the number of biopsies, lower treatment costs, and improve quality of life.

Japan's taxi firms introducing all-electric fleets

Impressed by the success of the **Better Place** experiment with electric taxis in the city of Tokyo, an increasing number of Japan's taxi operators are adopting electric vehicles (EVs).

Nissan Motor Co. has received advance orders for around 6,000 orders for its Leaf electric car, which will go on sale in Japan in December, with several hundred of those orders from taxi companies. **Mitsubishi Motors Corp.'s i-MiEV** is also proving popular with drivers.

Many of those firms are based in Yokohama, which is one of two local authorities in Japan to introduce subsidy programs for anyone who purchases an environmentally vehicle. Similar schemes are due to be introduced in other cities around Japan in the near future, including Tokyo.

Japanese consumers are very aware of the importance of measures to protect the environment and the taxi industry reports that customers appreciate the switch from gas-guzzling cabs to green vehicles.

But it has been the results of the Better Place trials in Tokyo that have arguably best demonstrated the potential of electrically powered taxis.

In late August, the US-based international company that facilitates EV adoption announced that Japan's Ministry of Economy, Trade and Industry had given it permission to extend the switchable-battery electric vehicle taxi pilot scheme until the end of the year. The project was initially launched in April, with Tokyo specifically chosen for the test as it has around 60,000 taxis - far more than New York, Paris or Hong Kong - and Better Place believes the project will demonstrate the possibilities for electric vehicles.

While many are attracted to EVs, their main drawback is their limited range. At present, most are only able to travel a maximum of 160 km without needing to be topped up, which makes longer journeys impossible until the infrastructure is created.

But Shai Agassi, who set up **Israeli Company Better Place** in 2007, has come up with a system whereby charging spots to keep car batteries full are located beside parking spots at the office, outside shopping malls, restaurants or at home. The car just needs to be plugged in.

For journeys of further than 160 km, battery switching stations will be constructed alongside roads. The changeover will be completely automated and the driver will not even have to leave the vehicle.

As an added bonus, as most electric vehicles will be recharged during the evening at home, energy from renewable sources - such as solar power or wind energy - will be used to top up the car.

Currently the tests are solely being conducted with the switching system, but the company hopes to introduce the recharging infrastructure in the countries they plan to launch in next year.

The initial results of the tests have been a huge success, according to Kiyotaka Fujii, President of Better Place Japan.

"Up to this point, there has been very little information about how an EV battery will perform in heavily used, real-world, taxi conditions," he said. "This program has provided us with critical insights into the battery performance in a switch model and switch station performance for the toughest customers - taxi drivers.

"By extending this program, we hope to gain further insights into the battery performance and durability of the switch station itself, which will be invaluable as we move towards commercial launch later next year in Israel and Denmark."

A comprehensive analysis of the data is still under way, but early results show that the taxis involved in the test drove more than 40,000 km, drivers used the switch station 2,122 times and the average time taken to change the battery was 59.1 seconds - far faster than filling a conventional vehicle up at a fuel pump.

Mitsui Wa, using the SaaS cloud type information leak prevention services by Israeli “SAFEND”

Mitsui Wa “Mitsui Knowledge Systems”(President Iida Hirokazu), the corporate client PC's monthly security features to prevent the flow of information from a SaaS offering type "**SafendLive (Sefuendoraibu)**" announced that it would begin service in September.

Prior to the launch, users will be looking for a free trial widely August.

"SafendLive" is made by Israeli Safend Endpoint "Safend" cloud capabilities to offer SaaS-based service.

SafendLive software agent be installed on a client PC, USB sticks, external HDD, DVD watching and reading and writing files to an external device, warning or prohibition made it necessary to forestall the outflow of information prevented. The collecting device usage logs, can be done to address compliance. In addition, IETF (Standards Organization of Internet technology) that form strong encryption is recommended by "AES256bit" built with HDD can be encrypted to prevent information leakage even when lost or stolen in case.

The initial cost of 100,000 yen, the basic service charge is 18,000 yen per month. The company, "SafendLive" The SaaS delivery and, generally licensed traditional "Safend Data Protection Suite" and more sales, enhance data loss prevention solutions, aimed at sales of 500 million yen over three years

September

Advantest, OptimalTest Collaborate to Offer State-of-the-Art Test Management and Optimization on T2000 Test Platform

Advantest Corporation (TSE: 6857,) the world's leading supplier of semiconductor test equipment, and **OptimalTest**, the leader in Advanced Adaptive Test ® and enterprise-wide test management and optimization software for the semiconductor industry, announce the availability of **OptimalTest's** solutions for totally automated, integrated advanced adaptive test on Advantest's T2000 High Performance Open Architecture test platform. By enabling T2000 testers and test cells with OptimalTest's solutions, Advantest will augment the T2000's industry-recognized high performance and cost benefits for SoC production test with the ability to achieve further significant improvements in yield; early detection of product, process and operational issues; reliability; reduced test time; production quality and Overall Equipment Efficiency (OEE) while keeping test costs low.

"This collaboration with OptimalTest is another demonstration of Advantest's commitment to provide our customers state-of-the-art test solutions that give them every possible competitive advantage," says Greg Self, Executive Vice President of Marketing for Advantest America. "With technology and market conditions that are extremely dynamic, we understand that our customers need optimal yields, reliability and test times while being able to maintain high quality and high performance at low cost."

Based on Advanced Adaptive Test and other innovative core technologies, OptimalTest's comprehensive, tightly integrated modular solutions are scalable based on customer's needs, from local test floor control to test optimization of global fabless partners. They can be implemented either by a universal station controller for maximum test floor control or by deploying a lite unobtrusive software engine that can span enterprises and that can be installed to make test operations "OT-Enabled" for rapid deployment based on needs. OT-Enabled platform users can then choose to activate OptimalTest applications such as OT-Rules2, an advanced expert algorithm engine and OT-Portal, a feature-packed decision-support and visualization tool. The solutions deliver a customizable range of capabilities, from real-time and near-time Early Detection at distributed sites to achieving



the "Optimal Enterprise" in test operations across a global fabless value chain to make test data a strategic management tool.

"OptimalTest provides production test floors with measurable results to meet the objectives of fabless, IDM, foundry and OSAT customers. Our solutions are proven to deliver improved yield, increased equipment utilization and reduced test times" explains Debora Ahlgren, Vice President of Sales and Marketing for OptimalTest, "which mean reduced cost of test and operational efficiencies that boost ROI. In addition, because our solutions are scalable, once they are enabled and locally implemented they can easily be integrated across enterprises and partners. They deliver supply chain visibility in multi-enterprise businesses or customized value propositions to single entities such as downstream production partners."

The T2000 represents a new generation of performance and value for high-production SoC test which has been adopted by the world's leading IDMs, Fabless and OSAT (Outsourced Semiconductor Assembly and Test) companies for production of their cost-sensitive SoCs. With over 1,000 installations at over 40 global semiconductor companies, the T2000 increases first-pass yields and site uptime, and delivers the industry's highest UPH via multi-site test capabilities. OptimalTest solutions, which can be easily and rapidly installed, will enhance yield learning during production ramps as well as for high-volume, multi-site test.

About Advantest

Advantest Corporation is the world's leading automatic test equipment supplier to the semiconductor industry, and a producer of electronic and optoelectronic instruments and systems. A global company, Advantest has long offered total ATE solutions and serves the industry in every component of semiconductor test: tester, handler, mechanical and electrical interfaces, and software. Serving the IDM, fabless and OSAT markets, its SoC and memory testers, and device handlers, are integrated into the most advanced fabrication lines in the world. Founded in Tokyo in 1954, Advantest established its North American subsidiary in 1982. Advantest America, Inc. and Advantest America R&D Center, Inc. are based in Santa Clara, Calif.

About OptimalTest

Established in 2005, OptimalTest provides comprehensive, scalable test management and optimization software based on advanced adaptive test. The company's solution is unique for its breadth, incremental modularity, seamless connectivity and real-time and near-time capabilities. It allows adaptation and enhancement of test processes and operations through continuous automated learning, advanced adaptive test techniques and expertly culled data that is decision-ready, resulting in significant, measurable improvements in yield, test time reduction, reliability, and quality as well as reduced cost of test. OptimalTest has growing worldwide operations in Asia-Pacific, Europe and the United States.

Skincare co Laline to open in Japan,

The first Laline store is expected to open in Tokyo before the end of 2010 at an investment of \$1.5 million.

After signing an agreement to open stores in the US and UK, skincare products company Laline Candles and Soap Ltd. is now expanding to Japan and the Caribbean.

The chain has signed a franchise agreement with **David Mogen Co.**, owned by former Israeli Tony Levy, to open 30 stores in Japan over the next five years. David Mogen, which manufactures and markets jewelry, has 40 stores around Japan.

The first Laline store is expected to open in Tokyo before the end of 2010 at an investment of \$1.5 million.

At the same time, Laline has signed an agreement to open stores in the Caribbean, which will also be operated by a franchisee. Fifteen stores are planned over the next five years.

Laline has 54 stores in Israel and opened a store in San Francisco last month.

Teva-Kowa eyes acquisitions for Japan generic market

Teva-Kowa Pharma, an arm of Israel's generic drug giant Teva Pharmaceutical Industries, expects to book around \$270 million in sales in its first year of marketing in Japan, its chief executive said on Tuesday.

The company, a 50-50 joint venture with Japan's Kowa aims to rack up 100 billion yen in sales by 2015, with around 30 percent of those sales likely to come from drugs it will buy the rights to, and through acquisitions of other firms.

"We aim to achieve roughly 70 billion yen through organic growth and the rest through licensing of other companies' products and through acquisitions," Teva-Kowa Chief Executive Officer Nobuyoshi Inoue told Reuters in an interview.

Its forecast of 23 billion yen in sales in 2010 would be roughly equivalent to a 5.5 percent of the market, which thinktank Fuji Keizai predicts will total 417 billion yen.

Teva is one of the first global drugmakers foraying into the Japanese generic drug market. U.S. giant Pfizer and France's Sanofi Aventis, as well as Japan's Daiichi Sankyo and Fujifilm have all decided to join the race.

Indian generic drug maker Dr. Reddy's Laboratories is also hoping to enter the market, media have said.

The government is promoting the use of generic drugs to cut medical costs as the population ages. It is aiming for generics to make up 30 percent of the prescription drug market by the year to March 2013 from 20 percent now.

Teva-Kowa's Inoue also said he expects more mergers and acquisitions in the Japanese generic drug industry amid growing interest from major drug firms in the market and rising scientific and financial hurdles for smaller local players.

"The industry map of 2015 will probably become clear by 2013," he said

7mm Thick Pico Projector can produce 70 inch Image

Japan's Explay Ltd recently announced that it has begun to ship its pico projector engines to developers around the world. The Explay Projector Engine is only 6.7 cubic centimeters in size and just 7mm thick (~1/4 of an inch). Despite its tiny dimensions, the pico projector generates 14 lumens laser light on just 1.3 Watts of power (1.8 with control circuits) and can produce images 7 to 70 inches in size. Resolution is a respectable 852×480 and with a laser based system it should stay in sharp focus over a wide range (20 to 200cm). While Explay has yet to announce which manufacturers will be using their projector they did say that they expect it to appear in devices as early as February of 2011. Looks like we'll need to watch for it at CES. Explay plans on improving their projector engine further. They hope that the end of 2011 will see the arrival of a 25 lumens WXGA 1366×768 version. A member of the R&D team in Israel (part of XDM Ltd) shows off the 14 lumens pico projector in a prototype testing rig in the video below. Not a bad image for the world's smallest laser projector.

While Explay's pico projector doesn't have the best picture quality stats we've seen, it's pretty damn good. And with such a small size, the Explay projector could be easily incorporated into many phones and other mobile devices. Flip has been working to develop projector accessories, maybe the next one will simply be embedded in the camera. I'm excited to see where these smallest laser-based projectors will lead us. They may be an integral part of the next generation of human-computer interfaces, allowing us to use cameras and projectors instead of keyboards and mice. In the meantime, a crisp color picture coming out of a device smaller than a pack of gum is cool enough for me.

Toshiba Selects AudioCodes Media Gateways to Enhance Network Reliability and Messaging for Toshiba Strata CIX VoIP Systems

Toshiba America Information Systems enters into reseller agreement to include AudioCodes Media Gateways in redundant configurations to enhance survivability and unified messaging capabilities for Toshiba Strata CIX IP Business Telephone Systems

AudioCodes a leading provider of Voice over IP technologies and Voice Network products, today announced that Toshiba America Information Systems Inc., Telecommunication Systems Division has entered into a reseller agreement to resell **AudioCodes Mediant 1000** and MediaPack series media gateways for use with Toshiba's family of Strata® CIX™ IP business telephone systems and Strata Messaging unified messaging systems.

AudioCodes media gateways provide PSTN circuit trunk-side connectivity to Strata CIX systems, converting the PSTN PRI or Analog circuits to SIP in a redundant and load-sharing architecture. Using call routing rules, the AudioCodes media gateways can detect network and equipment failures, redirecting call traffic to one or more still-active and operating Strata CIX systems, enhancing reliability and survivability.

In addition, AudioCodes media gateways can convert T.30 fax calls from the PSTN and on-site fax machines to the industry-standard T.38 fax-over-IP protocol and interfacing to Strata Messaging systems. The T.38 fax-over-IP protocol is highly reliable and improves the efficiency of unified messaging systems.

"Survivability and reliability are key concerns for companies in a wide variety of vertical markets, including public safety, utilities, health care, banking and other critical services," said Ericson Abing, product manager for Toshiba America Information Systems Inc., Telecommunication Systems Division. "Offering AudioCodes media gateways in a redundant and load-sharing configuration automatically detects failures and redirects traffic to still-operating Strata CIX systems with no interruption in service."

"Being selected by Toshiba for the difficult task of creating high-reliability communications solutions is a testament to the product reliability and embedded call routing intelligence within the AudioCodes media gateway products," said Lior Aldema, chief operating officer for AudioCodes. "This relationship also demonstrates the value of the embedded T.38 fax-over-IP protocol in AudioCodes media gateways, allowing Toshiba to concentrate its development efforts on the Strata Messaging application and avoid protracted protocol development and testing."

"We are pleased to announce our relationship with AudioCodes," said Brian Metherell, VP and general manager of Toshiba America Information Systems Inc., Telecommunication Systems Division. "Combined with the exceptionally dependable Toshiba Strata CIX family of IP business telephone systems, AudioCodes' products give our customers enhanced survivability and reliability."

The Mediant 1000 Modular Media Gateway is a compact and cost-effective media gateway solution that has been designed to interface between TDM and IP networks in enterprises or small-scale carrier locations. The compact Mediant 1000 modular gateway is extremely scalable and supports multiples of one, two or four E1/T1/J1 spans or one to 24 analog ports in various FXS/FXO configurations. The Mediant 1000 also supports mixed digital/analog configurations.

The MediaPack Series Analog VoIP Gateways are cost-effective, best-of-breed technology products. These stand-alone analog VoIP Gateways provide superior voice technology for connecting legacy telephones, fax machines and PBX systems with IP-based telephony networks, as well as for integration with new IP-based PBX systems

October

Israeli film claims top prize at Tokyo festival

TOKYO (Reuters) - An Israeli film about a boy in the 1960s who stops growing for three years claimed the top prize at the 23rd Tokyo International Film Festival, giving director Nir Bergman the festival's main award for a second time.

"Intimate Grammar," which was awarded the \$50,000 Sakura Grand Prix from among 15 competitors from over 80 countries and regions, tells the story of Aaron, the son of a Holocaust survivor who seeks refinement and art amid an increasingly militant society.

Bergman became the first director to win the Sakura Prize twice. He previously won in 2002 with the film "Broken Wings."

Bergman told a news conference last week that the film was based on an Israeli novel called "Book of Intimate Grammar" by David Grossman that "gave him an emotional shock as if reading about my own life."

"I just loved the characters so much and I thought they deserved the big screen," he was quoted by festival organisers as saying.

By Reuters

Tokyo AIM exchange seeks Israeli firms

Representatives of Japan's second exchange recently visited Israel.

Japan's stock market is seeking Israeli firms. Two representatives of Japan's junior exchange, the Tokyo AIM stock exchange, recently visited Israel and met with representatives of the Tel Aviv Stock Exchange (TASE), the Israel Securities Authority, and with law firms.

The goal of the visit was to interest Israeli firms in listing on that exchange.

Tokyo AIM is a partnership between the larger Tokyo Stock Exchange and London's AIM. The goal is to interest foreign companies in listing in Japan, under easier and friendlier regulatory terms than on the main Tokyo exchange. The Tokyo Stock Exchange has 2,000 firms listed, with average turnover of \$15 billion.

Tokyo AIM is a new exchange, set up less than two years ago, and its management is trying to interest firm in listing for trading. The exchange hopes to become the meeting point of foreign companies and investors, with companies and investors throughout Asia, and to be a sort of entry point for foreigners into other countries in Asia.

The idea for collaboration with Israeli companies was initiated about nine months ago by the minister for economy and trade in the Embassy of Israel in Tokyo, Eitan Kuperstoch. "Listing Israeli companies on the Tokyo exchange will make it easier for those companies to conduct marketing efforts in Japan, will attract Japanese investment in Israeli companies, and will raise interest in the Israeli market among the Japanese, " he says.

The Japanese visitors came ahead of a visit by the president of the Tokyo Stock Exchange, planned for later this year.

14 October 10 Globes

P M Fayyad Inaugurated The Jericho Agro Industrial Park's Infrastructure Projects Funded By Japan

Jericho - PNN - As part of Jericho 10,000 Program, on October 11th, 2010, a ceremony was held at the future site of Jericho Agro-Industrial Park (JAIP) with attendance of Prime Minister Dr. Salam Fayyad, for the inauguration of the rehabilitation of part of Mahmoud Darwish Street (1.8 km) and for the groundbreaking of JAIP land reclamation.

Mr. Naofumi Hashimoto, Representative of Japan to the PNA, Mr. Kamel Hemaïd, Governor of Jericho and Mr. Hassan Saleh, Mayor of Jericho, attended the ceremony. This road rehabilitation is the first infrastructure project to facilitate the traffic in southern Jericho, with an impact on establishing JAIP as well, while the project for the land reclamation (1st stage of 115 donum) is the first step on the JAIP site. The Government of Japan, with the amount of approximately USD 3.1 million, funds both projects.

JAIP is a core project to materialize the concept of creating the Corridor for Peace and Prosperity. This was proposed by Japan, as mid-and-long term efforts for its contribution to the co-existence and co-prosperity of Palestinians and their neighboring countries through cooperation among them.

Japan is firmly committed to support the establishment of a viable Palestinian state, and believes that for achieving such this goal, a solid basis of sustainable Palestinian economy is indispensable. Japan will support this project of JAIP as part of the PNA Government Program "Homestretch to Freedom", through continuously working together with Palestinian side as well as with the other partners of Israel and Jordan, in order to start its operation by the end of 2012.

Later on the same day, Dr. Salam Fayyad together with **Mr. Naofumi Hashimoto** also attended the inauguration ceremony for the rehabilitation of **Al-Quds street**. This was implemented as part of the Project for Improvement of Internal City Roads in Jericho.

Under this project, funded by the Government of Japan with amount of USD 7.2 million approximately, over 70 routes in Jericho City have been improved along with providing Jericho City with roads maintenance equipments

Fujitsu and BIOGUARD join forces in VANTAGE USA project

VANTAGE DATA CENTERS DEPLOYS FUJITSU PALMSECURE TECHNOLOGY FOR MULTI-FACTOR-CAPABLE AUTHENTICATION AND ENHANCED ACCESS SECURITY

Palm Vein Authentication Leverages Innovative Biometric Technology to Deliver Enhanced Access Control while Simplifying Security Management

Fujitsu Frontech North America Inc., a leading provider of IT-based business solutions, including advanced technology products, biometric security, and digital media solutions, announced the deployment of its **PalmSecure™ biometric authentication technology** at **Vantage Data Centers' Santa Clara campus**. Vantage Data Centers provides energy-efficient, scalable, wholesale data center solutions to enterprise customers. The PalmSecure highly accurate, comprehensive, multi-factor biometric identification and access control capabilities allow Vantage to protect proprietary information and costly infrastructure throughout its campus while ensuring that only privileged personnel are able to access secure areas.

Due to the extremely sensitive data and expensive infrastructures stored at Vantage Data Centers, security represents a primary concern for customers and key objective for Vantage. The PalmSecure technology offers up to three factors of authentication in a single unit installation, as well as a bonus capability of an alternate factor of authentication via registration of the user's second hand. As a result, Vantage can require biometric authentication for all ingress points and layer additional factors of authentication as needed, specifically in mission-critical areas. For example, a customer needing to enter the front door to the building would do so via biometric authentication. The same customer needing access to a mission-critical area would then need to biometrically authenticate and provide up to two more factors of authentication, including key-pad code and/or smart card. The application of this comprehensive, multi-factor technology allows Vantage to meet customer security demands and support various compliance regulations.

“By offering industry-leading identity and access management, we are able to protect the entire data center facility and customer assets with the highest level of security,” said Jim Trout, CEO of Vantage Data Centers. “We reviewed the prevailing biometric technologies implemented in the data center industry, including fingerprint readers and retinal scanners, and found that both provide challenges to customers unfamiliar with these security measures due to concerns over personal harm and improper use. The Fujitsu PalmSecure technology, however, delivers optimal capabilities and a level of user comfort unmatched in our search. We are delighted with the results.”

“The need for biometric authentication solutions is clear; however, we’ve seen products on the market that present significant challenges in terms of accuracy, enrollment difficulty and residual trace issues,” said Vic Herring, vice president of sales and marketing, Fujitsu Frontech North America Inc. “PalmSecure addresses these challenges head on, providing customers with a proven biometric authentication solution for access security management that is highly accurate, easy to enroll and contactless. We are honored to be chosen by Vantage Data Centers to safeguard its assets, secure areas and facilities.”

The Fujitsu PalmSecure sensor uses a near-infrared light to capture a person’s palm vein pattern, generating a unique biometric template that is matched against pre-registered users’ palm vein patterns. This advanced, contactless biometric technology generates rapid and highly accurate authentication that is virtually impossible to forge, leaves no biometric trace behind following authentication, and is not affected by the presence of hand lotions, chemicals, abrasions, skin conditions or cold environment effects.

The deployment at Vantage’s Santa Clara campus is the result of a collaboration between **Fujitsu and BioGuard Components and Technologies Ltd.**, which specializes in biometric systems design and manufacturing. BioGuard developed a physical access control solution that leverages the award-winning PalmSecure palm vein authentication technology. The joint solution delivers best-in-class identity management and physical access control that is highly secure, affordable and easy to install. The turn-key solution offers a complete, integrated package for customers who wish to upgrade



their access control systems while utilizing existing infrastructure and resource investments.

“We worked closely with Fujitsu to optimize the PalmSecure authentication technology with our accelerator and middleware solutions,” said Shalom Shushan, president and CEO of BioGuard. “Our hardware and software development team created a new platform designed to ensure the functionality of the PalmSecure biometric technology and seamless integration into Vantage Data Centers’ campus. Not only is Vantage’s facility more secure, but also users are no longer required to carry smartcards, eliminating threats posed by stolen smartcards and reducing costs associated with smartcard replacement. The result is a win-win for Vantage and for our joint Fujitsu/BioGuard solution.”

About Fujitsu Frontech North America Inc.

Fujitsu Frontech North America Inc. offers a wide variety of products including retail point of sales terminals, self checkout systems, kiosks, media solutions, palm vein biometric authentication technology, Ethernet switches, RFID tags and bill dispensers – with sales, service and engineering support throughout the United States. Fujitsu Frontech North America Inc. is headquartered with operations and product development at 25902 Towne Centre Drive, Foothill Ranch, CA. 92610. For more information about Fujitsu products and services, call us at 800-626-4686 or visit us at: www.fujitsufrontechna.com.

About Fujitsu Frontech Limited

As part of the Fujitsu Group, Fujitsu Frontech Limited ties people and IT together through the development, manufacture and sale of front-end technology such as ATMs, operation branch, POS and totalizator terminals, and public display devices. Fujitsu Frontech also delivers related software, system integration and outsourcing as part of its total solutions offerings. The company supports the security sector by offering products incorporating Fujitsu's latest palm vein authentication technology, and is actively involved in the development of key technologies in various fields, with a current focus on color electronic paper and RFID systems. For more information, please visit: www.frontech.fujitsu.com/en/.



About Vantage Data Centers

Vantage Data Centers is a privately held company focused on the ownership, development and operation of highly efficient and scalable wholesale data centers. Vantage evolved to provide optimal and flexible data center solutions tailored to the business requirements of the world's leading companies and service providers. Led by a deeply experienced team of executives, Vantage built a model exceeding the needs of the most important business and IT initiatives for customers requiring a true wholesale data center partner. For more information, please visit www.vantagedatacenters.com

About BioGuard Components and Technologies Limited

BioGuard Components and Technologies Ltd. has been a pioneer in the biometric field since 2001 specializing in the development, commercialization, manufacturing and marketing of innovative biometric homeland security products as well as identity management solutions based on a variety of biometric technologies. BioGuard is located at 4 HaCharash St. in Hod Hasharon, Israel. www.bio-guard.net.

Preton Expands Customer Base in Japan

Company delivers toner optimization and toner saving software for three new Japanese enterprise clients to reduce costs and improve green operations

Preton Ltd., the toner and ink saving software company, announced that the company has delivered its **PretonSaver™** software for three new enterprise clients in Japan. Preton's new Japanese clients are **Vic Tokai Corporation** (JASDAQ: 2306), a prominent cable television and communications service provider, **Kojima** (TSE1: 7513/T), a leading electronic appliance retailer, and **YKK Corporation**, the world's largest manufacturer of fastening products. Preton recently opened an office in Tokyo and works closely with local channel partners to promote its software and support its growing customer base throughout Japan.

Japan is an advanced market with unique business and IT requirements," commented **Yoshihisa Iwasaki, Japan Country Manager, at Preton**. "PretonSaver's ability to control the printing activities across an entire enterprise network and produce high quality printing, while substantially reducing costs and the environmental impact of printing are a strong fit for the business culture in Japan."

PretonSaver is toner saving software that allows enterprise and home users to reduce toner and ink consumption, while cutting costs by up to 70% by identifying and deleting wasteful pixels during the printing process. The PretonSaver software enables high quality printing with maximum savings based on intelligent technology that analyzes the textual, graphical and image elements of a page and configurable printing rules that regulate printing processes and printer settings. PretonSaver is available in enterprise, premium, standard and home versions.

"We are proud to be extending our market presence and customer base in Japan," said Ori Eizenberg, CEO of Preton. "By proving our value proposition in the demanding Japanese enterprise market, we are strongly positioned for continued growth in additional markets around the world."



About Preton Ltd.

Preton Ltd. is a leading provider of print management and toner saving software. Preton's patent-pending technology, Pixel Optimizer™, incorporates state-of-the-art mathematical algorithms to identify and delete wasteful pixels during printing, providing substantial savings on toner and ink. Preton's award-winning products, PretonSaver Enterprise™, PretonSaver Premium™, PretonSaver Standard™ and PretonSaver Home™, offer revolutionary savings of up to 70% on printing costs. The company is in the process of developing additional products that will help companies to further control and manage their print resources.

Preton is based in Tel Aviv. The company sells its toner and ink saving software worldwide through its channel partner network. Preton customers include prominent enterprises in the financial, health care, manufacturing, government, education and technology sectors as well as individual home users.

Strategic win for silicom: Japanese industry-giant Server Manufacturer expands its business with silicom

Silicom Ltd. announced that the security division of an existing Silicom OEM customer, an industry-leading Japanese Server Manufacturer, has selected various Silicom networking and encryption server adapters for its new line of security appliances. The customer has already placed initial orders for the Silicom products and it is now ramping up production.

The customer has selected a broad range of Silicom's product offerings, including 10 Gbps server adapters, multi-port 1Gbps adapters and encryption products. Silicom forecasts that total revenues to this customer will reach approximately \$1.5 million annually.

"This is a key win for Silicom as it demonstrates the success of our strategy to increasingly penetrate additional divisions of our OEM customers," commented Shaike Orbach, Silicom's President and CEO. "This success is indicative of the significant potential that is available to us at all our big OEM customers, where an initial success, no matter how big or small, has the potential to lead to additional wins within the same or other divisions at the organization. This dramatically increases the scope of the business opportunities open to us. We are proud of our achievement with this customer, especially given the time and effort it takes to qualify at Japanese companies, which ultimately shows how we can successfully leverage our existing customer base to expand sales."

Mr. Orbach continued, "This important win, together with the breakthrough deal for SETAC which we announced last month, demonstrates two independent growth avenues for Silicom. Our traditional business of server adapters continues to grow. This trend is driven by the addition of new customers, the sale of more products to current customers, as well as through wins with our customers' new solutions. In parallel, our SETAC strategy is gaining tremendous traction, and this underscores our optimism for the business both in the short and long term. "



About Silicom

Silicom Ltd. is an industry-leading provider of high-performance networking solutions designed to increase the throughput and availability of networking appliances and server-based systems.

Silicom's large and growing base of OEM customers includes most of the market-leading players in the areas of WAN Optimization, Security and other mission-critical gateway applications. Silicom's products include a variety of multi-port 1/10 Gigabit Ethernet server adapters, innovative internal and external BYPASS solutions and advanced Smart adapters, including SSL encryption solutions and Redirector adapters.

In addition, Silicom's patent-pending new SETAC (Server To Appliance Converter) product family is a unique solution that enables standard servers to be configured as network appliances with high-density front networking ports and no-hassle port modularity

November

Ayalon at Hiroshima: 'Never Again' to Nuclear War

Deputy Foreign Minister became the highest level Israeli official ever to lay a wreath at the Hiroshima memorial, in memory of the victims of the nuclear bomb that was detonated over the city in World War II. Ayalon was following up on the visits to Japan earlier in the year by Foreign Minister Avigdor Lieberman and Deputy Prime Minister Dan Meridor.

At the memorial, the Deputy Foreign Minister said that “in order to prevent another Hiroshima, the international community must put an immediate stop to Iran’s nuclear program. The world cannot be complacent about a nuclear Iran and must do whatever is necessary to prevent it.”

Ayalon was accompanied by the Chair of the Japan-Israel Parliamentary Friendship League, MK Shai Hermesh, and Israel’s **ambassador to Japan, Nissim Ben Sheerit**. Speaking after the wreath-laying, Ayalon honored the memory of the victims and said that mankind should swear “Never again” to nuclear war, adding that it was crucial to prevent extremist regimes such as Iran from achieving military nuclear capability, as it would threaten world security.

The ceremony at Hiroshima came at the end of Ayalon’s four-day visit to Japan, during which he met with **State Secretary for Foreign Affairs Yutaka Banno**, the **Special Envoy of the Government of Japan for the Middle East Yutaka Imura**, and the **Head of the Opposition and LDP President Sadakazu Tanigaki**. Ayalon and his Japanese hosts discussed ways to expand bilateral cooperation between the two nations in the areas of commerce, economy, culture, and science and technology, with an emphasis on alternative energy and the environment. They also discussed boosting cooperation between their respective humanitarian aid agencies. He also met with the **mayor of Hiroshima, Tadatashi Akiba**, and discussed with him initiatives to raise global awareness of the dangers of nuclear weapons proliferation.

Ayalon praised Japan for its stance on the need to prevent Iran from developing a nuclear bomb. He stressed the importance of expanding the sanctions against Iran and the need to examine further measures as necessary, in order to convince Iran to cease its military nuclear program.

Ayalon also briefed the Japanese officials on strategic developments in the Middle East, with an emphasis on Iran's activities that continue to undermine stability in the region.

17 November 10 06:34

Israeli movie takes top prize in Tokyo

An Israeli movie took the grand prize at the Tokyo International Film Festival.

"Intimate Grammar," based on the Israeli novel "Book of Intimate Grammar" by David Grossman, was awarded the \$50,000 Sakura Grand Prize Film Award.

The film, directed by Nir Bergman, is about the son of Holocaust survivors growing up in Israel in the early 1960s.

"Intimate Grammar" also won the prize for best film at this year's Jerusalem Film Festival. It received 12 nominations for the Ophir Awards -- Israel's equivalent of the Academy Awards -- but received none.

Bergman is the first director to win the Sakura Prize twice. He also won in 2002 for his first feature film, "Broken Wings."

November 1, 2010

Jericho agro-industrial park to go operational 2012 - JICA

By Mohammad Ghazal - Jordan Times

TOKYO - Japan International Cooperation Agency (JICA) is intensively working on a project to enable Palestinian industries export their products worldwide through Jordan within the coming few years, according to a Japanese official.

The project, funded by Japan under its initiative "**corridor for peace and prosperity**", entails the establishment of a \$100-million agro-industrial park near Jericho.

The park, which will function as a hub for Palestinian industries in different sectors, is expected to be operational by the end of 2012, **Hideki Matsunaga**, director of Middle East Division at the Middle East and Europe Department at JICA, said in an interview with The Jordan Times in Tokyo last week.

"Currently, Palestinian businesses and industries in the West Bank suffer from Israeli checkpoints, restrictions, shortage of power and water, but through the project we seek to help them grow," he said, adding that Japan will use all its connections to remove trade obstacles facing Palestinians.

He explained that the park will be supplied with sufficient water and energy as well as ensure smoother business procedures to enable factories export their products through Jordan, elaborating the scheme also plans to attract businesses from different Palestinian cities in the West Bank to the park.

"Jordan is very supportive of the project. We are currently in the process of talks with Jordan to open a road connecting Southern Shuneh with the park in Jericho," Matsunaga said.

The plan is to enable factories in the park to smoothly export their goods through this road without any hurdles in cooperation with Jordan and Israel," he added, pointing out that the feasibility study for the road has been completed.

The park will help enhance trade between the West Bank and Jordan in addition to boosting the Palestinian economy as more jobs will be created, the Japanese official remarked.

"The presence of Israeli checkpoints and other restrictions have always affected the Palestinian economy and we are working on removing all these restraints," he said.

The first stage, which is expected to be completed by the end of 2012, will be created over a 11.5 hectares, while the second and third stages that cover an area of 50 hectares each will be completed over phases.

As companies in the West Bank suffer from water shortage as well as power shortage, JICA is committed to \$6.5 million to construct solar power system to provide the park with necessary power, he said, adding that the system is still in the bidding process. The solar power system will be installed in September 2011.

JICA is also conducting studies on best options to provide the park with necessary water, adding that there are abandoned wells and shared wells that JICA will work on developing to ensure the supply of sufficient water.

Cellphone games co Mo'Minis raises \$3m

Mitsui Ventures, the venture capital arm of Japanese giant Mitsui & Co., BRM Capital, and other current investors participating in the financing round.

Cellphone games platform developer **Mo'Minis Ltd.** has raised \$3 million in its third financing round from **Mitsui Ventures**, the venture capital arm of Japanese giant Mitsui & Co. Ltd. (TSE: 8031), **BRM Capital**, and other current investors. Mo'Minis raised \$1.9 million prior to the present round.

Mo'Minis has developed a platform for casual games on mobile telephones. The platform helps games developers create content that is automatically supported by a large number of handsets, as well as saving development time and conversion of games between telephones. When development of a game is completed, Mo'Minis participates in its commercialization via the company's distribution network.

Mo'Minis offers a revolutionary solution for fast creation, porting and publishing of mobile games and entertainment apps. Mo'Minis worldwide developers community utilize the platform for the creation of unique mobile content, which is automatically supported by a wide range of mobile handsets.

Using Mo'Minis, operators, off-deck portals, app-stores and media companies can offer their consumers fresh mobile content

Mo'Minis CTO Tzach Hadar, VP community & content Eyal Rabinovich, and VP R&D Zvi Rabinovich founded the company.

Mo'Minis CEO Itzik Frid said, "Mitsui is a global company that invests in all sectors. I believe that it will exploit its extensive ties to leverage Mo'Minis."

Mo'Minis already enjoys partnership with NTT DoCoMo, Japan's leading Mobile operators.

Mitsui Ventures operates globally. It provides initial funding for technology companies in various fields and helps adapt non-Japanese business models to the Japanese market.

Agro-Industrial Park in Jericho to Go Solar

The \$100 million agro-industrial park funded by the Japan International Cooperation Agency (JICA) in Jericho will have solar power facility. The agro industrial park aimed to assist the Palestinian industries in their exports is financed by the ‘corridor for peace and prosperity,’ initiative of Japan.

The proposed solar energy project in addition to offering enough power to the industrial park will also assist nearly 20,000 houses to utilize clean solar power. The solar plant will also help the Palestinian Authorities who currently rely on Israel grid for power supply. The plant expected to be constructed in September 2011 is in the process of requesting tenders to commence the building of the plant. Presently Israel is also pursuing the installation of a good number of solar projects in its arava and southern Negev regions. Recently Palestine Polytechnic University in Hebron, conducted a workshop on sustainable energy for four days and the workshop was co-sponsored by the USA.

December

Japan judo tournament to host Israeli, Palestinian children

Israeli and Palestinian teenagers are gathering in Japan to participate in a judo tournament as organisers hope to promote world peace through the sport, a renowned Japanese judoka said.

Yasuhiro Yamashita, 53, gold medalist in the open category at the 1984 Los Angeles Olympic Games, said he had invited them to the one-day tournament on Sunday in Fukuoka, western Japan.

“Through exchanges with Japanese and overseas participants, I hope the Israeli and Palestinian children will learn and experience many things and nurture friendship,” Yamashita told a news conference.

“One of the most important things in the spirit of judo is to respect an opponent, who is not an enemy but someone who helps you improve yourself,” Yamashita said.

During their trip, supported by a group that Yamashita founded in 2006, the children will also join other programs, including a visit to the Hiroshima Peace Memorial Museum on Tuesday.

The invitation came after Yamashita and **Kose Inoue**, another celebrated Japanese judoka, visited Israel and the Palestinian territories in July to hold a workshop for children.

During their visit, the two judoka trained 32 Israeli and 25 Palestinian students, and more than a dozen of them arrived in Japan last week.

Nitto Denko Up On Israel Water Treatment Order

Nitto Denko Group to Supply Industry's Largest-Class 16-Inch RO Membrane to World's Biggest Seawater Desalination Plant in Israel

Japan's leading diversified materials manufacturer **Nitto Denko Corporation** (TOKYO:6988) and its U.S. water treatment technology subsidiary **Hydranautics** (collectively "Nitto Denko Group") have been contracted to supply the company's newly-developed, industry's largest-class 16-inch SWC-1640 and ESPAB-1640 elements to the **world's biggest (*) seawater desalination plant**, to be constructed near the coastal city of **Ashkelon, Sorek, Israel**.

The facility, Israel's fourth grand-scale desalination plant-to-be, will supply the country's greatest 411,000 m³/day capacity of water in 2013.

The contract was awarded by the design and construction contractor for the plant, Sorek Desalination Ltd.

Outline of the Order

Plant Site:	Sorek, Israel
Capacity it accounts for:	205,500 m ³ /day
Startup Date:	2013 (Scheduled)

Special Features of 16-inch Membrane Element

With water shortages turning increasingly serious around the world, the water treatment market is showing significant growth. Given such a trend, water treatment plant capacity has been increasing in scale in recent years. The development of a 16-inch (40cm) Reverse Osmosis (RO) membrane element makes it possible for such large-scale facilities to significantly reduce their initial investment cost as well as operating costs.

Compared to the industry's conventional 8-inch element, the effective membrane area (the membrane area in an element through which raw water can be filtered) and water

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production capacity per element are increased fourfold. As a result, it allows a water treatment plant to reduce its initial investment cost by some 10%, as well as the life cycle cost by approximately \$61 million over two decades.

Special Features of SWC5-1640

Normally five to seven Megapascal (MPa) pressure must be applied to membrane modules for desalinating seawater, a process requiring an abundance of electricity. As SWC5-1640 can execute desalination with lower pressure applied than before, it consumes less electricity.

In general, water flux and rejection are in a mutually exclusive relationship. But being an energy-saving type, SWC5-1640 achieves high water flux without sacrificing rejection much, and hence it contributes to more economical seawater desalination.

Special Features of ESPAB-1640

Seawater typically contains four to five milligrams of boron per liter. It is said that regular intake of boron may affect human body adversely, and the World Health Organization (WHO) therefore states that the concentration of boron in drinking water must be less than 0.5 milligrams per liter.

ESPAB-1640 minimizes boron concentration to a level which doesn't affect the human body, by secondarily treating product water produced by SWC5-1640.

Water Availability Situation in Israel

With more than half of the country's land consisting of desert, water shortages in urban areas of Israel however worsening due the pollution and drought. Groundwater is drying up and causing saltwater intrusion. The Israeli government is promoting seawater desalination as a countermeasure to combat such problems, and it plans to meet a major portion of the country's water supply needs by utilizing seawater desalination.

Outline and Future Direction of Nitto Denko's Water Treatment Business

Leveraging some of the most cutting-edge membrane fabrication technology in the world today, Nitto Denko Group has an enviable history of success in ultra-pure water creation and seawater desalination, as well as in the wastewater treatment fields. The group boasts equal number one share together with Dow Chemical Company in the world market for RO membrane elements for producing industrial and public-use ultra-pure water.

The Group plans to further boost its capability in pre-treatment technology of not only RO membrane specialties, but also microfiltration and ultrafiltration membranes as well as microbioreactor processes in growth domains such as seawater desalination and wastewater reclamation. It also hopes to raise the value offering to customers in the water treatment business by further implementing membrane maintenance and repair service businesses.

Nihon Unisys Has Adopted Magic Software's iBOLT Integration Tool

Magic Software Enterprises Ltd. a global provider of **cloud and on-premise enabled application platforms** and **business and process integration** solutions, today announced that **Nihon Unisys, Ltd** in Japan has adopted Magic Software's iBOLT business integration suite as part of its offering to its clients.

Nihon Unisys, Japan's most successful system integrator and one of the largest SaaS platform providers in Japan, chose **Magic Software's iBOLT** code-free business integration suite (marketed in Japan as jBOLT) to increase its offering to its SaaS customers by providing them access to built-in data integration services.

As the popularity of cloud computing rapidly increases, there is a growing need for enterprises to take advantage of the great benefits of cloud computing while maintaining their existing applications. Therefore, enterprises need to be able to connect both cloud-based applications and on-premise legacy applications.

The iBOLT-based data integration services offered now by Nihon Unisys enable its customers to leap onto new IT grounds by assuring that on-premise IT systems remain active and in full sync with new cloud-based systems.

Nihon Unisys's choice of iBOLT enables its customers to simplify the data integration of their platforms, significantly reducing development efforts and enhancing flexibility.

Commenting on the new deal, Toshio Sato, President, Magic Software Enterprises Japan, said, "We are very pleased with Nihon Unisys's choice of iBOLT, which will let its customers deploy their integration more easily. The iBOLT system offers a fast and cost-effective integration, providing an enormous added value to our customers."

Through integration, iBOLT helps users get more value from their IT investments by automating manual and repetitive workflows. With an integrated view of company data in real-time, management and employees can make more informed business decisions, receive more value from each business interaction and achieve faster time to market for their products and services.

About Nihon Unisys

The Nihon Unisys group has been a leading solutions provider and active supporter of information and communication technologies (ICT) in Japan since its founding in 1958 at the dawn of the computer area. Since then, the Group has consistently delivered customer-driven value-added ICT solutions in quick response to the often-changing needs of the business and the market.

About Magic Software

Magic Software Enterprises Ltd. (Nasdaq:MGIC) - is a global provider of cloud and on-premise application platform solutions – including full client, rich internet applications (RIA), mobile or Software-as-a-Service (SaaS) modes – and business and process integration solutions. Magic Software has 13 offices worldwide and a presence in over 50 countries with a global network of ISVs, system integrators, value-added distributors and resellers, as well as consulting and OEM partners. The company's award-winning, code-free solutions give partners and customers the power to leverage existing IT resources, enhance business agility and focus on core business priorities. Magic Software's technological approach, product roadmap and corporate strategy are recognized by leading industry analysts. Magic Software has partnerships with global IT leaders including SAP AG, salesforce.com, IBM and Oracle

MUJI shop operator cancels advance into Israel amid protest campaign

TOKYO (Kyodo) -- Japanese retailer Ryohin Keikaku Co. has decided to cancel its planned launch in Israel of a store selling its MUJI-brand consumer products at a time when public pressure against the plan was mounting.

The Tokyo-based company said the cancellation is simply due to "economic reasons," and a spokesman declined to give further details and denied any direct correlation with the growing protest campaign on the Internet.

Ryohin Keikaku announced in April it would sign a license contract with an Israeli company and open what would be Israel's first Mujirushi Ryohin store in Tel Aviv or Jerusalem in 2011.

But the company's expansion plan met with criticism on the Internet and some peace activists have been calling on consumers to boycott MUJI-brand goods after Israeli naval commandos attacked an aid flotilla bound for the Gaza Strip in May, killing at least nine people.

(Mainichi Japan- December 3, 2010)

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Techno Net Work Chooses Magic Software's uniPaaS to Develop Cloud-based Applications

Magic Software Enterprises Ltd. (NASDAQ: MGIC), a global provider of cloud and on-premise enabled application platforms and business and process integration solutions, today announced that **Techno Net Work Co. Ltd.** has developed their cloud-based rich internet applications (RIA) using Magic Software's uniPaaS application platform.

Techno Net Work selected the uniPaaS RIA platform to develop a septic tank management system, which it plans to market across Japan. The company also developed a dental technician management system using the uniPaaS RIA platform. Dental technicians and dentists are now able to use an organized business process management system, where they can automatically share information and have real-time access to each others' data in a central location on the cloud. The uniPaaS-based system improves the speed and quality of operations as well as productivity and customer satisfaction.

Commenting on the new deal, Toshio Sato, President, Magic Software Japan K.K., said, "We are very proud that Techno Net Work has developed its systems with uniPaaS RIA, which has enabled the company to tap into the power of the cloud. This deal is additional proof that uniPaaS helps customers take a leap forward and design their systems as cloud-based solutions."

Mr. Sugiyama Yozo, Techno Net Work, Sales Business Unit, says, "The IT industry has to be able to cope with new technologies in order to survive. We chose Magic Software's uniPaaS because we saw its potential in dealing with this challenge."

Magic Software's uniPaaS simplifies the process of building and deploying business applications and provides the ability to create cloud-based RIA applications quickly and efficiently.



About Techno Net Work

The company was established in 1992.

The company produces a full network infrastructure, develops computer software, sells and provides maintenance services of computer hardware and software, provides technical education, sells computer accessories, and provides a multitude of consulting services for computer system implementations.

About Magic Software

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a global provider of cloud and on-premise application platform solutions – including full client, rich internet applications (RIA), mobile and Software-as-a-Service (SaaS) modes – and business and process integration solutions. Magic Software has 13 offices worldwide and a presence in over 50 countries with a global network of ISVs, system integrators, value-added distributors and resellers, as well as consulting and OEM partners. The company's award-winning, code-free solutions give partners and customers the power to leverage existing IT resources, enhance business agility and focus on core business priorities. Magic Software's technological approach, product roadmap and corporate strategy are recognized by leading industry analysts. Magic Software has partnerships with global IT leaders including SAP AG, salesforce.com, IBM and Oracle.

Cotendo Partners With Wam!Net Japan K.K., a Sumitomo Company, to Introduce Advanced CDN and Site Acceleration Services in Japan

Cotendo, a fast growing innovative provider of Content Delivery Network (CDN) and Value-Added Site Acceleration services, announced today a strategic partnership and comprehensive reseller agreement with Wam!Net Japan K.K. (Wam!Net Japan). Wam!Net Japan is a joint venture between Sumitomo Corporation (Sumitomo), one of Japan's largest trading companies and NTT Communications, Japan's telecommunications company providing a broad range of global networks, management solutions and IT services to customers worldwide.

Wam!Net Japan is the leading provider for data transfer and storage services for video, music and image sources and business enterprises in Japan. Cotendo's offerings in the Asia-Pacific region enable Sumitomo/Wam!Net to provide new and existing customers Cotendo's completely integrated suite of innovative acceleration services. Under this agreement Sumitomo/Wam!Net will also be first in Japan to market the new website code optimization service Cotendo introduced just last month with Google.

"Cotendo technology is unmatched in the acceleration of the new generation of complex and frequently dynamic content -- far beyond what is possible with traditional CDNs," says Tetsuro Takeoka, Corporate Officer, General Manager, Network Division of Sumitomo. "Solutions generated out of our strategic partnership with Cotendo will give us the advanced technology and performance for competing successfully in the fast-growing market for the acceleration of content and offer our customers a complete suite of advanced global content acceleration services." The fully integrated line of services includes Static and Dynamic Content Acceleration, SSL Offloading, Advanced DNS, Intelligent Load Balancing, 24x7 Performance Monitoring, Real-Time Content and Cache Updates, and SEO Analytics.

Wam!Net Japan will also be the first service provider in Japan to offer the **new Website optimization service** that Cotendo introduced in November in collaboration with Google. This offering automatically optimizes Web page code after it leaves a Web server and



enters the Cotendo CDN, resulting in up to 50% reduction in page load times on top of the acceleration achieved by Cotendo's existing site acceleration services.

The new partnership agreement gives Wam!Net Japan's customers powerful tools to fulfill the exacting demands of Japanese Internet consumers, who are accustomed to some of the fastest broadband speeds in the world and are among the savviest Internet users on Earth. To adequately serve these customers, Japanese telecommunications and technology infrastructure companies maintain the highest standards for network throughput, end-to-end data transmission speeds, and low latency for end users. For these reasons, Wam!Net Japan anticipates a strong uptake of the Cotendo offering from large companies in e-commerce, Social Network Systems (SNS), and Online Gaming, among other areas. "We can now meet the sophisticated content acceleration needs of Japanese SNS, ecommerce and gaming companies," says Nobuyuki Fukui, CEO, Wam!Net Japan.

Through this partnership Japanese companies can tap into Cotendo's global CDN infrastructure and eliminate the need to set up additional origin servers outside of Japan that were previously required to accelerate content delivery and website performance. To meet the needs of Wam!Net's Japanese customer base, Cotendo has also deployed carrier-grade redundant infrastructure and peering in multiple datacenters in Japan with Tier 1 providers that further extends Cotendo's rapidly growing global coverage.

Wam!Net Japan customers will be able to deploy Cotendo's site acceleration services in a matter of minutes without changing their own architecture. Those customers will immediately have full granular control of their content acceleration including real-time content and cache flushes and advanced DNS to further speed content delivery. "We see enormous potential for content acceleration in Asia, and the expansion of Cotendo to Japan is an important next step," says Ronni Zehavi, Cotendo's CEO and founder. "We are proud to partner with Wam!Net and provide the innovation that enables them to broaden their market offering to become a significant player in the content acceleration arena in Japan," he said.



About Wam!Net Japan K.K./Sumitomo Corporation/NTT Communications

WAM!NET Japan K.K. is the leading provider data transfer and storage services for video, music and image sources in Japan. The company was founded in 1999 and is based in Tokyo, Japan. WAM!NET Japan K.K. operates as a subsidiary of Sumitomo Corporation, a leading Japanese trading corporation with extensive business lines in media, telecommunications and technology infrastructure segments. NTT Communications provides a broad range of global networks, management solutions and IT services to customers worldwide. The company is renowned for reliable, high-quality security, hosting, voice, data and IP services, as well as expertise in managed networks and leadership in IPv6 transit technology. NTT Communications is the wholly-owned subsidiary of Nippon Telegraph and Telephone Corporation, one of the world's largest telecoms with listings on the Tokyo, London and New York stock exchanges.

About Cotendo

Cotendo is a fast growing innovative provider of CDN and Site Acceleration services and a leader in creation of technologies that allow website operators and large enterprises to dramatically improve web performance and radically simplify content delivery management. Cotendo's customer base includes Fortune 500 enterprises, Tier 1 telecommunications providers and the world's largest social networks, eCommerce sites, and advertising networks, Cotendo's unique suite of software-based content acceleration offerings provide unprecedented site performance, transparency and application-level management capabilities as well as granular content delivery flexibility, and best-in-class content acceleration capabilities. The company's management team is comprised of acknowledged innovators in intelligent content management and content delivery networks. Founded in 2008, Cotendo is funded by Sequoia Capital, Benchmark Capital and Tenaya Capital. The company is headquartered in Silicon Valley with R&D based in Israel.



ACCESS and Human Monitoring Announce Strategic Partnership to Extend hipix™ Rich Picture Format in the Mobile and Beyond-PC Markets

Tokyo, Japan and Tel-Aviv, Israel - ACCESS, a global provider of advanced software technologies to the mobile, beyond-PC and digital TV markets, and Human Monitoring Ltd., the developer of hipix™, a Rich Picture Format technology, today announced that they have entered into a strategic partnership to extend hipix technology in the mobile and beyond-PC markets. ACCESS will enhance its market leading NetFront™ Browser with hipix to enable the presentation of media-rich still images that include audio and voice annotation. In addition ACCESS will develop mobile and beyond-PC hipix applications for the Japanese and global markets and will also distribute Human Monitoring's other innovative image processing technologies in Japan.

Human Monitoring's patent pending hipix technology utilizes the existing h.264 video CoDec to achieve still image compression that is two to ten times more effective than JPEG images on mobile handsets. The latest hipix release for Android™ further enriches the user experience by supporting the addition of user-friendly voice annotations to photographs prior to distribution or uploading. These personalized "talking pictures" can be viewed using any standard h.264 video player like QuickTime, RealPlayer® or KMPlayer.

NetFront Browser is the most advanced, versatile and powerful full Internet browser for mobile and beyond-PC devices. Specifically designed and optimized to deliver high performance in resource-constrained environments, it has been deployed by major operators, handset manufacturers and consumer electronics manufacturers around the world. With hipix, ACCESS will be able to further enhance the multimedia content services that can be realized via HTML5. ACCESS will also leverage hipix technology to develop applications that support advanced functions such as viewing eMagazines that include high-resolution pictures or that facilitate the distribution of large photo files.

"ACCESS has always been committed to developing and delivering breakthrough mobile software technologies that enhance the user experience. With the advent of HTML5, users are anticipating even greater access to rich multimedia content that fully utilizes



audio and video. hipix represents an ideal tool that will help us make the most of the features found in HTML5. The ability to quickly and easily personalize photos on mobile devices by adding audio/voice annotations will create a whole new culture for sharing photos. Human Monitoring's hipix technology also has a huge advantage since it utilizes the existing h.264 CoDec infrastructure, thus avoiding the need for any hardware modifications. With the support of Human Monitoring, ACCESS will continue to develop and deliver products and services that enrich users' digital experiences" said Dr. Tomihisa Kamada, President and CEO of ACCESS.

Meir Kollmann, President and CEO of Human Monitoring said, "ACCESS' NetFront Browser is recognized as a global web browser standard for the mobile and beyond-PC markets. By combining this powerful browser with our Rich Picture Format, I am confident that we can provide compelling new mobile browsing experiences to users throughout the world. Japan is a strategic market for us, and ACCESS is also an ideal partner for introducing our technology to the Japanese market, and is an important part of our plan to team with leading partners in additional global markets"

"The particularity of Japanese users regarding the quality and user experience of images is way ahead of the rest of the world. The current audio annotated pictures are just the first step, and soon enough we'll present additional exciting features of our hipix Rich Pictures Format" added Ira Dvir, VP of R&D of Human Monitoring.

About ACCESS

ACCESS CO., LTD. is a global company providing leading technology, software products and platforms for web browsing, mobile phones, wireless handhelds, digital TVs and other networked devices. ACCESS' product portfolio including its NetFront™ series provides customers with solutions that enable faster time to market, flexibility and customizability. Recently, ACCESS has launched NetFront™ Life as a global brand with applications and services for end users.. The company, headquartered in Tokyo, Japan, operates subsidiaries and affiliates in Asia, Europe and the United States. ACCESS is listed on the Tokyo Stock Exchange Mothers' Index under the number 4813.



About Human Monitoring

Human-Monitoring Ltd. (HM) is a leading provider of innovative still-image and video processing technologies, based on patent pending algorithms. HM's core competence is its original approach of utilizing open standards for enhanced user experience, while relying on the existing infrastructure. HM's Products licensing include software in the form of object and source code:

- * hipix™ - H.264 based still-image compression including the Rich Picture Format
- * Matisse™ H.264 Encoders - for Windows, Linux and TI's DSPs.
- * Leonardo™ Digital Video Stabilizer (anti-shake) - for a variety of DSPs, x86 and VHDL
- * Fresco™ Panoramic Video Stitching - for a variety of DSPs, x86 and VHDL

PowerID BAP Tags Tapped for RTLS at Hiroshima Rose Nursery

PowerID, the industry leader in battery-assisted, passive (BAP) RFID technology, announced that Honest, a leading automatic identification system integrator and software vendor in Japan, has deployed a real-time locating system (RTLS) for high-value rose plants at the Hiroshima Rose Nursery, based on PowerID's BAP tags. Honest purchased the tags from PowerID's Tokyo-based partner and agent, Japan21.

Honest developed the system for inventory control for its customer, Hiroshima Rose Nursery. The nursery, which grows about 500 types of roses, requires accurate real-time inventory and location data, primarily for customer inquiries. To achieve this goal, Honest tagged thousands of plants with PowerID PowerG tags, installed ceiling-antennas, and connected the latter to standard RFID readers in the nursery's greenhouses to provide instant plant visibility. With the system in place, customers are now able to log on to the nursery's portal and check inventory and plant status in real-time, expanding business opportunities for the nursery.



"We chose PowerID's tags because we required a reasonably priced tag that could be read from twenty meters," said Hironao Sone, Fellow at Honest. "PowerID's BAP tags met both these requirements, which to us is unique since affordability and excellent performance are two traits that are usually mutually exclusive."

PowerID's partner and agent in Japan , Japan21 suggested PowerID's BAP tags after understanding Honest's tag requirements. Honest expects to deploy the same system in other rose nurseries and envisions other agriculture customers requiring similar systems for real-time location of inventory.

"We are delighted that our BAP RFID tags are being successfully used in an RTLS application at the Hiroshima Rose Nursery," said Erez Kahani , CEO of PowerID. "We are also happy that our partnership with Japan21 continues to flourish and bear fruit, and we look forward to continued traction in the Japanese market."

About PowerID Ltd.

PowerID is the industry leader in the field of Battery-Assisted, Passive (BAP) RFID. The company provides reliable and cost-effective BAP RFID labels for selected applications in industries involving freight, metals, chemicals, people tracking, race timing, and cold chain. With corporate headquarters in Israel , PowerID is a privately-held company backed by first-tier investors such as Partech International, Azini Capital, Amadeus Capital Partners, and Infinity Venture Capital.

About Japan 21

Japan21 is a Tokyo-based business development and technical support company that represents non-Japanese technology vendors aiming to build and maintain a successful sales operation in Japan . We are set up to serve as a one-stop solution for a long term win-win partnership. Our mission is to provide foreign technology companies with a unique opportunity to enter into the Japanese market without the need to invest in extensive and costly infrastructure in order to maintain independent operations in Japan . Japan21's in-depth knowledge of leading Japanese organizations and their decision-making processes, as well as the company's skilled staff, provides a powerful tool for maintaining and accelerating comprehensive sales operations in Japan .

About Honest

Honest is a system integrator and software vendor located in Japan . The company provides reliable and high quality system solutions especially medical system for hospitals. Honest also provides solution package software for medical inspection, health care solutions, etc. Recently, the company provided an agriculture support system with sensors and a sensor network to the Japanese government.

Teva and Takeda Settle Generic ACTOS® and ACTOplus met® Litigation

Teva Pharmaceutical Industries Ltd. announced today that it has entered into an agreement with Takeda Pharmaceutical Company Limited to settle patent litigation related to Teva's generic versions of Takeda's ACTOS® (pioglitazone HCl) and ACTOplus met® (pioglitazone HCl and metformin HCl) for the United States. Takeda has granted Teva a license to market an authorized generic version of ACTOS® in the U.S. beginning on August 17, 2012, or earlier under certain circumstances. Furthermore, Takeda has granted Teva a license to market an authorized generic version of ACTOplus met® in the U.S. beginning on December 14, 2012, or earlier under certain circumstances.

The brand products had combined annual sales of approximately \$4 billion in the United States, based on IMS sales data.

About Teva

Teva Pharmaceutical Industries Ltd. (NASDAQ:TEVA) is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's largest generic drug maker, with a global product portfolio of more than 1,250 molecules and a direct presence in approximately 60 countries. Teva's branded businesses focus on neurological, respiratory and women's health therapeutic areas as well as biologics. Teva's leading innovative product, Copaxone®, is the number one prescribed treatment for multiple sclerosis. Teva employs more than 40,000 people around the world and reached \$13.9 billion in net sales in 2009.

(December 21, 2010)

Japan's Nov. Polished Imports Rise 11%

Average price of japan's polished flat for the year.

RAPAPORT... Japan's polished diamond imports rose 10.5 percent year on year to \$57.9 million in November*. The volume of imports increased 12.6 percent to 189,764 and the average price of the goods fell 2 percent to \$305 per carat for the month.

Imports from Hong Kong grew 94 percent to \$6.3 million and **from Israel they increased 46 percent to \$7 million.** Imports from India were flat at \$24.5 million and from Belgium they fell 16 percent to \$10.4 million.

During the first 11 months of the year, Japan's polished imports rose 11.5 percent to \$641.7 million with prices basically flat at \$286 per carat. India accounted for 45 percent of Japan's total imports for the year.

Japan's gold jewelry imports rose 43 percent to \$75.5 million in November and increased 16 percent to \$607.9 million through the 11 months this year. Platinum jewelry imports

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increased 62 percent to \$41.2 million in November and by 21 percent to \$397.6 million for January through November.

*Data from Momozawa & Co., based upon information obtained from the country's Customs Bureau at the Ministry of Finance

Japan's November Polished Diamond Imports by Country

DIAMOND	CURRENT MONTH				CUMULATIVE YEAR		
	Current Month	Price per Carat	Ratio to Previous Year	Proportion	Cumulative Year	Ratio to Previous Year	Proportion
India	24,446	0.17	99.4%	42.2%	289,242	119.0%	45.1%
Belgium	10,433	1.465	84.0%	18.0%	127,039	98.6%	19.8%
Israel	6,970	0.958	146.4%	12.0%	50,496	87.3%	7.9%
Hong Kong	6,325	0.351	193.8%	10.9%	66,719	126.4%	10.4%
Thailand	3,813	1.553	129.8%	6.6%	36,236	116.0%	5.6%
US	2,006	0.36	118.3%	3.5%	24,001	150.3%	3.7%
China	791	0.971	236.1%	1.4%	7,964	70.2%	1.2%
Russia	231	1.375	97.5%	0.4%	2,556	116.8%	0.4%
Netherlands	224	1.333	196.5%	0.4%	1,751	97.0%	0.3%
Others	2,652	0.628	129.6%	4.6%	35,667	118.0%	5.6%
TOTAL	57,895	0.305	110.5%	100.0%	641,671	111.5%	100.0%

Source: Momozawa & Co.,Inc.

(Dec 30, 2010)