



HAREL - HERTZ
Investment House Ltd.



Word of Trust

Israel Insight Yearly Report 2011

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January

Senko Medical and Virtual Ports Sign a Distribution Agreement in Japan

Senko Medical Trading Co., an affiliate company of Senko Medical Instrument Mfg. Co., Ltd. and Virtual Ports Ltd announced that they have signed an exclusive five years distribution agreement to market Virtual Ports first product – the EndoGrab in Japan.

The EndoGrab is a novel device for Minimally Invasive Surgery (MIS) which enables less invasive laparoscopic procedures. Using a unique approach it retracts internal organs during the procedure without the need for additional incision with expected benefits of: cosmetic benefit for the patient by reduce scarring, lower risk of infection, lower risk of herniation and less manpower hand for retraction in the operation room.

It is estimated that there are more than 240,000 laparoscopic procedures performed in Japan every year and the market potential in Japan is estimated as the second largest market in the world.

Senko Medical was founded in 1950. It manufactures, markets, and distributes medical devices mainly in the surgical area, and was the first Japanese company to manufacture and launch the closed circuit anesthetic apparatus and heart-lung machine in Japan. Furthermore, ahead of modern auto suture devices for digestive organ reconstruction, Senko Medical developed and launched Nakayama's Gastrointestinal sewing clamp in 1953, which still remains a long-selling product. In 1968, Senko Medical was granted Bert Award and Supreme Invention Award from Germany and Switzerland respectively for Nakayama's small vessel anastomosis device. Senko Medical has long been in development and promotion of highly respectable medical devices.

Virtual Ports was founded in 2006 in Israel. The company focuses on developing novel laparoscopic instruments that address the unmet needs of surgeons, patients and the healthcare system. The company currently sells two products: the EndoGrab and the



EndoClear. The EndoGrab is available in U.S. and in ten countries in Europe, and the EndoClear was launched just a few months ago in U.S. The company plans to introduce new laparoscopic instruments in the near future.

Tetsuo Sasaki, president of **Senko Medical Trading Co.** said: “We are very much excited to enter into a new partnership with Virtual Ports that has a great ability and potentiality for developing innovative medical devices based on unique ideas. With this product, EndoGrab, and ones that will follow, I am quite sure that by working together with Virtual Ports, we can contribute ourselves a lot to the medical circles in various aspects in Japan. EndoGrab could not only offer the great benefits to the patients by its minimum invasive nature at lower costs, but also relieve the burdens to the surgeons and reduce the risks related to the surgery. We firmly believe that EndoGrab is just the product that can meet the demand for a higher level of minimum invasive laparoscopic surgery expected worldwide and also in Japan.”

Udi Gordin, **Virtual Ports’ CEO** said: “It is a great honor that Senko Medical decided to distribute our products in Japan, we are sure that with Senko’s history, capabilities and dedication; the EndoGrab will be very successful also in Japan. We are looking forward for long term partnership with Senko for our future products and collaboration that would benefit both parties as well as patients and surgeons in Japan”

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

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



and established trust among clients have earned Senko an outstanding reputation in the Japanese market.

For global manufacturers of medical products seeking to enter the Japanese market, Senko is the right choice. We will help you achieve your marketing goals in Japan. Our highly-experienced registry team can also collaborate with you to navigate through the complicated registry procedures in compliance with current Japanese regulations.

(BUSINESS WIRE)

Japan Extends SDF Peacekeeping Mission In Golan Heights For Half Year

TOKYO (Kyodo) The government decided to extend the Self-Defense Forces mission taking part in U.N. peacekeeping operations in the Israeli-occupied Golan Heights for another six months through Sept. 30.

The Cabinet of Prime Minister Naoto Kan endorsed the extension following a U.N. Security Council decision to extend the mission of the U.N. Disengagement Observer Force in the Golan Heights.

Japan sent SDF personnel to the Golan Heights for the first time in 1996 and 46 officers are currently engaged in logistics and transportation in UNDOF, which has been supervising the cease-fire between Israel and Syria since 1974

(Friday January 28th)

Meiji To Turn NATO Military Mask Into Flu Fighter

TOKYO (Nikkei)--**Meiji Seika Kaisha Ltd.** will this month release a high-performance mask for combating influenza by modifying a military model developed for use against poisonous and radioactive gas.

Working with military equipment manufacturers in **Israel** two other countries, trading firm **Caliber Japan International Corp.** has improved on a mask used by North Atlantic Treaty Organization forces. Meiji Seika has acquired sales rights from Caliber, which is the import agent for Japan.

The mask's filter has a mesh size of less than 30 nanometers, one-tenth that of conventional alternatives. This will keep out influenza viruses, which are typically 80-120nm in diameter. The mask will be priced at around 5,000 yen.

The military version weighs nearly 400 grams and costs around 30,000 yen, but the consumer version has been lightened to under 100 grams by eliminating functions that protect against radioactive particles and poisonous gases.

Meiji Seika touts the product as useful even against highly virulent influenza strains and is expecting it to be purchased by general consumers and medical personnel.



Zoran's SupraHD® 788 Processor Powers Toshiba's New Ultra Thin LED Internet Connected TV Series

Provides Fast Movie Streaming and Widget Applications for US DTV Market

Zoran Corporation (NASDAQ: ZRAN) announced that its SupraHD® 788 Internet Connected DTV platform, which also includes Zoran's SupraFRC® 201 frame rate conversion solution, powers Toshiba's new ultra thin UL605 LED TV series.

Toshiba's UL605 Series includes a Wi-Fi adapter for easy network hookup and its NET TV suite for streaming content. The SupraHD® 788 Internet Connected Platform allows additional movie streaming and other services to be updated over the internet, offering a new frontier for accessing the variety of applications that can be enabled on a TV.

Available content applications include Netflix, providing access to thousands of TV shows and movies for unlimited streaming on Internet connected TVs, laptops, mobile devices and other Netflix ready devices, and VUDU streaming movie service, with a library of over 3,000 HD movies. In addition, the VUDU applications platform provides TV viewers with access to a wide range of Internet services and applications, including music on demand from Pandora Internet Radio, access to Facebook and Twitter, as well as up-to-the-minute news and updates from The New York Times and Associated Press, photo browsing through Flickr and Picasa Web Albums, and much more.

Beyond access to a variety of on-demand content choices, Toshiba's UL605 DTV Series includes a USB port and support for DLNA content sharing inside the home. Viewers can easily watch videos, share and view photos, and listen to music on the big screen, whether the files are stored on a digital camera, a portable drive, a networked PC or elsewhere.

"We are pleased to support Toshiba's delivery of new Internet Connected televisions. Zoran's SupraHD® 788 processor platform is a great fit for global IPTV markets where consumer demand for popular Internet Connected Applications is growing. The internal multi-format high definition video decoder supports worldwide Internet and broadcast compression standards, while Zoran's SupraFRC solution provides improved video without the common artifacts seen in competitive solutions," said Mustafa Ozgen, vice



president and general manager Zoran's Digital TV Business Unit, Home Entertainment division.

The SupraHD[®] 788 platform includes all the key circuitries needed for delivering high performance Full HD 1080p Internet connected DTV products to the US DTV market including:

- Multi-format high definition video decoder supporting worldwide internet and broadcast compression standards including H.264, MPEG-2/4, and VC-1
- High performance CPU subsystem enabling robust connected TV applications listed above
- Advanced audio decoding, transcoding and post processing
- Multiple HDMI 1.4 ports with Consumer Electronics Control (CEC) software enabling control of the TV by Set-Top boxes, Blu-Ray and DVD players
- Advanced video processing, color correction, sharpness and noise reduction algorithms providing the best picture quality available
- Low power consumption in both operation and stand-by modes

About Zoran

Zoran Corporation, based in Sunnyvale, California, is a leading provider of digital solutions for the digital entertainment and digital imaging markets. With over two decades of expertise developing and delivering digital signal processing technologies, Zoran has pioneered high-performance digital audio and video, imaging applications and Connect Share Entertain™ technologies for the digital home. Zoran's proficiency in integration delivers major benefits for OEM customers, including greater capabilities within each product generation, reduced system costs, and shorter time to market. Zoran-based DTV, set-top box, broadband receivers (silicon tuners), DVD, digital camera, and multifunction printer products have received recognition for excellence and are now in hundreds of millions of homes and offices worldwide. With headquarters in the U.S. and additional operations in China, France, Germany, India, Israel, Japan, Korea, Taiwan, and the U.K.,

Itamar Medical signed a two-year Japanese distribution agreement for its EndoPAT cardiovascular diagnostic device.

Itamar Medical gets US indemnification for apnea device

Itamar Medical signed a new two-year distribution agreement with a Japanese distributor for its EndoPAT cardiovascular diagnostic device. The distributor will seek Japanese National Health Insurance (NHI) indemnification for the device.

Itamar Medical Ltd. (TASE:ITMR) has obtained US American Medical Association (AMA) CPT Category 1 insurance indemnification code for the company WatchPAT 200 portable diagnostic device for sleep apnea.

Insurance indemnification will be \$600-1,500 per test. Itamar added, however, that it believes that an error occurred regarding the amount of indemnification, and it has asked the AMA to review the matter, if necessary.

The AMA indemnification code applies to medical procedures covered by Medicare and Medicaid, which currently covers 14% of the US population.

In a separate development, Itamar Medical signed a new two-year distribution agreement with a Japanese distributor for its EndoPAT cardiovascular diagnostic device. The distributor will seek Japanese National Health Insurance (NHI) indemnification for the device.

(2 January 11 14:12, Globes')

February

Ten scientists, one artist named as 2011 Wolf Foundation laureates

Ten scientists and an artist are to be awarded the 2011 Wolf Foundation prize, the Israeli government said on February 16th.

Shinya Yamanaka of Japan's Kyoto University and Rudolf Jaenisch of the Massachusetts Institute of Technology were named as winners in the **medicine category**.

Stuart Alan Rice of the University of Chicago, Ching Tang of the University of Rochester and Krzysztof Matyjaszewski of Carnegie Mellon University share the chemistry prize.

The prize for agriculture goes to Harris A. Lewin of the University of Illinois and R. James Cook of Washington State University.

Three professors working at universities in Germany are to share the physics prize, while Rosemary Trockel of Colone, Germany, wins the arts prize.

The prizes, worth 100,000 dollars, are to be awarded at a ceremony in Israel's parliament on May 29.

The Wolf Foundation, a private not-for-profit organization, awards annual prizes in four scientific fields, in rotation, and one prize in the arts. This is awarded alternately for architecture, music, painting or sculpture.

Some 262 scientists and artists from 23 countries have won awards since it was set up in 1975 by Ricardo Wolf, a German-born inventor, diplomat and former Cuban ambassador to Israel.

Hello Kitty Moving to Israel

Japanese fictional character, whose image has been used on 280,000 products in Europe, to officially land in Israel as part of new chain of stores

Israeli connection

Israel was the first Hello Kitty franchiser in the world, through the LDI company of Mapal Communications with CEO Yossi Fox, which serves as the character's franchiser to this day. In Israel Kitty is marketed on 200 products of local manufacturers, and is dominant in clothing and school accessories.

Additional products are introduced by international companies with international franchises. In the H&M chain, for example, Kitty is prominent in the lingerie department. The Inditex Group, which owns Zara, has an agreement in the lingerie department as well, although its products are not as prominent in Israel.

Sanrio has given the local franchiser the option to expand the use of the character. On the agenda: Credit cards (which already exist worldwide). Mastercard has had a credit card with Kitty since 2004, and Visa added one in 2010. In the 1990s there was even an attempt to open a local Hello Kitty chain of stores, which was interrupted in its prime due to the franchiser's personal problem. The guests from Sanrio are planning to give this option another chance.

The brand has 350 stores in eight countries in the world, most of them in Japan, China, the US and Hong Kong. The products are sold also in the "store within a store" method in thousands of sales points, particularly in Japan and the US.

The stores are divided into two groups: "Regular" stores which present the brand's standard products in a wide variety of categories, and the Victoria Couture luxury stores, which sell clothing items, fashion accessories and jewelry. Sales points were recently opened in Casablanca, Dubai, Lebanon and Qatar. Tsuji is now working to develop the chain's stores in the world. Israel is the next stop.

Sanrio is contemplating which of the two formats would be suitable more for Israel. During their visit to Israel, Lanzi and Tsuji visited the Sarona compound in Tel Aviv and tried to decide whether the project matches luxury stores.

Japan's Polished Diamond Imports +44% in Jan

Japan's polished diamond imports rose 44 percent year on year to \$72.4 million* in January 2011. By volume, the imports increased 29 percent to 243,567 carats, while the average price of the diamonds grew 12 percent to \$297 per carat.

Japan's polished imports from India increased 46 percent to \$33.1 million, while from Belgium they grew 1 percent to \$11 million, and from Israel they increased 32 percent to \$5.8 million. Imports from Hong Kong rose 50 percent to \$5 million.

Japan's gold jewelry imports rose 20 percent to \$47.2 million during the month, and platinum jewelry imports increased by 3 percent to \$32.4 million.

*Data from Momozawa & Co., which publishes data from Japan's Customs Bureau at the Ministry of Finance

Statement by the Press Secretary, Ministry for Foreign Affairs of Japan, on measures by Israel on the West Bank and the Gaza Strip

Japan welcomes the series of economic measures announced by Israeli Prime Minister Benjamin Netanyahu and Quartet Representative Tony Blair on the West Bank and the Gaza Strip. Japan hopes that based on this announcement, measures will be fully and promptly implemented for economic growth as well as for the improvement of the social and living conditions in the Palestinian territories, particularly the Gaza Strip. Japan will pay close attention to any developments surrounding this matter.

Japan also hopes that these measures will enhance the mutual trust between the Israeli and Palestinian sides, although they are not a substitute for negotiations for Middle East peace. Japan, for its part, calls upon both parties to exert further efforts for the resumption of peace negotiations.

March

Knesset holds moment of silence for Japan victims

The Knesset plenum held a moment of silence for thousands of victims killed by the earthquake and tsunami in Japan. Knesset Speaker **Reuven Rivlin** said: "The earthquake shook us all. The Knesset and the people of Israel are following reports with grave concern as Japan tries to deal with the tsunami effects, which have demonstrated the power of natural forces and how humankind deals with them."

Rivlin addressed the Japanese ambassador in Israel saying: "We are in awe of your steadfast standing against what seems like an impossible mission. Our ties found expression even at a time of crisis and we pray Japan will succeed in recovering from this massive disaster."

Israel among first to aid Japan

Israel's first humanitarian aid organization will touch down in Japan on March 13th. To help rescue and relief efforts in the island nation. An hour after the horrifying earthquake and devastating tsunami struck Japan, Israel pledged its support to help.

The UN-recognized ZAKA organization (a Hebrew acronym for Disaster Victims Identification) dispatched one team from Israel last night, and a second ZAKA group based in Hong Kong was to leave for the quake area overnight.

ZAKA's experts have extensive experience assisting at natural disasters around the world, including Haiti, the tsunami in Thailand and the Katrina hurricane in New Orleans.

Upon news of the world record earthquake, Prime Minister Binyamin Netanyahu delivered a message to the Japanese government saying that the "people of Israel express their

deep sorrow over the tragedy in Japan, and that he will work to provide any help that will be required."

"Israel officially offered its help an hour after the earthquake struck," Japan consul in Israel, Mitoshiko Shinomya, told local Israeli media. "It is very heart-warming, but at this point we do not know exactly what the extent of the damage is, so it is difficult for us to say what can be done."

Israeli team leaves for Japan aid mission

A civilian Israeli search-and-rescue team left for Japan in the aftermath of a major earthquake and tsunami.

The team organized by **IsraAID**, an Israeli humanitarian umbrella group, left Israel to assist in an area to be determined by Japanese authorities, according to The Jerusalem Post.

The group -- six medical professionals and search-and-rescue experts -- said it would reach Japan, which was struck by an 8.9-magnitude quake and then a tsunami, through South Korea, and then continue on to Toyko or Osaka.

Meanwhile, five Israeli businessmen and one Israeli tourist had not been located according to Israel's Foreign Ministry.

As many as 400 Israeli tourists are currently in Japan, according to reports.

Japan's ambassador to Israel was among those who arrived at Ben-Gurion Airport ahead of the delegation's departure. He expressed his country's gratitude for the assistance, and noted that Israel is among the first nations to send medical teams to the disaster zone.

(JERUSALEM (JTA), March 13, 2011)

Israel sends Geiger Counters to Japan

Israel already sent 100 Geiger counters to Japan, and 200 more will be sent next week after Japanese officials extended an urgent request for the radiation-monitoring devices,.

The request was issued by the Japan police and fire department, after authorities in Japan ran out of local Geiger counters. The devices will be supplied by the technological arm of Israel's nuclear reactor in Dimona, Rotem Industries.

Israel will be sending 20 different types of devices that would enable Japanese authorities to monitor radiation among civilians in contaminated areas. The counters will be handed over to forces operating in the area where nuclear plants are located.

The Geiger counters sent to Japan are produced by the radiation-monitoring unit at Rotem Industries. Its CEO, Dan Pe'er, said the unit is working intensively in order to supply the required devices as soon as possible.

Rotem Industries has been producing the counters for some 25 years and its devices are in use in more than 85% of US reactors.

First foreign doctors arrive to help victims

For the first time since the deadly earthquake and tsunami hit northeast Japan, the government permitted a foreign medical team to enter the country to treat victims. Although it is technically illegal for holders of foreign medical licenses to treat patients in Japan, the health ministry issued a notice lifting that restriction, limited to the disaster areas, three days after the quake.

A team of 53 medical aid workers from Israel, including 14 doctors, seven nurses and the interpreters, arrived at Narita airport to go to Minamisanriku in Miyagi Prefecture, where they plan to set up a field clinic and assist local doctors in the initial examination of disaster victims.

According to a Foreign Ministry official, it's much harder to accept groups of doctors than search and rescue teams because the former require more coordination between governments and local municipalities. The doctors must be self-reliant, and qualified interpreters must be on hand to help the doctors and patients communicate with each other.

Although details were unavailable, the government is considering accepting more foreign medics.

"Locals will be very surprised if a foreign medical team arrived out of the blue," an official said. "It is the same when a Japanese medical team goes abroad — there needs to be thorough coordination with the government, matching the needs of the people and the offers from abroad."

Luckily, the Israeli medical team is a perfect match for **Minamisanriku**.

The Foreign Ministry's Middle Eastern and African Affairs Bureau said that Israel had offered medical services early on and Isamu Sato, the mayor of **Kurihara**, which is next to **Minamisanriku**, specifically asked for their help.

According to an official, the city has direct connections with Israel, including having received donations when the last relatively big earthquake struck the region in 2008.

"We had just received word from Kurihara around the same time Israel offered medical services and we succeeded in creating a match," the official said. "It wasn't like we had left the issue unattended. We had been working closely with Israeli and Kurihara authorities trying to find a way to (send the medical team) without burdening the local government."

The health ministry sent out a notice to local governments in Iwate, Miyagi and Fukushima prefectures March 14 saying that the "minimum necessary" medical procedures may be taken by foreign doctors given the emergency situation.

The last time such a notice was given was in 1995 after the Great Hanshin Earthquake, which claimed over 6,000 lives.

(By MASAMI ITO **Japan Times**)

Netanyahu to Japanese PM: Israel stands behind you

Prime Minister Binyamin Netanyahu offered Japan “any assistance” it needs in a letter he wrote to his Japanese counterpart, Naoto Kan.

“I want to express to the Japanese people our deep sorrow as a result of the devastating earthquake and tsunami that struck the country and claimed a heavy toll in human life,” Netanyahu wrote

The prime minister added that Israel was prepared to “help to the best of its ability” and immediately send rescue teams, medical teams, experts in identifying bodies, water purification facilities and any assistance asked for to the disaster area.

“The citizens of Israel stand beside you at this difficult time,” he wrote. “I have no doubt that the strength and heroism displayed by the Japanese people will help overcome this terrible tragedy.”

Israel offered Japan assistance immediately after the earthquake, but so far Tokyo has requested nothing.

(03/16/2011 JPOST)

Israeli firm which secured Japan nuclear plant says workers there 'putting their lives on the line'

Magna CEO says Japanese workers at nuclear plant 'projecting business as usual' but says it is 'unclear if they are healthy due to the high level of radiation at the reactor, which is life-threatening.'

The CEO of the Israeli company that installed the security system at Japan's Fukushima nuclear power plant said that those workers who have elected to stay behind are "putting their lives on the line" to save Japan.

Magna BSP set up the security system about a year ago at the facility, which suffered extensive damage after the recent earthquake and tsunami, with particular concern over radiation leakage from the reactors at the site.

The system includes cameras and a warning system, enabling the facility's security staff to monitor anyone attempting to trespass onto the site or damage the perimeter fence. The security system was designed to guard the plant against any hostile elements seeking to seize radioactive material to use in a terrorist attack.

Among the 50 Japanese workers who have remained at Fukushima amid the unfolding crisis, in an effort to bring the facility under control, are two individuals who were in Israel about three weeks ago, where they underwent training to transfer the operation of the security system to the Japanese themselves.

"We still haven't been able to make contact with them, either by phone or e-mail," Magna CEO Haim Siboni said. "We know they're alive, but it's not clear if they are healthy due to the high level of radiation at the reactor, which is life-threatening."

"The Japanese workers who have remained at the reactor are really putting their lives on the line, with the knowledge that they're doing it to save all of Japan," he added.

Magna BSP was established by Siboni about 10 years ago and is owned by several partners. Based in Dimona, the firm employs 15 people, a number which Siboni expects



to expand dramatically in light of additional orders Magna has received from Japan and interest shown by the operators of nuclear reactors in other countries. Its operations in Japan are conducted through a Japanese government firm.

"We have an agreement in principle with the Japanese that we will provide protection for all of the country's nuclear reactors," Siboni said.

Magna had planned to send additional security equipment to Japan next week. The Japanese have not asked that the shipment be halted, Siboni said, adding: "They are projecting business as usual."

(Haaretz March 17th 2011.)

Israeli companies face millions of shekels in losses in Japan

Clal Insurance and Hamlet have reported preliminary estimates to the TASE.

Clal Insurance Enterprises Holdings Ltd. notified the Tel Aviv Stock Exchange (TASE) that its wholly-owned UK subsidiary **Broadgate Underwriting Ltd.**, syndicated with Lloyds of London, faces NIS 28 million in losses from Friday's earthquake and tsunami in Japan. The preliminary estimate is based on underwriting year 2010, and does not include the cost of reinsurance purchases by Broadgate, whose residual is estimated at NIS 11-17 million.

The exposure to Japan comes on top of the company's exposure to the Christchurch earthquake in New Zealand on February 22, estimated at NIS 18 million for underwriting year 2010, and NIS 14 million for underwriting year 2011 (including the cost of reinsurance purchases). The estimate is based on the earlier earthquake in New Zealand in September 2010 and on market estimates from the February quake.

Ham-Let (Israel-Canada) Ltd. (TASE: HAML), a manufacturer of valves and fittings, notified the TASE that Japan accounted for 15% of the company sales in 2010. The company's offices in Japan were not damaged in the earthquake, and all employees are safe. However, the subsidiary's warehouse, which stores inventory booked at NIS 1.4 million, and it is difficult to estimate damage caused or how much this will be covered by insurance.

Both Clal Insurance and Hamlet are units of **IDB Holding Corp. Ltd.** Clal Insurance's share price fell 3.7% by midday to NIS 89.60, giving a market cap of NIS 5.15 billion, but Ham-Let's share price rose 2.2% to NIS 27, giving a market cap of NIS 364 million

(13 March 11 Globes)

Exports to Japan only a small part of Israeli trade

Friday's earthquake and tsunami will have little or no effect on Israeli exports.

Although Japan is the world's third largest economy (it was overtaken by China last year), it is only the 21st largest export market for Israel, accounting for just 1.1% of Israel's exports, according to the **Israel Export and International Cooperation Institute**. Therefore, Friday's earthquake and tsunami will have little or no effect on Israeli exports.

540 Israeli companies exported at least \$10,000 worth of goods or services to Japan in 2010. Total exports, including diamonds, totaled \$654 million in 2010, 24% more than in 2009, while imports from Japan rose 17% to \$1.8 billion in 2010.

Israel's trade deficit with Japan of \$1.1 billion is the fifth largest among Israel's trade partners.

Japan is Israel's 11th largest source of imports, 64% of which are motor vehicles, and imports of which rose 14% in 2010.

In the wake of the Japanese tsunami, export credit risk insurance company **Israel Credit Insurance Co. Ltd. (ICIC)** estimates that Israeli exporters are exposed to \$220 million in money owed to them by Japanese companies.

According to ICIC, 50% of the exposure is covered by foreign risk credit insurance, which includes coverage for major damage caused by an earthquake or tsunami. The other 50% is not covered and leaves Israeli companies vulnerable to non-payment by their Japanese customers.

The main areas of Israeli exports at risk include medical devices, high-tech products, chemicals and metal products.

Cima NanoTech raises \$15m

Cima NanoTech develops nanomaterial-based formulations for transparent conductive coatings.

Cima NanoTech Ltd. has raised \$15 million in its third financing round from **Nikko Antfactory KK**, formerly the venture capital arm of Japanese private equity fund **Nikko Cordial Securities Inc.**

In 2006, Cima NanoTech raised capital from Nikko Antfactory, Bridge Capital and **Millennium Material Technologies Fund.**

Cima NanoTech develops nanomaterial-based formulations for transparent conductive coatings in devices such as plasma displays, touch screens and solar cells.

Transparent Conductive Coating

Cima NanoTech's products include nanomaterial-based formulations for use as transparent conductive coatings in devices such as plasma displays, touch screens and solar cells. Self-Aligning Nano Technology for Electronics (SANTE™ Products) are Cima NanoTech's first commercial application of an advanced nanoparticle and coating combination for use where high visible light transmittance and low resistivity are needed.

Inkjet

The company also offers conductive inks for inkjet applications. The company's technologies allow exploitation of the benefits of digital printing of electronic circuitry.

Cima's high volume ink manufacturing capabilities give our customers the opportunity to rapidly ramp to full commercial scale work with an economical ink product.

Silver Nanoparticles

Underlying both of the above technologies and available for other outside uses are Cima's silver nanoparticles. Cima has a unique, patented process of generating very high volumes of silver nanoparticles very affordably.



The company, run by CEO Jon Brodd, has a **development center in Caesarea run by VP operations Zach Frenkel**. The company manipulates materials at the molecular level to make them more effective or more environmentally friendly

Since 2009 Cima and **TORAY Industries** collaborate in the manufacture and commercialization of Cima's Self-Aligning Nano Technology for Electronics (SANTE™) Films.

After the investment by Nikko Antfactory **Mr Ataru Onuma**, Managing Partner of Nikko antfactory joined CIMA Board of Directors

Former Managing Director at CTR Ventures K.K., Mr. Onuma was also Director of Origination and Structured Finance at Rabo Securities NV and a consultant at Dai-Ichi Kangyo Bank. Mr. Onuma began his career at Goldman Sachs in 1987 and worked for both its Tokyo and New York offices, serving a variety of roles including Vice President of Mortgages and Asset-Backed Securities. . Mr. Onuma graduated from Lewis and Clark College with degrees in Business Administration and Computer Science.

April

IDF Aid Delegation to Japan Returns Home

The IDF aid delegation to Japan has completed its mission will be returning to Israel. The members of the delegation are returning after providing medical care to the residents of **Minamisanriku** (in the **Miyagi Prefecture**) and its vicinity over the past two weeks. The delegation is set to land in Nevatim Israel Air Force Base.

In a concluding ceremony, the delegation was praised for the assistance provided, and was bid farewell by the Minamisanriku community in a ceremony. During the ceremony, the key to the medical clinic was handed over to a staff of Japanese doctors and the delegation formally marched from the clinic to the area in which injured individuals are received. The mayor of Minamisanriku—the first patient of the IDF medical clinic—was present as well as the Israeli Consulate of Japan, Mr. Yaakov Rahami, the Commander of the IDF delegation, Brig. Gen. Shalom Ben-Arieh, the Commander of the medical delegation, Lt. Col. Dr. Ofir Cohen Marom.

The majority of the medical equipment taken to Japan by the IDF, including x-ray machinery and lab equipment will remain in Japan in order to benefit the physicians and local authorities providing care to the community of Minamisanriku and its vicinity.

The mayor of the neighboring **town of Kurihara** who was also present at the ceremony, Mr. Isamu Sato, gave a heartfelt speech in which he thanked the Israeli team for leaving a majority of the medical equipment brought from Israel behind:

The clinic you left behind will be a cornerstone in the restoration of our city which suffered a major disaster. I have no doubt that your important contribution in restoring the area and the generous treatment you provided to our people will be a vital donation and a milestone in the relations between Israel and Japan.

The IDF Aid Delegation departed for the disaster-struck zone two weeks ago, and included a team of medical specialists from the Medical Corps, Home Front Command Search and Rescue experts, as well as logistics and communications personnel.

During their stay, IDF Medical Corps physicians treated 220 patients

(Posted on April 11, 2011)

Japan - Courtesy Call on Mr. Chiaki Takahashi, State Secretary for Foreign Affairs, by the Medical Assistance Team of Israel

On Monday, April 11, **Mr. Chiaki Takahashi, State Secretary for Foreign Affairs of Japan**, received a courtesy call by the representatives of the Israeli medical assistance team including BG Shalom Ben-Arye.

Mr. Takahashi expressed his appreciation for the offer of assistance in the early stages from the Government of Israel after the earthquake and for the sending of the medical assistance team and of aid relief. Also, Mr. Takahashi expressed his appreciation for leaving medical equipments brought from Israel in Minamisanriku Town and stated that doctors in Minamisanriku Town would continue their activities with these equipments.

The representatives of the medical assistance team expressed their appreciation for the acceptance of the medical assistance team and said that Japan and Israel have become connected with a stronger bond through the activities of the medical assistance team.

Deputy Japanese FM Makikio Kikuta tells IDF medical delegation that their work is "much appreciated by the Japanese people."

Deputy Japanese Foreign Minister Makiko Kikuta toured on Monday (Apr. 4) the IDF medical clinic in the city of Minami-Sanriko. During the visit, Kikuta said that she already recognized many members of the IDF medical delegation due to the wide media coverage the delegation has received on Japanese television broadcasts.

During the tour, conducted by Col. Dr. Ofir Cohen-Marom, the deputy Japanese FM was impressed by the medical services provided by the Israeli doctors as well as the advanced equipment brought from Israel. Kikuta said that the good relationship between Israel and Japan will be strengthened due to the arrival of the medical delegation.

"Your excellent work here, which was impossible to ignore in media reports throughout Japan, is very much appreciated by us and the Japanese people," Kikuta said. "Your success and the cooperation that you have been able to establish with local medical officials will create an opening for additional delegations in the future."

"I will be happy to help you as much as is needed in order to aid the citizens of the disaster area," she continued. "I was very impressed by the medical staff. Israelis have strong character and I was impressed by the orderly way that you operate."

During her visit, Kikuta was interested in learning about the patients who have come to the clinic and asked to hear about the medical issues they are facing as well as the care they are receiving. She expressed admiration for the children's department and heard about the care that children are receiving. She also saw the X-ray equipment and computer system developed by the Medical Corps, which was used for the first time by the IDF medical delegation in Haiti last year.

Kikuta praised the Israeli medical team for being the first to offer aid to the Japanese people and promised to tell other Japanese government officials about what she saw during the visit.

(Naor Leev, Nadav Shtrauchler)

Japan's Polished Diamond Imports -12% in March

Polished Imports rise 5 percent in 1Q.

Japan's polished diamond imports fell 12 percent year on year to \$61 million* in March 2011. The decline was in line with expectations after the earthquake and tsunami which devastated parts of the country caused retailers to close stores temporarily and cut back on inventory purchases.

By volume, the polished imports dropped 23 percent to 151,793 carats. The average price on the imports rose 14 percent year on year to \$402 per carat.

Japan's gold jewelry imports fell 20 percent to \$49.2 million during the month, while its platinum jewelry imports dropped 13 percent to \$36.1 million.

During the first quarter of 2011, Japan's polished imports rose 5.5 percent to \$183.6 million with volumes flat at 571,688 carats. The average price of imports rose 6 percent to \$321 per carat.

Japan's polished imports from India increased by 11 percent to \$87.2 million during the quarter, while from Belgium they fell 5 percent to \$31.5 million. **The imports from Israel rose 23 percent to \$14.6 million**, while from Hong Kong they dropped 18 percent to \$15.7 million

Israeli TowerJazz Expected to Nearly Double Production Capacity with Proposed Acquisition of Micron Technology Wafer Manufacturing Plant in Japan

TowerJazz, the global specialty foundry leader, announced it has signed a non-binding term sheet contemplating its purchase of **Micron Technology's** fabrication facility in **Nishiwaki City, Hyogo, Japan**.

The proposed purchase would nearly double TowerJazz's current internal manufacturing capacity, cost-effectively increasing production by 60,000 wafers per month. The availability of additional capacity needed to serve the growing demands of its expanding blue chip customer base, combined with the additional business potential in Japan, is expected to help position TowerJazz to achieve its expressed \$1 billion annual revenue run rate by 2014.

As part of the proposed acquisition, the companies anticipate that they will sign a supply agreement for TowerJazz to manufacture products for Micron in the Japan facility for approximately the next three years. The facility can support geometries down to 95nm and can also be used to manufacture other products using TowerJazz process technologies. TowerJazz plans to quickly qualify its core power management platforms to serve the substantial growth demand from its Korean customers and then build high end RF capabilities. Increased manufacturing scale and expanded addressable market would further support TowerJazz's strategy to extend its position as the number one specialty foundry worldwide. The acquisition would be the most recent in a series of achievements TowerJazz has accomplished, including its goal of exceeding half a billion dollars in annual sales

The total value of the proposed transaction, including assumed liabilities, **is anticipated to approximate \$140 million, of which \$40 million would be paid in cash, approximately 20 million of Tower ordinary shares would be issued to Micron Technology or its Japanese subsidiary** and the remainder is assumed long-term retirement liabilities that would be payable incrementally upon employee retirements. The parties are currently negotiating definitive agreements for the proposed transaction.



The acquisition of a fab in Japan would be a strategic move by TowerJazz to enter the Japanese market and strengthen our presence in the Asia-Pacific region through local, high quality manufacturing capabilities and, in addition, would provide us with needed, large scale incremental capacity.' 'This proposed transaction would provide a long-term bridge toward a successful future for the Nishiwaki site,' said **Steve Appleton, Micron Chairman and CEO**

About Micron Technology

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol

About TowerJazz

Tower Semiconductor Ltd. (NASDAQ: TSEM, TASE: TSEM), 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 partnership.

(05 April 2011 Release date)



Tigo Energy Announces Key Japan Distribution Partner for the Tigo Energy(R) Maximizer(TM) Solution

Tigo Energy the solar company whose unique technology significantly increases efficiency in photovoltaic (PV) solar installations, announced that Japanese distributor, **Copia Energy KK**, has joined its global distribution network for the Tigo Energy® Maximizer™ Solution.

As part of the agreement with Copia Energy, the Tigo Energy Maximizer Solution will be available for ordering through the Copia Energy catalog and website.

Tigo Energy has received strong demand for its Maximizer Solution since introducing the technology in late 2009. The Maximizer Solution creates smart modules that provide up to a 20 percent increase in energy production, active management capabilities and enhanced safety for utility, commercial and residential PV solar arrays.

"The Tigo Energy Maximizer Solution works in harmony with existing PV system components to increase the energy harvest, system visibility and operational safety of residential, commercial and utility-scale PV systems," said **Shin Morimoto, founder and CEO of Copia Energy**.

Tigo Energy has developed its innovative Maximizer technology aimed at accelerating the adoption of today's photovoltaic components and technologies by addressing each of the barriers to adoption. The company's technology has been installed on hundreds of PV systems worldwide including many large-scale commercial projects.

With power electronics and software, the Maximizer Solution boosts the output of solar arrays up to 20 percent by implementing maximum power point control at the module level, eliminating the impact of underperforming panels on the stronger panels. The Maximizer Solution is compatible with all leading PV panels and inverters and offers a 20-year product warranty.



About Tigo Energy

Based in Los Gatos, Calif., 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.

About Copia Energy

With a decade of global PV industry participation, its founders created Copia Energy to promote green energy in Japan, following the guidelines established in the Kyoto Protocol. It has a dynamic record in the Japanese market and works in partnership with leading Japanese and European leaders in the solar industry. Additional information on Copia Energy KK is available at:

Japan's ambassador thanks Barak for Israeli aid following disaster

Japan's Ambassador to Israel Haruhisa Takeuchi expressed gratitude for the Israeli aid following the natural disaster that hit the country last month, and said that Israeli doctors served as excellent ambassadors and were highly regarded by the Japanese people.

Takeuchi spoke during a meeting with Defense Minister Ehud Barak, during which he gave the minister a letter of appreciation from the Japanese defense minister.

(ynet 27.4.2011)

Procognia has been granted an Additional Patent in Japan

Procognia, which deals in the research, development, manufacture, and sale of technological products for the bio-pharmaceutical and life sciences industries, announced that it has been granted another substantial patent in Japan. This new patent covers the biological assay Procognia has developed for the analysis of the sugar structure of proteins and polysaccharides (glycoanalysis) using its lectin array (glycan-binding proteins) on glass slides.

This patent joins 21 additional patents Procognia has been granted in the USA, the EU, Australia, Japan, and other countries. These patents broadly protect the technology the company has developed and its various applications, including:

- Use of the **GlycoScope™** product, an analytic tool mainly used by pharmaceutical companies.
 - Possible uses in the diagnosis of disease (by analyzing the structural changes of glycans in serum of cancer patients).
 - Use in the development of biological and biosimilar drugs to monitor changes in their glycan structure during the development of these drugs.
-
- Use in the development of stem cell applications.

In addition, the patent also covers the usage of the company's technology in the food industry (for example, to identify counterfeit food).

Alon Natanson, President and CEO of Procognia, said: "The issuance of the patent in Japan is an additional cornerstone towards the commercialization of Procognia's technology. Japan is considered to be one of the leaders in the field of glycobiology research, and therefore the Japanese market is one of our most important target markets. I want to stress that, as a worldwide trend, after mapping the human genome and proteome (genomics and proteomics), the scientific community is evolving in the direction of glycomics research. This field holds huge scientific and commercial potential, and therefore Procognia, which has developed unique glycoanalysis technologies, views this issuance as a major step forward."

D. Medical Issued Drug Delivery Device and Method Patent in Japan

D. Medical Industries Ltd. (NASDAQ:DMED)(TASE:DMED) ("D. Medical" or the "Company"), a medical device company engaged through its subsidiaries in research, development, manufacture and the sale of innovative products for the treatment of diabetes and drug delivery, announced that it has received the Patent Certificate from the Japanese Patent Office for Japanese patent JP 468166, entitled "Drug Delivery Device and Method".

The patent protects innovative methods and technologies for identifying the presence of a gas bubble in a drug delivery system, such as an insulin delivery system worn for the treatment of diabetes. Such detection provides added safety, especially for pediatric diabetes patients.

"We are proud that the Japanese Patent Office recognizes the innovation in this important safety feature. As awareness and acceptance of our "Spring" branded insulin delivery products grows amongst physicians and patients in global markets, it is important that our Intellectual Property be well protected. With patents already issued the United States, Europe and Israel, and with numerous additional international patents pending, this Japanese patent expands D. Medical's already formidable intellectual property estate," said Efri Argaman, D. Medical's Chief Executive Officer.

About D. Medical

D. Medical is a medical device company engaged through its subsidiaries in the research, development, manufacture and sale of innovative products for diabetes treatment and drug delivery. D. Medical has developed durable and semi-disposable insulin pumps, which continuously infuse insulin into a patient's body, using its proprietary spring-based delivery technology. D. Medical believes that its spring-based delivery mechanism is cost-effective compared to the motor and gear train mechanisms that drive competitive insulin pumps and also allows it to incorporate certain advantageous functions and design

features in its insulin pumps. D. Medical has also developed an infusion set for insulin pumps and is focusing its research and development efforts on the development of next generation insulin pumps and a device that will combine a continuous glucose monitoring system and an insulin pump on the same patch.

Aspect Imaging Announces Global Distribution Network

Primetech Corporation Distributors for JAPAN

Aspect Imaging announced five new distributors who will sell and support its M2™ compact high-performance MRI imaging system across Asia in China, Japan, Taiwan and Korea and in Brazil. These new distributors will help Aspect meet increasing international demand by life science researchers for its M2™ imaging system.

“We are proud to announce our new distribution partners across Asia that will help us meet the growing global demand of our M2 imaging platform,” says Uri Rapoport, Aspect Imaging’s Founder and CEO. “Each of our new partners has deep experience in pre-clinical imaging and talented staff that can provide excellent and responsive local support to customers in their respective markets”.

Aspect continues to distribute its M2 imaging system through its direct sales force in North America and Western Europe. The company also provides *in vivo* imaging training on the M2 system at key locations across North America and Europe, as well at its state-of-the-art training facility in Israel.

About Aspect Imaging (formerly Aspect Magnet Technologies):

Aspect Imaging) is the world’s leader in high-performance compact MRI imaging systems for preclinical, clinical and advanced industrial applications. In preclinical research, Aspect’s M2™ platform and suite of products enables academic researchers and pharmaceutical companies to harness the power and insights of MRI but without the cost, complexity and technical burden of traditional MRI systems. With Aspect’s integrated and simple-to-use platform, researchers can derive deep insights into their biological questions quickly, easily and cost-effectively - - and all with the push of a button. As the system has no fringe magnetic field, the M2 can be placed anywhere in a working lab including at a scientist’s benchtop. The M2™ platform is used by leading institutions for a broad range of *in vivo*, *ex vivo* and *in vitro* applications including high-resolution 3D anatomical, molecular, functional and multi-modality imaging. The Aspect high-



performance MRI system is used to quantify the expression of disease, to monitor disease progression and to assess therapeutic efficacy and response.

About Primetech Corporation

a manufacturer and distributor of high technology medical and analytical science products throughout Japan for more than 15 years. Primetech's focus on medical and analytical science products, a technically advanced staff, and an intimate knowledge of the Japanese marketplace allow it to assist companies in penetrating the Japanese market. Established in 1988 by Ryosuke Ogihara with offices in Tokyo and Osaka.

SodaStream Global Expansion Continues with Japan

SodaStream International Ltd. a leading manufacturer and distributor of home beverage carbonation systems, announced that it has signed an exclusive distribution agreement with **Synergy Trading Corporation** for Japan, the world's 2nd largest retail market after the United States.

"We are very excited to bring SodaStream to the people of Japan," said Mr. Toshihiro Haranaka, founder and CEO of Synergy Trading Corporation. "We believe the many benefits of SodaStream, such as lifestyle, convenience, value and eco-friendliness, will revolutionize how the Japanese enjoy soda, and we look forward to making SodaStream a popular beverage choice in our country."

Synergy Trading Corporation has been a leading Japanese importer for over a decade, managing global consumer brands across the food, accessories and jewelry industries. SodaStream's portfolio of products will be available at retail in Japan beginning in the fourth quarter of this year.

"In Japan, prices for packaged carbonated beverages are high and kitchen space for bottles and cans is minimal," said Daniel Birnbaum, CEO of SodaStream. "By eliminating the need to buy, store and dispose of bottles and cans, SodaStream provides the perfect solution for the Japanese kitchen. In addition, Japanese consumers will realize significant savings by using SodaStream instead of buying soft drinks at the store. We are delighted to welcome Synergy Trading Corporation to the SodaStream family and are confident that Japan will become a key contributor to our success."

About SodaStream

SodaStream manufactures home beverage carbonation systems, which enable consumers to easily transform ordinary tap water instantly into carbonated soft drinks and sparkling water. Soda makers offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks and sparkling water. The Company's products are environmentally friendly, cost effective, promote health and wellness, and are customizable and fun to use. In addition, the Company's products offer convenience by eliminating the need to carry bottles home from the supermarket, to store bottles at home or to regularly dispose of empty bottles. The Company's products are available at more than 40,000 retail stores in 41 countries around the world.

May

Teva Pharma to Buy No. 3 Japanese Generic-Drug Firm

NAGOYA (Nikkei)- Israel's Teva Pharmaceutical Industries Ltd. has decided to acquire Taiyo Pharmaceutical Industry Co., Japan's third-ranked generic-drug company, for an estimated 40 billion yen, The Nikkei learned Monday.

Teva, the world's top generic-drug maker, will likely take control of Taiyo by purchasing a majority stake from the founding family and other shareholders.

The Israeli firm's sales came to 16.1 billion dollars, or about 1.3 trillion yen, in 2010, roughly the same as top Japanese drugmaker Takeda Pharmaceutical Co. (4502). Taiyo's sales in the year ended March 2010 stood at 46.8 billion yen.

After establishing a Japanese unit in 2005, Teva formed a generic-drug joint venture, Teva-Kowa Pharma Co., with midtier Japanese pharmaceutical firm Kowa Co. in 2008. It appears that Teva is looking to mainly use Taiyo for production and Teva-Kowa for sales. Combined, Taiyo and Teva-Kowa will likely beat Nichi-Iko Pharmaceutical Co. (4541) in generic-drug sales to become No. 1 in Japan.

Because the Japanese generic-drug market consists of many small players, even industry leader Nichi-Iko's 64.3 billion yen in sales for the year ended November 2010 only stacks up to around one-twentieth of Teva's.

The roughly 800 billion yen Japanese generic-drug market accounts for about 20% of the overall domestic pharmaceutical market, considerably lower than the 50% or higher in the U.S. and Europe.

Generic drugs are often 30% or so cheaper than name-brand products, with some even selling at half price. With drugs taking up almost 20% of Japan's roughly 35 trillion yen in annual medical bills, the Health Ministry has set a goal of raising the proportion of generic-drug use to 30% in fiscal 2012.

Attracted by the growing sales prospects, foreign generic-drug makers have been taking increased interest in the Japanese market, as shown by French drug company Sanofi-Aventis' capital tie-up with Nichi-Iko last year.

Japan - Statement by the Press Secretary, Ministry of Foreign Affairs of Japan, on the recent situation regarding the Middle East Peace

Regarding the reconciliation agreement among the Palestinian factions, including Fatah and Hamas, signed on May 4 in Cairo, Japan hopes that the Palestinian Authority will maintain the commitment of renouncing violence against Israel and that this agreement will lead to a two-state solution that realizes an independent and democratic Palestinian state and Israel co-existing in peace and security. From this viewpoint, Japan will continue to follow the situation, including the implementation of the agreement

Teva Seeks Control of Taiyo as Japan Pushes Generic Drugs

Shlomo Yanai, chief executive officer of Teva Pharmaceutical Industries Ltd., said the acquisition of Taiyo Pharmaceutical Industry Co. will help Teva reach its goal of getting \$1 billion in sales from Japan sooner than 2015.

Teva Pharmaceutical Industries Ltd. (TEVA), the world's biggest generic-drug maker, agreed to buy a 57 percent stake in Taiyo Pharmaceutical Industry Co. to benefit from Japan's push to broaden the use of copycat medicines.

The \$460 million purchase values closely held Taiyo, Japan's third-largest maker of generics, at \$1.3 billion, including debt, Israel-based Teva said in a statement today. Teva will bid for the rest of the Nagoya-based company, which had revenue of \$530 million last year and has more than 550 copied drugs, including injectable therapies used in hospitals, according to the release.

The acquisition will help Teva reach its goal of getting \$1 billion in sales from Japan sooner than 2015, Chief Executive Officer Shlomo Yanai said. Japan is the world's second-biggest pharmaceutical market after the U.S., valued at \$96 billion last year. Israel's largest company is looking for new engines of growth as its multiple sclerosis drug Copaxone, which brought in 22 percent of sales last quarter, faces competition.

"This deal should bring Teva to be a leading player in the generic market in Japan," said Natali Gotlieb, an analyst at Israel Brokerage & Investments Ltd. in Tel Aviv. She estimates Teva ranks about No. 6 there. "Teva has a large interest in the Japanese market, because the government there plans to increase generic use in coming years."

Cephalon Deal

It's the second deal valued at more than \$1 billion for Teva this month. The company on May 2 swooped in to outbid **Valeant Pharmaceuticals International Inc. (VRX)** for Cephalon Inc. in a \$6.2 billion deal. The Israeli drugmaker will consider more acquisitions, Yanai told analysts today on a conference call.

"We are strong cash generators and we are underleveraged so we have the resources," Yanai said today in an interview.

Teva aims for market share of as much as 20 percent in Japan, compared with less than 10 percent now, Yanai said in an interview.

“Japan for Teva is a very important country” that has the potential to become “a very significant generics market,” Yanai said at a briefing with reporters in Tokyo.

Only 23 percent of drug revenue comes from generics in Japan, compared with about 75 percent in the U.S. and 60 percent in the U.K., according to a Teva presentation.

Generics Push

The government has said it aims to increase the use of generics to 30 percent by 2012.

“It’s not going to stop there,” Yanai said. Generic penetration “could reach 60 percent in a few years. Generics is one of the few tools to cope with booming health-care budgets around the world.”

To take advantage of the generics push, Teva also formed a joint venture with Kowa Co. in September 2008. The company, Teva-Kowa Pharma Co., bought a stake in Taisho Pharmaceutical Industries Ltd. last year.

Teva will offer to buy Taiyo shares from minority investors under the same terms as the acquisition of the majority stake, Yanai said. Teva is buying shares from the founding family, and Taiyo has about 200 shareholders, said Shir Altay, a Teva spokeswoman.

The transaction will be funded through a combination of cash and bank debt and Teva said it expects to complete the deal by the end of the third quarter. Taiyo has about \$370 million in debt, Altay said.

The acquisition will bolster Teva’s earnings within four quarters after closing, the Israeli company said in the statement.

The price Teva is paying, at about 2.5 times sales, looks to be “fair,” according to Gotlieb. “Because it’s a private company, it’s difficult to know exactly what they’re getting,” she said.

(Bloomberg May 16th 2011)

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

Allium Medical Solutions Ltd., the developer and manufacturer of innovative, **site-specific stents for the urinary, biliary and gastro-intestinal systems**, announced that it has been granted a patent by the Japanese Patent Office for its application named "STENT". The filing refers to the unique design of its Triangular Prostatic Stent (TPS). The TPS is a novel solution for patients for the management of posterior urethral occlusions caused by benign and malignant prostatic enlargements. The TPS has a large caliber triangular cross-section to match the contours of the prostatic urethral lumen and the ability to exert varying degrees of radial force depending on the anatomy. These unique characteristics allow for excellent flow and improved comfort compared to existing stents, without jeopardizing the male's voluntary continence mechanism. The TPS helps treat Benign Prostate Hyperplasia (BPH) patients, which according to the AJMC, is one of the most common diseases of aging men, ranking in the top 10 most commonly diagnosed conditions in men over age 50 years. The National Institutes of Health (NIH) states that BPH affects more than 50% of men over age 60 and as many as 90% of men over the age of 70.

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

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

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



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

(Caesarea (Israel), May 17, 2011)

Japan's Polished Diamond Imports -6% in April

Average price of the polished rises 29 percent.

Japan's polished diamond imports fell 5.6 percent year on year to \$95.7 million in April 2011, Momozawa & Co* reported. Volume of imports rose 11 percent to 249,994 carats as the average price of the imports increased 29 percent to \$383 per carat.

Imports from India fell 7.5 percent to \$39.1 million, while from Belgium they declined 10 percent to \$22.1 million. Imports from Israel increased 7 percent to \$16.6 million during the month.

For the first four months of the year, Japan's imports declined by 4.6 percent with volume up 4 percent to 1.146 million carats and average prices increasing by 35 percent to \$408 per carat.

Japan's gold jewelry imports were flat at \$74.8 million in April and rose 3 percent to \$341.4 million in the four months to date. Platinum jewelry imports grew 24 percent to \$37.3 million during the month and by 42 percent to \$182.3 million so far in 2011.

*Momozawa sourced its data from Japan's Customs Bureau at the Ministry of Finance.

30 blankets made by Israeli kids sent to orphanage

SENDAI — An Israeli woman delivered about **30 blankets made by some 1,000 children and volunteers mainly in Israel** to an orphanage in one of the cities ravaged by the March 11 earthquake and tsunami to lift the spirits of children there.

The patchwork blankets, made from pieces of cloth bearing messages and colorful drawings by children from Israel and the United States, were delivered to the Asahigaoka Gakuen foster home in Kesenuma, Miyagi Prefecture, by Efrat Machikawa, a 22-year resident of Japan who left last year.

Machikawa, 42, was an international school teacher in Tokyo. She gave a lecture introducing her home country before handing the blankets over to the orphanage, which is home to about 70 children aged between 1 and 18.

Machikawa said she came up with the idea for the childrens' blankets just after learning of the damage from the magnitude-9.0 quake and tsunami. She conveyed her idea to Sachiko Yoneyama, 50, a friend in Tokyo, who had other friends in Israel and the U.S. help out.

"I am so happy that they made the blankets for us. It is too good to use when I go to bed, so I will use it for a wall decoration," said a 9-year-old boy at the foster home. The blankets were also donated to schools in Iwate Prefecture, also devastated in the disaster.

(Kyodo)



Human touch: Efrat Machikawa of Israel shows off a patchwork blanket made from pieces of cloth adorned with messages and colorful drawings by Israeli children at the Asahigaoka Gakuen foster home in Kesenuma, Miyagi Prefecture, on Wednesday. KYODO PHOTO

June

Acquisition Completed: TowerJazz Nearly Doubles its 2010 Production Capacity with Micron's Fabrication Facility in Nishiwaki, Japan

TowerJazz, the global specialty foundry leader, announced that it completed its previously announced acquisition of Micron Technology's fabrication facility in Nishiwaki City, Hyogo, Japan. The acquisition nearly doubles TowerJazz's current internal manufacturing capacity, cost-effectively increasing production by 60,000 wafers per month. The added capacity to serve the growing needs of its expanding blue chip customer base, combined with the additional business potential in Japan, is expected to help position TowerJazz to achieve its expressed \$1 billion annual revenue run rate target by 2014.

This acquisition provides TowerJazz with operational facilities that span the globe with two fabs in Israel, one fab in the United States, additional capacity available in China through manufacturing partnerships, and the newly acquired fab in Japan. As a result, this acquisition enhances the company's geographic reach and distribution capabilities which TowerJazz believes will create a significant opportunity for revenue enhancement and increased efficiencies in manufacturing.

The total value of the transaction, including assumption of liabilities, is approximately \$140 million, of which \$40 million was paid in cash, approximately 19.7 million Tower ordinary shares and the remainder reflects assumed long-term retirement liabilities that are payable incrementally upon employee retirements. In addition, under a "take-or-pay" supply agreement between the companies, TowerJazz will manufacture products for Micron in the Japan facility for at least the next three years with processing technology licensed from Micron.

"We are excited about the potential of this acquisition and believe this is an opportunity for us to bring our analog specialty leadership to the next level. This acquisition is an excellent strategic fit for TowerJazz; it sends a clear message to our customers that we are positioned to meet their growing needs," said Russell Ellwanger, TowerJazz Chief Executive Officer. "This latest addition of substantial capacity and a well experienced and



highly talented technical work force, along with the dedication of our worldwide management and employees will further increase TowerJazz's ability to support our customers' success now and for years to come."

"The acquisition of a high volume manufacturing facility in Japan was not an opportunistic event, but rather a board approved strategy that the management aggressively pursued and executed upon," said Amir Elstein, Chairman of the TowerJazz Board of Directors, "I have personally met with the management of the Nishiwaki facility and am most positive that the employee talent and large factory capacity will be seamlessly incorporated into TowerJazz's global specialty foundry growth and performance leadership."

The facility can support geometries down to 95nm and can also be used to manufacture other products using TowerJazz process technologies. TowerJazz plans to quickly qualify its core power management platforms to serve the substantial growth demand from its Korean customers and then build high end RF capabilities. Increased manufacturing scale and expanded addressable market further supports TowerJazz's position as the number one specialty foundry worldwide.

For this deal, TowerJazz was represented by Yigal Arnon & Co. and DLA Piper Japan. Micron was represented by Wilson Sonsini and Nagashima Ohno & Tsunematsu Japan.

About TowerJazz

Tower Semiconductor Ltd. (NASDAQ: TSEM, TASE: TSEM), 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 1.00 micron to 95 nanometer. 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, one in the U.S., one in Japan and an additional capacity available in China through manufacturing partnerships. For more information, please visit www.towerjazz.com

Hello Kitty Arrives in Israel

The Hello Kitty brand is launching a chain of 18 stores in Israel at an initial investment of \$2 - 3 million.

Sanrio, the company which created the pink icon in 1974, has chosen **Leader Brands** as its local franchiser. The chain's first store is expected to open by the end of June at the Givatayim Mall and will offer a variety of items for young girls and women, starring the famous Japanese cat.

This is not Sanrio's first attempt to conquer the Israeli market. In 2001, a franchiser named Kitland opened a Hello Kitty store at the Ramat Aviv Mall in Tel Aviv, but the cooperation with the Japanese company failed. Leader says its experience with Japanese companies in industry and retail is richer than the previous franchiser's and promises not to fail.

Israeli connection

Israel was the first Hello Kitty franchiser in the world, through the LDI company of Mapal Communications with CEO Yossi Fox, which serves as the character's franchiser to this day. In Israel Kitty is marketed on 200 products of local manufacturers, and is dominant in clothing and school accessories.

Additional products are introduced by international companies with international franchises. In the H&M chain, for example, Kitty is prominent in the lingerie department. The Inditex Group, which owns Zara, has an agreement in the lingerie department as well, although its products are not as prominent in Israel.

Sanrio has given the local franchiser the option to expand the use of the character. On the agenda: Credit cards (which already exist worldwide). Mastercard has had a credit card with Kitty since 2004, and Visa added one in 2010. In the 1990s there was even an attempt to open a local Hello Kitty chain of stores, which was interrupted in its prime due to the franchiser's personal problem. The guests from Sanrio are planning to give this option another chance.

The brand has 350 stores in eight countries in the world, most of them in Japan, China, the US and Hong Kong. The products are sold also in the "store within a store" method in thousands of sales points, particularly in Japan and the US.



The stores are divided into two groups: "Regular" stores which present the brand's standard products in a wide variety of categories, and the Victoria Couture luxury stores, which sell clothing items, fashion accessories and jewelry. Sales points were recently opened in Casablanca, Dubai, Lebanon and Qatar. Tsuji is now working to develop the chain's stores in the world. Israel is the next stop.

Sanrio is contemplating which of the two formats would be suitable more for Israel. During their visit to Israel, **Lanzi and Tsuji visited the Sarona compound in Tel Aviv and tried to decide whether the project matches luxury stores**

Some of Sanrio's other brands – like **My Melody, Chococat and Keroppi** – are also expected to be sold by the chain in Israel. The Hello Kitty product basket will be presented in Israel under the "Small gift, big smile" slogan. The products include bags and purses, dolls, cups and bottles, beachwear, key rings, stationery and school equipment, jewelry, hair accessories, watches, items for the kitchen and home, laptop cases and a selection of washroom items (ynet)

Mellanox Expands Availability of InfiniBand and Ethernet Solutions with NEC LX Series Supercomputer through NEC HPC Europe

NEC Addresses Growing Connectivity Performance Demand in Europe with Product Line Adoption of Mellanox's Industry-Leading Adapters, Switches, Software, and Cables

Mellanox(R) Technologies, Ltd., a leading supplier of end-to-end connectivity solutions for servers and storage systems, and **NEC Deutschland GmbH**, a market leader in high-performance computing in Europe, announced that Mellanox's line of industry and performance-leading InfiniBand and Ethernet connectivity solutions with NEC LX Series Supercomputers are available through NEC HPC Europe. The move enables NEC to address the growing demand for Mellanox's end-to-end connectivity products and advanced technology from leading European HPC centers, cloud computing providers and enterprise customers.

"HPC customers across Europe are investing in new server and storage technologies such as GPU computing and integrating multi-core CPUs that require scalable and efficient, high-performance connectivity products," said Dr. Andreas Findling, Senior Product Line Manager, at HPC Europe in NEC Deutschland. "Together, NEC and Mellanox provide their European customers a solution which is focused on sustained performance computing by carefully optimizing the interaction of highest performing end-to-end networking with the entire software layer up to the world's most compute-demanding applications."

"We see increasing Web 2.0, high-performance and cloud computing center opportunities in Europe, including in existing data centers across the region that are rapidly expanding to meet the growing demand for advanced HPC capabilities," said Yossi Avni, vice president of EMEA sales at Mellanox Technologies. "We believe this growth in Europe provides a significant opportunity for Mellanox, and we are pleased to have NEC HPC Europe adopt our end-to-end connectivity solutions into their product portfolio."



Mellanox's end-to-end FDR 56Gb/s InfiniBand and 10/40GbE connectivity solutions, consisting of the ConnectX(R)-3 line of I/O adapter products, cables and comprehensive SwitchX(TM) family of fixed and modular switches, management and acceleration software and cables, deliver industry-leading performance, efficiency, and scalability for the best return-on-investment for performance interconnects.

NEC's LX Series with its products LX-2200, LX-2400 and LX-4000 offer tailored HPC solutions with focus on sustained performance computing. Optimizing components like the InfiniBand network, NEC MPI/LX, LX C(3) and LXFS and optimized component interaction achieve outstanding performance for production load.

About NEC Deutschland GmbH

NEC Deutschland GmbH, formed in 1987 with its head office in Dusseldorf, Germany, is a wholly subsidiary of NEC Europe Ltd. Its product portfolio encompasses supercomputers and high-performance computing, telecommunication and IT solutions, as well as biometric security solutions for enterprises and public institutions. Further information is available on the Internet at www.nec.com/de

About Mellanox

Mellanox Technologies is a leading supplier of end-to-end InfiniBand and Ethernet connectivity solutions and services for servers and storage. Mellanox products optimize data center performance and deliver industry-leading bandwidth, scalability, power conservation and cost-effectiveness while converging multiple legacy network technologies into one future-proof architecture. The company offers innovative solutions that address a wide range of markets including HPC, enterprise, mega warehouse data centers, cloud computing, Internet and Web 2.0



Cotendo partners with Wam!Net Japan K.K., a Sumitomo company, to introduce advanced CDN and Site Acceleration services in Japan

Strategic partnership agreement with Wam!Net, a joint venture between Sumitomo Corporation and NTT Communications

Cotendo, a fast growing innovative provider of Content Delivery Network (CDN) and Value-Added Site Acceleration services, announced 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 enables 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

CD's now protected against felt-tips

Midbar, the Israel-based company that makes copy-protection technology for audio CDs, said that its products are now to be found in more than 30 million CDs worldwide, with 10 million of those in Japan. Separately, the company said it has fixed a glitch that allowed consumers to circumvent its copy protection using a felt-tip pen.

Midbar makes the **Cactus Data Shield (CDS) line** of copy-protection technologies, which scrambles CD data in such a way that it can be played on an audio player, but can't be copied by a PC.

Copy-protection schemes such as CDS and Key2Audio are highly controversial, however, with some protected CDs having been found to cause glitches in some ordinary CD players, and to cause some computers--particularly Macintoshes--to crash.

Besides the technical issues, many argue that consumers are entitled to make copies of their CDs for personal use, much as the law allows consumers to make duplicates of copyrighted audio tapes.

The company said that a new version of CDS-200, one of its three CDS products, makes the felt-tip pen hack impossible. In May, it came to light that CDS, Key2Audio and other technologies could be circumvented by carefully drawing a line across the CD with a black marker, or even by sticking notepaper across the edge of the disc. The new version of CDS-200 has been on the market since July, and adds Macintosh compatibility, among other features.

CDS-200 is designed to allow full playability on audio players and PCs without allowing copying. CDS-100, like Key2Audio, simply prevents all PC playback, while CDS-300 -- to be released later this year -- builds digital rights management into downloadable tracks.

Big labels such as **Sony Music** and **Universal** have begun adding copy protection to their CDs in an attempt to stop consumers from copying tracks and distributing them over the Internet. A recording industry-commissioned study this week found that most



consumers who had begun using file-trading services in the past six months had bought less music than before.

Japan Presents Award to Zaka

Japan's ambassador to Israel **Haroisha Takaguchi** on Thursday June 22nd presented an award to Zaka representatives for their assistance in Japan's March earthquake and tsunami tragedy. The “Defenders of Japan” award was presented to 12 Zaka members and officials for their assistance in rescuing trapped individuals in the rubble of earthquake-stricken towns and cities, and for help in identifying victims. The Zaka team was in Japan for about two weeks, after the double tragedy earlier this year.

Takaguchi said that Japan “has a special feeling for Zaka and its work on behalf of humanity, without regard to race or religion.”

July

Fifth round of Israel-Japan strategic consultations held in Israel

Bilateral and regional issues were discussed. **DFM Bessho** conveyed his deep gratitude for Israeli assistance, including the dispatch of the medical assistance team to Japan following the disaster last March.

1. Tuesday (19 July 2011), the fifth round of strategic consultations between the foreign ministries of Israel and Japan was held at the Ministry in Jerusalem. **Mr. Rafael Barak, Director General** of the Israeli Ministry of Foreign Affairs, and **Mr. Koro Bessho, the Japanese Deputy Foreign Minister**, led their respective delegations in the talks.

2. Bilateral and regional issues were discussed. DG Barak expressed his sorrow over the natural disaster that occurred in Japan last March. He noted that Israel would be happy to help the Japanese people and government in any way needed, to the best of its ability. DFM Bessho conveyed his deep gratitude for Israeli assistance, including the dispatch of the medical assistance team to Japan following the disaster.

3. Regarding regional issues, the two sides discussed topics of mutual interest such as recent developments in the Middle East and in Asia.

4. Both sides stressed the importance of the consultations between the two foreign ministries and reiterated their commitment to maintain the framework.



Procognia Signs Distribution and Marketing License Agreement with Leading Life Science Japanese Company – CTCLS

Procognia's President and CEO, Alon Natanson, said: "We are proud to announce that we have signed a distribution and marketing license agreement with CTCLS, a leading Japanese life science company, for the sales and marketing of our glycoanalysis product GlycoScope™."

Agreement initiated and arranged by Harel-Hertz Investments House (HH)

Procognia announced that the company signed an agreement with CTC Laboratory System Corporation (CTCLS). According to this agreement, Procognia will grant CTCLS a non-exclusive license to sell, distribute and market the glycoanalysis product, the GlycoScope™ in Japan. CTCLS will receive some percentage from the revenue based on agreed transfer price between the companies. CTCLS will be responsible for all the sales and marketing activities of the GlycoScope™ and will bare all the costs relating to these activities in Japan.

As a unique member of Itochu Techno-Solutions Corporation (CTC), CTCLS has evolved into one of Japan's leading solution providers that specializes in the integration of R&D support systems for life sciences companies. With incomparable end-to-end solution capability, CTCLS serves pharmaceutical, chemical and food manufacturers, as well as universities and public offices. It offers a wide range of products and services that cover every stage of R&D activities to achieve a high level of customer satisfaction and trust. CTCLS will provide Procognia with marketing, selling, distribution, professional services and full local support to customers in a wide variety of vertical markets.

GlycoScope™ is an analytical tool designed specifically for pharmaceutical companies and research labs. It is used to identify the glycosylation structure of glycoproteins during the research, development, and production phases of biological drugs, and can also be used for other applications such as stem cell research, vaccine development, and more.

Many new drugs currently entering the market are biological drugs, and most of them include glycoproteins. Understanding and analyzing the glycosylation structure of these

glycoproteins is crucial for the successful functioning of the drug in the human body, as they may affect the drug's activity, immunogenicity and pharmacokinetics. For these reasons, the need for effective and precise glycoanalytical tools will only increase. Procognia's technology is entering the market at a perfect timing: when the need for such a technology is increasing, after Procognia has successfully passed its initial teething stage, and when the technology has been launched in a number of leading biopharmaceutical companies.

Alon Natanson, President and CEO of Procognia, stated: "This is a very important milestone for us. Procognia is a company with scientific capabilities and advanced technologies that is now collaborating with a major partner in order to market and distribute the company's unique analytical tool in Japan. Having completed the development of the analytical platform, and after a trial period, we have successfully brought the product to maturity. The next logical step is cooperation with a strategic partner that can promote our technology and introduce it to the market. CTCLS is a leading player in the life science sector in Japan, particularly among biopharmaceutical companies, and is the ideal partner for us. This marketing and distribution agreement we have signed with CTCLS is a show of confidence in Procognia's technology by a professional and dominant players in the Japanese biotechnology market. We strongly believe in CTCLS's ability to successfully introduce our technology to the Japanese market, and to transform it into a standard for protein glycoanalysis in a variety of applications."

General Manager of CTCLS Mr. Yusuke Tanabe stated: "We could not be more pleased to work with Procognia which is world-leading position in the field of glycobiology, with special expertise in glycoanalysis. GlycoScope™, accurate analysis of protein glycosylation, is crucial for a range of applications, including process development & manufacturing of biopharmaceuticals, life science & pharma research. We believe that this collaboration will contribute for growth of Japanese life science industry and academic research."

Teva Completes Acquisition of Taiyo, the Third Largest Generics Company in Japan

Teva Pharmaceutical Industries Ltd. (NASDAQ: TEVA) announced that it has completed the acquisition of effectively 100% of the outstanding shares of **Taiyo Pharmaceutical Industry Co. Ltd.** for \$934 million in cash.

Taiyo is the third largest generics manufacturer in Japan with sales of approximately \$530 million in 2010. Taiyo brings to Teva a portfolio of over 550 products and a strong presence in all major channels in the Japanese pharmaceutical market. Teva also gains access to Taiyo's strong R&D team, local regulatory expertise and a state of the art production facility. Following the acquisition, Teva expects to reach \$1 billion in sales in Japan, ahead of its original 2015 target.

Teva's Japanese operations include a joint venture with **Kowa Pharmaceuticals Ltd.**, **Teva-Kowa Pharma Ltd.**, which acquired **Taisho Pharmaceuticals Ltd.** Teva recognizes only part of the venture's revenue, in line with its agreement with Kowa. Teva also has independent brand drugs and active pharmaceutical ingredients operations in Japan.

Teva's acquisition of Taiyo is separate from Teva-Kowa Pharma. Yanai told "Globes" that Teva did not expect to make a write-down for goodwill on the acquisition. "The Japanese pharmaceuticals market is the world's second largest market after the US," said Yanai. "The US market amounts to \$350 billion, and the Japanese market amounts to nearly \$100 billion. However, 75% of the US market is generics, compared with 23% in Japan. This shows why we think that there's great potential in Japan."

"This is an important milestone in executing Teva's long term strategic plan", said **Shlomo Yanai, Teva's President and Chief Executive Officer.** "The acquisition of Taiyo, along with Teva's existing Japanese business, assures that Teva will deliver on our strategic objective of becoming a leading player in Japan."



IBM : Develops Full-text Digitization System for National Diet Library of Japan.

IBM JAPAN and IBM ISRAEL joint leaders for the project

IBM announced that it is helping the National Diet Library of Japan -- the country's only national library -- digitize its literary artifacts on a massive scale to make them widely available and searchable online by all information seekers.

The prototype technology, created by IBM Research, allows full-text digitization of Japanese literature to be quickly realized through expansive recognition of Japanese characters and enabling users to collaboratively review and correct language characters, script and structure. Additionally, the full-text digitization system is designed to promote future international collaborations and standardization of libraries around the world.

“Nearly two decades ago in his book Digital Library, Dr. Makoto Nagao, the director of the National Diet Library, shared his vision that digitized and structured electronic books will dramatically change the role of libraries and the way knowledge will be shared and reused in our society,” said Dr. Hironobu Takagi, who led the development of the prototype technology at IBM Research – Tokyo. “Until now, the breadth of the characters and expressions within the Japanese language had posed a series of challenges to massive digitization. In order to enable this transfer of knowledge from print to online, we realized the need for both machine and human intelligence to understand information in every form.”

Compared to other languages, which rely on just a few dozen alphabetical characters, Japanese is extremely diverse in terms of script. In addition to syllabary characters, hiragana and katakana, Japanese includes about 10,000 kanji characters (including old characters, variants and 2,136 commonly used characters), in addition to ruby (a small Japanese syllabary character reading aid printed right next to a kanji) and mixed vertical and horizontal texts.

Aside from ensuring quality recognition of Japanese characters, IBM researchers aimed to optimize the amount of time needed to review and verify the accuracy of the digitized texts. By introducing unique collaborative tools via crowdsourcing, the technology allows

many users to quickly pour through the texts and make corrections at a much higher rate of productivity and efficiency.

“Through collaboration technology and user tools, we now have the potential to populate a global collection of literature and information,” said Dr. Takagi. “From small community libraries to national institutions, people everywhere can leverage this standardized system to help preserve and share their cultural works for years to come.”

The architecture of the full-text digitization prototype system provides the following two key collaborative features:

- Collaborative Correction -- This feature allows simultaneous corrections by multiple users via web browsers and improves the accuracy of optical character recognition (OCR). The collaborative character correction interface displays a group of OCR-scanned characters which were recognized as the same character, allowing reviewers to make a batch correction. The result of the correction work can be fed into the OCR engine as training data, so the system can learn from the mistakes to improve accuracy down the line.
- Collaborative Data Structuring -- This feature is essential to digitizing texts for visually impaired people to read books using a voice browser. Reviewers are able to add structural information as well as correct read-out order, which are both supported by inference engines to reduce workload. For document structuring, the system automatically detects repetitive patterns and suggests similar structures throughout pages. To correct read-out order, the visual editor technology uses smoothly-connecting arrows to show in what order voice browsers would present content, allowing reviewers to go over reading flow at a glance and make necessary edits by simply dragging, dropping and re-arranging the arrows.

The full-text digitization prototype system was realized based on two streams of technologies. **IBM researchers in Tokyo** applied an innovative approach called **Social Accessibility**, which allows large groups of reviewers to work collaboratively via Web browsers regardless of location. Also, **the COoperative eNGine for Correction of ExtRacted Text(CONCERT)** technology -- developed by **IBM Researchers in Haifa, Israel** -- was leveraged to significantly improve productivity through the repetition of simple operations.

(Tokyo, Japan on 31 July2011,)

Given to Test New Capsule Endoscope in Japan

Given Imaging Ltd., The Israeli maker of the **PillCam** series of capsule-type endoscopes, plans to conduct clinical trials in Japan of the latest version of the device for imaging of the large intestine.

The company will begin trials on the PillCam COLON 2 in the fall and expects to apply for marketing approval in 2012, aiming to commercialize the product in Japan starting sometime in 2013 or 2014.

Given Imaging is already the market leader in Japan for capsule-type endoscopes used to visualize the small intestine, and it hopes to also gain the top share for such endoscopes for the large intestine.

As Japanese adopt a more Western diet, colon cancer is cropping up more and more. The market for the company's PillCam COLON 2 promises to be large, since it is a welcome alternative to a colonoscopy for patients.

To prepare the market, Given Imaging plans to introduce electronic learning systems and other means of educating doctors about the new product.

(TOKYO ,Nikkei)



Audio Pixels Holdings Limited Signs Joint Development Agreement with Sony Corporation of Japan

Audio Pixels Holdings Limited (ASX: AKP; OTC: ADPXY) is pleased to announce that it has signed a Joint Development Agreement with **Sony Corporation of Japan** for the development of its patented low cost micro-electro mechanical ("MEMS") digital speakers.

Sony Corporation is one of the world's foremost consumer electronic and semiconductor conglomerates. As previously announced the joint development partner, Sony Corporation is funding the majority of the rather substantial costs associated with transitioning the technology into a mass-manufacturable product. Sony delivered the first batch of phase-one development chips for testing to Audio Pixels in Israel on 17 June 2011.

The Joint Development Agreement with Sony anticipates that once the Development Phase and testing has been completed that the parties will enter into a formal Commercial License Agreement.

Audio Pixels and Sony are well down the track of the agreed development plan to achieve mass-production capabilities, after which Sony intends to transition to becoming a mass-manufacturing partner primarily focused on supplying product for the myriad of diverse consumer products that Sony already produces and sells globally and a supplier of speaker products for use throughout the myriad of diverse consumer electronics products produced and sold worldwide.

About Audio Pixels Holdings Limited

Audio Pixels Holdings Limited is company listed on the Australian Stock Exchange with the code AKP and has its ADR's listed on the OTC market in the USA with code ADPXY. **Audio Pixels Holdings Limited** owns 100% of Audio Pixels Limited, an unlisted Israeli corporation and was founded in July 2006 and has developed a revolutionary technological platform for reproducing sound, thus enabling the production of an entirely

new generation of speakers that will exceed the performance specifications and design demands of the world's top consumer electronics manufacturers.

Audio Pixels patented technologies employ entirely new techniques to generate sound waves directly from a digital audio stream using low cost micro-electromechanical structures (MEMS) rather than conventional loudspeaker elements. This innovation enables the production of speaker products that deliver performance that is many orders of magnitude better than conventional speaker technologies, all in an affordable package that is only one millimetre thick.

Audio Pixels MEMS-based Digital Sound Reconstruction platform enables the market for audio speakers to follow the evolution of the video display market from large, heavy analog tube based monitors to the digital flat panel displays of today. Driving the rationale for change in audio speakers is the ever-increasing demand for smaller, thinner, clearer sounding, more power-efficient speakers. Conventional speaker technologies remain deeply rooted in the original voice coil inventions of Alexander Graham Bell. The inherent limitations of such speakers prohibit the delivery of quality sound in smaller packages. Audio Pixels innovative patents in the fields of electromechanical structures, pressure generation, acoustic wave generation and control, signal processing and packaging, combine to forever change this paradigm.

Upon achieving mass production capabilities Audio Pixels plans to sell and/or license its products to the manufacturers of speakers and consumer electronic devices worldwide, which collectively consume billions of speaker units annually. Audio Pixels will produce and sell a single type of silicon chip that can be used either as a standalone speaker or cascaded in any multiples of the same chip in order to achieve the desired performance specifications. This modular paradigm is entirely unique to the audio industry, which today expends significant resources designing and specifying new drivers, acoustic chambers and drive electronics for each new device. Audio Pixels innovative approach not only facilitates maximum flexibility to its customers, it further enables the customer to calibrate on the design and production of a singular product model, maximizing economies of scale, while limiting overhead associated with multiple versions of products.

Valens Semiconductor Closes \$14 Million Investment B Round

Mitsui Ventures becomes lead investor in the company

Valens Semiconductor, a leading provider of semiconductor products for the distribution of uncompressed high-definition (HD) multimedia content and the inventor of the HDBaseT™ technology, announced that it has raised \$14 million in its latest round of funding.

Valens' successful traction with HDBaseT products in the marketplace contributed to the support from leaders in the global investment community. **The Series B round of financing comes from a blend of new strategic partners, including Taiwan-based Pegatron and Japan-based Mitsui & Co. Global Investment Ltd., together with new venture capital fund investors, Amity Ventures and Aviv Venture Capital. In addition, Genesis Partners and Magma Venture Partners, who participated in Series A round of financing, also contributed to Series B.**

The funding will accelerate the development of follow-on generations of Valens' HDBaseT chipset, enabling further integration, cost reduction and the facilitation of growth in multimedia transmission and data communication for consumer electronics and content provider industries. An impressive number of ProAV equipment manufacturers and consumer electronics companies are currently shipping and developing HDBaseT-enabled products including displays, projectors and A/V receivers.

Dror Jerushalmi, CEO and Co-Founder of Valens, stated "The quality of investors engaged in this round of financing speaks to the success of our HDBaseT technology and signals trust in our vision and our ability to further penetrate the CE market. These partnerships significantly enhance our ability to strengthen our foothold in the home-networking marketplace. We are ramping up production to deliver HDBaseT chipsets to global ODMs, OEMs and CE manufacturers along with added presence in the Japanese marketplace."

Supporting Quotes:

- **Mr. Yohei Nishikubo, Venture Partner of Mitsui & Co. Global Investment Ltd.:**
"Valens' HDBaseT products are delivering extensive market expansion

opportunities in Japan and worldwide by meeting the need for whole-home High Definition content delivery between consumer electronic devices. We are believers of innovation and foresee a strong future in this sector of technology and the company's deliverables.”

Valens' HDBaseT technology is a consumer electronic (CE) connectivity technology optimized for whole-home and commercial multimedia distribution. HDBaseT connects all entertainment devices, enabling a whole-home experience with the flexibility and features consumers demand. Using a single, long-reach LAN cable with RJ45 connectors already common in households for its Ethernet use, HDBaseT is fast becoming the global standard for advanced media distribution.

About Valens Semiconductor

Valens provides semiconductor products for the distribution of uncompressed high-definition (HD) multimedia content. The company's HDBaseT™ technology enables long-reach connectivity of devices over a single 100m/328ft standard CAT5e/6 LAN cable and is fast becoming the new, global standard for advanced digital media distribution. Valens is a founding member of the HDBaseT Alliance formed by leading CE companies to define a new industry standard for advanced digital media distribution. Founded in 2006, Valens is a private company with offices in Israel, Japan, Hong-Kong, USA and local representatives in Korea, Taiwan and China.

About HDBaseT

Valens chipsets are compliant with the HDBaseT standard. Incorporated on June 14, 2010, the HDBaseT Alliance was formed by LG Electronics, Samsung Electronics, Sony Pictures Entertainment and Valens Semiconductor to promote and commercialize HDBaseT™ technology. HDBaseT enables a single LAN cable to replace multiple cables and connectors in the home entertainment and business environment. HDBaseT is optimized for video applications and can connect all entertainment devices in a setting by providing the 5Play convergence of uncompressed full HD/3D digital video, audio, 100BaseT Ethernet, power over cable and various

Top Image Systems Partners With Konica Minolta

Konica Minolta Spain Increases Portfolio Offering With Addition of TIS eFLOW(TM) Platform Solutions

Top Image Systems(TM) the leading **ECM (Enterprise Content Management)** solutions provider, announced that it has signed a partnership agreement with **Konica Minolta Business Solutions Spain**, a key provider of comprehensive solutions for company-wide printing workflows in the business-to-business segment. This agreement allows Konica Minolta to offer its clients TIS *eFLOWTM*-based solutions, with an emphasis on processing large volumes of incoming mail and invoices automatically. Top Image Systems is positioned to further expand its foothold in the Iberian market through this partnership, which has already signed its first customer.

In order to market these new solutions, Konica Minolta has set up a separate business unit that will support clients in all aspects of implementing business process automation projects. TIS and Konica Minolta have participated in several joint marketing activities that have already led to a customer win.

Commenting on the new partnership, Dr. Ido Schechter, CEO of TIS, said, "In 2009, we refocused the company's business by concentrating on digital mailrooms, global banking platforms and increased partner channel distribution. The partnership with Konica Minolta Spain further demonstrates that Top Image Systems continues to execute on its growth strategy."

eFLOW allows companies to manage their document-based business processes faster, at lower costs and more accurately, all on a single enterprise platform. *eFLOWTM* efficiently and flexibly captures, classifies and validates business-critical data from multiple incoming document formats. The retrieved information is then immediately available for subsequent applications, storage solutions and delivery to management.

"We have seen a significant increase in demand for automated processing solutions on the Spanish market, particularly in the mailroom segment," commented Antonio Ramirez,



Product Marketing Manager at Konica Minolta Business Solutions Spain. "In order to meet this demand, we have created two new lines of business: the in-house, or client service, 'virtual mailroom', and the automatic processing of invoices and delivery notes. With Top Image Systems, we have found a partner whose leading ECM platform and service portfolio can provide our customers with a maximum increase in efficiency as well as a reduction of costs."

About Konica Minolta

Konica Minolta Business Solutions Spain is a wholly-owned subsidiary of Konica Minolta Business Technologies, Inc., Tokyo, Japan. The company delivers services and distributes products, systems and solutions that fulfill all the requirements of office and production printing over the entire document life cycle. Its product mix extends from multifunctional and production printing systems, laser printers and all-in-ones to a wide range of services and software to manage the complete document workflow in any company. To support customers optimally with powerful and sustainable solutions, technology leader Konica Minolta continuously invests in research and development work and regularly sets new standards for the entire printing industry.

About Top Image Systems

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

Japan's Polished Diamond Imports +11% in May

Japan's polished diamond imports rose 11 percent year on year to \$52.5 million in May 2011, Momozawa & Co* reported. By volume, the imports fell 3 percent to 4.275 million carats and the average price of the imports grew 40 percent to \$393 per carat.

Imports from India grew 40 percent to \$25.8 million during the month, while from Belgium they grew 10 percent to \$10.4 million and from Thailand the imports rose 16 percent to \$3.8 million. Imports from Hong Kong were flat at \$2.9 million while from Israel they fell 10 percent to \$4.5 million.

During the first five months of the year, Japan's polished diamond imports grew 8 percent to \$297 million with average prices up 15 percent to \$343 per carat.

Japan's gold jewelry imports rose 27 percent to \$60.7 million in May and by 16 percent to \$271.9 million in the first five months of the year. Platinum jewelry imports increased 24 percent to \$40.1 million in May and by 19 percent to \$189.7 million during the year to date.

*Momozawa sourced its data from Japan's Customs Bureau at the Ministry of Finance

Israeli personal care products co Laline opens two new Japan Stores

The company is also opening first store in Switzerland

The Laline personal care products chain is opening its first store in Switzerland, two additional stores in Japan, and expects to open another ten new stores in Israel by the end of 2011. The company will invest NIS 10 million in this move.

The first store in Switzerland will be opened in Basel by a local franchisee. The agreement with the franchisee includes opening twenty stores over the next five years

(Globes correspondent)

August

Japan Condemns the ``Palestinian Military Attacks Against Israelis``

Tokyo- Japan condemned "the attacks by a Palestinian military group against Israelis that took place on August 18 and caused a number of deaths and casualties."

A statement by the Foreign Ministry in Tokyo said that Japan is "deeply concerned about the situation in which rocket attacks by Palestinian militants against Israel, and the retaliatory actions of Israel's military, have caused death and injuries among civilians in Israel and the Gaza Strip.

The statement added that Japan sends condolences to the bereaved families, and calls upon both Israel and Palestinian militants to exercise maximum self-restraint and avoid further death and injuries.

The Foreign Ministry noted that Japan is convinced that the problems which people in the Middle East face can never be solved through violence but only through negotiations and efforts to build mutual trust among the parties to the conflict. The statement called on "all the parties concerned to make the utmost efforts to that end."

Japan contributes \$1.6 million to Gaza private sector

The Japanese government donated over 1.1 million euros (\$1.6 million) to private sector reconstruction in the Gaza Strip, a statement said.

The Palestinian Authority established the "Private Sector Reconstruction in Gaza" programme in the aftermath of Israel's "Operation Cast Lead" to provide financial support to private sector businesses that were destroyed or damaged during the war, the EU release added.

Japan's payment will contribute to 21 Gaza businesses, it said.

The Japanese contribution is being channeled through PEGASE, the European Union's mechanism for support to the Palestinians, and is Japan's fifth payment to reconstruction work in Gaza, the release noted.

"Japan has been supporting financially and technically economic development efforts exerted by key ministries, to help prepare the PA for statehood in line with the plan put forward by Prime Minister Salam Fayyad in August 2009," it added.

Japan has provided around \$100 million donations to Palestinian programs during the 2010 fiscal year, the statement noted.

(RAMALLAH (Ma'an) 14/08/2011)

...and ,Japan Donates \$3.3 Million in Food Aid to Gaza

Japan signed an agreement with the United Nations World Food Programme (WFP) to donate \$3.3 million in food aid for the benefit of the poorest Palestinian classes in Gaza.

This donation, signed in the Palestinian Ministry of Social Affairs in Ramallah, comes within the framework of the food security net implemented by the ministry.

Minister of Social Affairs Magda Al-Masri said, “We appreciate the Japanese government’s continuous support to the Palestinian people in light of their suffering due to the Israel occupation, support which achieves tangible results on the ground.”

Representative of Japan to the Palestinian Authority, Nafumi Hashimoto, affirmed his country’s continuous support of Palestinians’ right to an independent state, and its commitment to providing the necessary aid to marginalized and poorest areas.

Japan’s assistance to the PA is extended in a kind of budget support or based on the specific development projects. Japan has been supporting financially and technically economic development efforts exerted by key ministries, to help prepare the PA for statehood in line with the plan put forward by Fayyad in August 2009.

Japan has also provided assistance through UNRWA and other UN agencies including humanitarian assistance, as well as to local NGOs and local councils for their grassroots development projects. **Japan’s assistance exceeds US\$ 1.19 billion in total since 1993, including around US\$ 100 million extended in Japan’s fiscal year 2010**

(RAMALLAH, August 25, 2011)

Israel Should Not Change the Current Situation in East Jerusalem: Japan

The Government of Japan today strongly called upon Israel to refrain from any unilateral act that changes the current situation in East Jerusalem, and said it does not recognize any act that prejudices the final status of the territories in the pre-1967 borders, and Israeli

A Statement issued by the Foreign Ministry in Tokyo expressed disappointment and deep concern by the Japanese government about Israel's approval of the construction of more than 900 new housing units for Jewish people in Har Homa of East Jerusalem. Such an act goes against the efforts by the international community to resume the negotiations for peace, it said.

The statement said that the settlement activities should be fully frozen, and the negotiations for peace should be resumed soon.

Tokyo- (PanOrient News)



Galil Medical Announces Reimbursement for Small Renal Cancer Cryoablation in Japan

Galil Medical, a global leader in minimally invasive cryotherapy treatments, announced that Japan's Ministry of Health, Labour and Welfare (MHLW) has approved reimbursement for small renal cancer cryoablation using a percutaneous approach, as well as under open or endoscopic surgery.

"We appreciate the MHLW reimbursement decision as this will allow Japanese patients to have greater access to renal cryoablation and benefit from Galil's advanced technology," commented Martin Emerson, Galil Medical President and CEO.

Galil Medical's CryoHit/SeedNet for MRI received approval for small renal tumor cryoablation under MRI-guidance in January 2010 from the MHLW. The regulatory and reimbursement approval processes have been spearheaded by **Hitachi Medical Corporation**, Galil Medical's exclusive distribution partner in Japan.

Cryotherapy is a minimally invasive procedure that uses extreme cold to freeze and destroy tumors. Visualization with MR imaging monitors the ablation zone of the tumor and minimizes impact to healthy adjacent tissue.

Standard treatment options for renal cancer include total and partial nephrectomy, open and laparoscopic procedures. Minimally invasive ablative therapies, such as percutaneous cryotherapy, are increasingly accepted treatment options due to favorable clinical outcomes, reduced procedural pain, fewer complications and faster patient recovery.

Galil Medical is a global leader in delivering innovative cryotherapy solutions. The company is addressing patient conditions across multiple physician specialties; treatment areas include conditions affecting bone, kidney, liver, lung and prostate, as well as targeted pain and nerve applications. Company offices are located in Arden Hills, Minnesota; Yokneam, Israel; and London, United Kingdom. Shareholders include Thomas, McNerney & Partners, The Vertical Group, and Investor Growth Capital.

Harel-Hertz Investment House was the first to introduce Galil Medical to Japan and Hitachi Medical

Espro Acoustiguide Group Enters Japanese Market

Espro Information Technologies has acquired the Japanese company A&D Audio Guide Ltd.,

Adding a strong and significant addition to our worldwide presence and market share.

Espro Acoustiguide Group was formed in 2005 following the acquisition of Acoustiguide Corporation by Espro Information Technologies. The Espro Acoustiguide Group is a leading global developer, manufacturer, marketer and provider of audio and multimedia guiding and interpretation systems as well as the leading developer of multi-lingual creative content. In 2010 alone, over 25 million visitors have enjoyed Espro Acoustiguide's programming at museums, galleries, cultural institutions, heritage and historic sites, city tours, trade shows and visitor centers around the world. In 2010 Espro Acoustiguide added to its wide range of guiding systems by launching Smartour, a set of interactive content applications designed for smart phones and tablet computers.

Espro Acoustiguide Group operates via a network of subsidiaries and local distributors throughout Europe, North and Central America, Asia, Australia and New Zealand.

A&D Audio Guide was established in Japan in 1999, and specializes in the planning and production of audio tours, distribution of audio guiding devices and the provision of onsite management services. The company is a leader in the Japanese museum market, with a distinguished list of clients that includes the premier museums and tourist sites in Japan, as well as the biggest, most prominent broadcasting networks in the country.

The long list of A&D clients includes NHK (Japan Broadcasting Corporation), Nippon Television Network Corporation (NTV), TV Ashai Corporation, Mainichi Broadcasting System (MBS), Tokyo Broadcasting System Holdings, Inc., The Yomiuri Shimbun, The Ashai Shimbun, Tokyo National Museum, Nara National Museum, Kyoto National Museum and Kyushu National Museum, the National Museums of Modern Art in Tokyo and Kyoto, The National Museum of Western Art, The National Museum of Art in Osaka, The National Art Center in Tokyo and the County (Prefecture) Museum of Art in Aichi, Hiroshima and Yamaguchi, Yokohama Museum of Art, the Municipal Museum of Art and



the Museum of History in Osaka, The Museum of Kyoto, Edo-Tokyo Museum and Mitsubishi Museum in Tokyo.

Commenting on the deal, Israel Gal, CEO of the Espro Acoustiguide Group said: “We are delighted to expand our scope of business into the sophisticated Japanese tour market, which is primed for our advanced guiding and interpretation technologies, content applications and services. We are particularly proud to be adding a strong performer such as A&D Audio Guide to our Group with its excellent staff and impressive clientele that encompass major media and broadcasting networks in Japan, many of whom sponsor numerous art and culture exhibitions each year”.

In Japan, the company will maintain its name as A&D Audio Guide, a member of the Espro Acoustiguide Group. Mrs. Kaori Kurata, previously the Commercial Manager of A&D Audio Guide, has been appointed its Managing Director. The company team will remain in place and will continue to offer its clients excellent service while adding more innovative programming and application options.

Panasonic Bundles Omek Interactive's Beckon SDK with its D-IMager 3D Camera

Combination of High Performance Sensing Hardware with Advanced Software Provides Complete Solution for Developing Gesture-Based Interfaces

Panasonic Electric Works Co., Ltd. announced the release of a bundled solution for the digital entertainment and signage markets. As part of any D-IMager purchase, users are entitled to a complimentary copy of a special Panasonic edition of the Omek Beckon™ Development Suite, providing a complete solution for hardware and software developers looking to equip their devices and applications with gesture-based interfaces.

Gesture-based interfaces – which enable users to control devices or software using natural body movements and gestures – are being incorporated into a wide range of devices, including interactive digital signs, medical equipment, arcade game machines and robots, among others. Digital signage is a key target market for the D-IMager, which has the range, durability, and robust light-handling needed for large-scale interactive digital signage applications. With the addition of the Beckon SDK for Panasonic, which is optimized for signage and other interface creators using the D-IMager, creative agencies and developers are fully empowered to create “touchless” interactive experiences.

The D-IMager is a 3D sensor that uses time-of-flight (ToF) technology to capture the depth information of a target by instantaneously measuring its distance in real-time. Unlike other 3D depth sensors, the D-IMager is highly resistant to interference from ambient light due to its patented in-pixel background light suppression technology. It is robust and designed to operate on a 24/7 basis, making it ideal for a wide range of gesture control applications such as interactive digital signage and immersive multimedia.

Omek Beckon for Panasonic is a full-featured set of middleware and development tools designed to unlock the power of the D-IMager. The Beckon engine accesses the sensor’s depth data and recognizes a person in front of the sensor. It then adds a skeletal framework to the human forms, and tracks the position and rotation of each major joint in the body with high accuracy. Beckon provides a complete and flexible API for



applications to access these movements, and tools that allow specific positions or motions to be defined as gestures.

The Beckon SDK for Panasonic provides support for full-body and partial-body modes, and can recognize multiple individuals at one time, allowing for new “multiplayer” modalities in interactive digital signage. The SDK supports development in C+, C# and Flash, and provides a full set of sample applications and plug-ins for common development frameworks.

“Interactivity is a key factor when it comes to attracting and engaging with customers. Today, this interactivity using gesture recognition is now made easily available to developers involved with digital out-of-home advertising systems,” said Ken Omori, General Manager of Marketing for the D-Imager. “The bundling of Panasonic’s D-Imager with Omek’s Beckon SDK enables creative agencies and development firms to easily and efficiently access this power. Our goal is to provide these firms – and others that want to add professional-level gesture system to their devices and applications – with the market’s leading professional solution.” said David Sternis, Business Development Leader for the D-Imager.

“Gesture-based interfaces are transforming the way people interact with devices and the applications that run on them, and Omek is proud to be playing a leading role in this transformation, said Jonathan Epstein, President of Omek USA. “Panasonic has focused its D-Imager squarely at the high-end professional user, including digital signage creators, and the combination of our products is a powerful solution indeed.”

About Omek Interactive

Omek is transforming the way people interact with their devices and applications, by providing tools and technology that enable manufacturers and software developers to add gesture-based interfaces to their products. Omek's gesture recognition and body tracking software is being incorporated into TVs, set-top boxes, computers and peripherals, smartphones, interactive signs, and medical and fitness devices – and into the content and applications that run on these devices. Omek's tools work with all major 3D cameras, and support a broad range of processors and operating systems – giving customers the



flexibility to take advantage of the latest technology, while maintaining portability for their applications.

About Panasonic Electric Works

Panasonic Electric Works Co., Ltd. (hereinafter referred to as PEW) is a wholly-owned subsidiary of Panasonic Corporation which traces its roots to the company started in 1918 by its founder Konosuke Matsushita. PEW has been pursuing its mission of realizing comfortable living demanded in each era under the management philosophy that commits PEW to contributing to the progress and development of society and the well-being of people. As a member of the Panasonic Group, the company is determined to make the "environment" central to all of its business activities including lighting products, information equipment and wiring products , home appliances, building products, electronic materials, and automation controls, and provides products and services that achieve the balance of comfort and eco-friendliness.

Japan's Polished Diamond Imports +18% in June

Japan's polished diamond imports grew 18 percent year on year to \$70.9 million in June 2011, Momozawa reported. The data, which is based on Finance Ministry figures, showed that the volume of goods imported fell 37 percent to 132,932 carats while the average price of the imports jumped 89 percent to \$534 per carat.

During the first half of the year, **Japan's polished imports increased 10 percent to \$368 million** with volumes declining by 12 percent to 997,259 carats. The average price of the imports grew 25 percent year on year to \$368.96 per carat during the six months.

Polished imports from India rose 14 percent to \$169.1 million, while **from Israel they grew 18 percent to \$30.4 million**, and from Hong Kong the imports increased 13 percent to \$35.3 million. Polished imports from Belgium fell 2 percent to \$68.3 million during the six months.

Glycominds received an approval in Japan for its patent of the diagnostic process of Multiple Sclerosis

The Company, which develops a unique technology and sells groundbreaking diagnostic services for early detection and management of Multiple Sclerosis (MS), reported that it has received approval from the Japanese Patent Office for the registration of its application for a patent for its main process for early diagnosis and management of MS. The approval of this Patent further strengthens the intellectual property of Glycominds and is an expansion of the extensive patent protection held by the company, which has more than 100 issued and registered patents. Glycominds now intends to examine possible entry into the Japanese market, which is considered the second largest market in the medical field.

Glycominds already has a permit in the USA to market and sell its unique blood tests developed for early diagnosis of multiple sclerosis. The company began selling its services to the U.S. market in late 2010, and has so far completed the first marketing moves and has received orders for more than 200 such diagnostic blood tests. The blood-tests are being performed at a CLIA certified clinical laboratory that the company has established in California.

Glycominds' laboratory is processing the company's unique gMS® blood tests, that dramatically shorten the time it takes to diagnose MS, and predict the course of progression of the disease. This allows the treating neurologist to select the proper treatment. Currently there are no competing blood tests. The Company estimates the market potential for MS tests at about 1 billion dollars.

Glycominds recently reported the successful results of a clinical study of its prognostic test, the gMS®Pro CDMS. This test predicts events of clinical relapses in patients suspected with Multiple Sclerosis. The clinical study was held at the center for Multiple Sclerosis of Catalonia, at the University Hospital Vall d'Hebron in Barcelona, Spain, with a leading research group, led by Professor Xavier Montalban and Dr. Mar Tintoré. The gMS®Pro CDMS is the third test being developed by the Company. The two other tests:



the gMS®Dx for early diagnosis of MS, and the gMS®Pro EDSS to predict the likelihood for rapid progression and accumulation of disabilities.

Dr. Avinoam Dukler, CEO and President of Glycominds, said: "I am pleased that we have received the patent approval in Japan, which is an additional evidence of the technological innovation and the unique knowledge that we have developed at Glycominds. This approval is important and also supports the continued development of additional markets in the future for the company"

September

Teva To Buy Out Kowa's Interest In Japanese Joint Venture For \$150 Mn

Teva Pharmaceutical Industries Ltd. an Israel-based pharma company, announced that it has planned to buy out its partner, **Kowa Company Ltd.**'s 50% stake in their Japanese joint venture for \$150 million, thus owning the venture completely.

Pursuant to this acquisition, Teva now expects the Japanese venture to do business immediately and become a wholly-owned member of the Teva Group. Teva said it looks to generate more than \$800 million in revenues annually, through this buyout, compared to \$200 million last year. Additionally it had also acquired Japanese firm, Taiyo Pharmaceutical Industry Co. Ltd. for \$934 million in July.

The move will make Teva the No. 1 generic-drug company in Japan. Teva converted Taiyo Pharmaceutical Industry Co., the third-ranked Japanese generic drugmaker, into a 100% unit this past July. The combined annual sales of Teva-Kowa and Taiyo come to 69.4 billion yen, beating current industry leaders Nichi-Iko Pharmaceutical Co. (4541) and Sawai Pharmaceutical Co. (4555).

Teva has been producing large quantities of raw materials for drugs at multiple large-scale plants around the globe. The company plans to import the materials to Japan and turn them into generic drugs for the local market at its Japanese units' production bases.

Shlomo Yanai, President and CEO of Teva said that with this stronger platform, Teva would be in a better position to further drive penetration of high quality generic pharmaceuticals in Japan.

Ava Financial acquires ART Co. a Japanese Forex broker

Ava FX, a large Israeli European broker, just announced that it completed the acquisition of ART Co. a Japanese Forex broker.

This move represents a major breakthrough for Ava FX which strives to become a global broker after solidifying its presence in Europe and the Middle East. Japanese market, as Oz Golan wrote , is one of the largest in the world (the largest IMO) and enjoys great popularity with the local crowd. Setting a foothold on this soil would expose Ava to a new and large Asian audience as well as help it penetrate other distant markets such as China and Australia.

However, Japanese market is also very much different than US/EU markets in several parameters such as culture, language and trading characteristics and integrating Ava's software and business model/marketing concept can be a double edged sword if not handled correctly.

Another interesting thing I find here is that Ava reports over \$40 billion monthly traded volume. If this is the case then it's more than double than the figures I expected Ava to have. Good work.

July 21, 2010, Tokyo – Leading online Forex & CFD trading company **Ava Financial** has completed the acquisition of **ART Co.** a Japanese regulated financial services company. Ava Financial views Japan as a key market, and now with a local presence will focus on significant growth of the Japanese market.

The addition of this new subsidiary will further strengthen Ava's position throughout the region and internationally. Ava Financial CEO, Emanuel Kronitz commented that “this acquisition is part of our general strategy to continue our impressive growth through organic marketing and selective acquisitions within key target markets”.

Since inception in 2006, Ava Financial has become one of the fastest growing forex & CFD companies, with trading volumes of more than \$40 billion per month.



Ava Financial's success can be attributed to its client orientated approach which has seen the company win many awards in the past twelve months including the Daily Forex customer service award. Further to this Kronitz added "we are determined to offer levels of service and trading tools not yet experienced by the Japanese trader".

AVA FINANCIAL is a market leader and globally acknowledged online financial trading broker offering one-click FX, commodities, indices, stocks, and bonds trading. Since its inception in 2006, Ava Financial has grown to become a leading financial trading institution and has gained huge success through its client oriented approach.

Ava Financial provides multiple trading platforms for the beginner and expert trader. Expert data and analysis is provided by the company in order to better assist clients to trade more effectively and profitability. This year has seen Ava Financial win multiple awards from DailyForex website, World Finance Magazine, and Dubai Money Summit.

Fujitsu and EZLegacy Collaborate to Extend VME Cloud Capability

Fujitsu and **EZLegacy** have agreed to work together to widen the capabilities of EZSource (a suite of tools for application portfolio management, analysis and metric based reporting) to include support for VME (Virtual Machine Environment) applications in order to ensure that VME has cloud capability. These will specifically be for VME COBOL, Application Master and SCL source code. It will provide the same high levels of applications analysis, measurement and management capabilities available within the existing EZSource product suite and provide significant reductions in development cycles.

Increasingly, Fujitsu is putting infrastructure and service management for VME applications in the cloud. This has the effect of modernising these processes and helping to ease the management and ongoing running of VME applications. This collaboration with EZLegacy is a key component in extending the long-term viability and agility of VME applications.

Fujitsu provides a full range of essential VME support and maintenance services to customers in both private and public sector this includes a VME Applications as-a-Service cloud-based solution.

In addition to detailed VME-based applications analysis, EZSource will also provide the ability to understand and analyse cross-platform transactions – for example, where an existing VME application is integrated with distributed or SAP-based solutions. As most clients have a mixed applications environment, the solution will provide a single platform to provide analysis and management capabilities across their entire applications portfolio.

George Allt, head of Fujitsu’s VME Centre of Excellence commented, “We have made a commitment to our VME customers to support their applications for the long term and to provide a choice for the future through innovative enhancement, integration and modernisation capabilities. We believe that partnering with EZLegacy, as a best of breed solution in applications analysis, will help us provide significant value for our VME customers as part of the VME Applications as-a-Service cloud-based solution”.

Simon Jennings, VP Sales EZLegacy commented “we are excited that these new capabilities will help extend the life and business value of VME-based applications, and help organisations understand and manage their overall applications portfolio. We look



forward to working with Fujitsu to provide the benefits of EZSource to a new set of customers”.

Fujitsu UK and Ireland is a leading IT systems, services and products company employing 11,400 people with an annual revenue of £1.7 billion. Its business is in enabling its customers to realise their objectives by exploiting information technology through its integrated product and service portfolio. This includes consulting, applications, systems integration, managed services and product for customers in the private and public sectors including retail, financial services, telecoms, government, defence and consumer sectors.

About EZLegacy

Established in 2003 EZLegacy is a market leader of the Enterprise Applications Mapping & Management market with offices in the United Kingdom, US, Germany, Romania, Israel and Australia. EZLegacy has more than 50 clients worldwide, including ING Life, Thomson Reuters, BearingPoint, Maybank, Telecom Italia, Standard Bank and more. EZLegacy's partners include SAP, CA, CSC and HP.

The EZSource suite of tools dramatically reduces an enterprise's applications management costs by improving application development and maintenance speed. Resulting improvements in documentation and quality of applications code also substantially reduces the risks associated with managing a complex application portfolio.

EZSource does this by automating application understanding, analysis and technical documentation for use by all applications delivery roles from project and portfolio managers through to developers and testers. By synchronising with source configuration management systems, it builds a full inventory of your application components, transaction detail and interdependency mapping. By visualising the internal code structures, impact analysis and relationships, EZSource is an indispensable tool for support activities as well as an invaluable aid to undertaking enhancements and modifications. EZ Source also provides modules to automate the production of application metrics for software quality, complexity and other measures to improve management understanding and delivery control

BEEMTech Selected by JETRO to Exhibit at Smart City Week in Yokohama Japan

BEEMTech, a global provider of advanced **lighting control and energy efficiency management** solutions, was selected by **JETRO (Japan External Trade Organization)** as one of an elite group of Greentech companies to exhibit next month at the Japanese Smart City Week. BEEMTech, one of only 14 companies worldwide to be selected, will showcase their **LightBEEM[™] system** in the JETRO Zone at the Smart City Week at the Pacifico Convention Center in Yokohama, Japan from October 26th to October 28th, organized by Nikkei Business Publications.

LightBEEM[™] is a complete, easy-to-deploy lighting control and energy management system that delivers facility-wide control, lowering lighting energy costs by as much as 75%. Based on patented technology, LightBEEM's retrofit-ready design allows it to be easily installed in a broad range of commercial buildings without requiring additional wiring. By communicating over existing power lines, rather than requiring new wiring, LightBEEM overcomes one of the chief impediments to widespread adoption of lighting control and energy efficiency systems in existing buildings, while speeding implementation and improving system ROI.

As the importance of energy efficiency grows in Japan, LightBEEM is uniquely poised to provide critical operational and financial benefits by substantially reducing energy usage in normal operations, with the bonus of additional savings during peak usage periods. All of this is accomplished while fully maintaining room occupant comfort and satisfaction.

"Since the crisis that resulted from the earthquake and tsunami, parts of Japan have been suffering from a serious shortfall in the supply of electricity. Major efforts have been invested throughout the country and at all levels to save on electricity and maximize the usage of the available supply. We believe that the unique and smart solutions offered by BEEMTech can make a significant contribution to these efforts and make energy use that much more efficient," says Kei Takagi, manager of the JETRO office in Tel Aviv.

"We are honored to have been selected to participate in Smart City Week. BEEMTech looks forward to this venue acting as a springboard for our entry into this very savvy and



important market", said BEEMTech CEO Nati Freiberg. "Interest has already been expressed by some of the Japanese multinational industrial firms, as well as leading construction and building management companies. Apparently, their urban and industrial environments are poised to reap extensive benefits from LightBEEM's retrofitting and design features, along with the high savings and rapid ROI they generate."

About BEEMTech

BEEMTech develops, manufactures, and markets advanced Lighting and HVAC Energy Efficiency Management solutions.

October

Ambassador Takeuchi returns home.

Will be replaced by Ambassador Hideo Sato

(Jerusalem Post) JUST BEFORE completing their mission in Israel, Japanese Ambassador **Haruhisa Takeuchi** and his wife **Nabuko** hosted a farewell reception at their residence for friends and colleagues.

The event was attended by some 300 people including MKs **Gideon Ezra**, **Shai Hermesh** and **Yariv Levine**, Force Commander UNDOF HQ Maj.-Gen. **Natalie C. Ecarma II**, Deputy Director General for Asia and the Pacific at Israel's Ministry for Foreign Affairs **Ruth Kahanoff** and many members of the diplomatic corps and the Japanese community in Israel.

Takeuchi reiterated Japan's deep appreciation of the support given to Japan by people around the world, including Israel, in the aftermath of the devastating earthquake of March 11. He also noted that in 2012 Japan and Israel will mark the 60th anniversary of the establishment of diplomatic relations between them. Takeuchi referred to the younger generation of Israelis and Palestinians whom he had met at various times and voiced the hope that they might find a way to work together for a shared future. According to the old song, "sayonara" means goodbye.

Takeuchi begged to differ, saying that "sayonara" is a long-standing promise to see you again. He promised to keep in touch with the many friends that he made in Israel.

Japan Welcomes the Release of an Israeli Solider

Tokyo- Japan welcomed the agreement reached between Israel and Hamas, on October 12, on the release of Gilad Shalit, an Israel soldier, who has been under captivity of the Palestinian militant group since 2006, and of the Palestinians who have been held by Israel.

A statement by Japan's foreign Ministry said Japan values the efforts for the release by the international community and hopes that this decision will be implemented in a prompt manner.

The statement said that the government of Japan hopes that this agreement will contribute to the confidence-building between the parties concerned and will lead to the early resumption of the direct negotiations between both parties.

Japan, together with the international community, will continue to make efforts with a view to realizing the peace in the Middle East, according to the statement.

Speaking during an emergency session of his cabinet, Israeli Prime Minister Benjamin Netanyahu said an agreement with Hamas had been reached and that Shalit would be returning home "in the coming days." Netanyahu said there was a window of opportunity to release Shalit which he said the government decided to seize.

Hamas' officials in the Gaza Strip and abroad have confirmed the conclusion of a swap agreement with Israel.

(Wednesday, October 12, 2011)

Japan MOFA: Housing Activities in East Jerusalem Violate International Law

Tokyo- The Japanese government today deplored the Israeli Government plan to construct 2,610 new housing units in Givat Hamatos, East Jerusalem, and say that such settlement activities are a violation of international law.

A statement issued by the Foreign Ministry in Tokyo said "The fact that the Israeli government is still proceeding with settlement construction, at a time when the international community is urging both Israeli and Palestinian sides to resume direct negotiations for peace, goes against the ongoing efforts by the international community."

The statement said that Japan has repeatedly called upon Israel to freeze all settlement activities, and reiterates its strong call to Israel to refrain from any unilateral act that changes the current situation in East Jerusalem and not to approve and implement the plan of construction for the sake of progress of the peace process.

Japan once again strongly urges that both sides act to promote mutual trust and continue with steady efforts for peace, the statement said.

(Thursday, October 20, 2011)

ZTE and Altair Semiconductor to Partner on 4G Trial in Japan

Altair Selected as Leading Chipset Supplier for Trial, Extending its Leadership Position in the Japanese Market

Altair Semiconductor, the world's leading developer of ultra-low power, small footprint and high performance 4G LTE chipsets, announced that it has teamed up with **ZTE Corporation**, a leading global provider of telecommunications equipment and network solutions, to conduct a joint **AXGP trial in Japan**. AXGP stands for "Advanced eXtended Global Platform," and is a **Japanese 4G standard** that is fully compliant with the TD-LTE specification. The trial combines Altair's commercial **FourGee™ LTE chipset** and ZTE's infrastructure and is being performed in conjunction with a large Japanese carrier.

Altair is rapidly extending its footprint in the Japanese market, having recently announced that its FourGee™ chipset, integrated in a commercial USB dongle, was used in Softbank Mobile's 4G press conference AXGP demonstration conducted in Japan on September.

"Altair is uniquely positioned to capitalize on the global shift to 4G and specifically TD-LTE, as our solution is one of the only commercial-grade TD-LTE chipsets available in the market today - and one of the only ones that combines TD-LTE and FD-LTE capabilities on a single chipset and software image, differentiating our solution from competing solutions by allowing subscriber devices to operate equally efficiently both in Japan, which is based on both TDD and FDD 4G schemes, as well as in other global FDD and TDD LTE markets, such as the U.S. and Europe," said Eran Eshed, Co-Founder and VP of Marketing and Business Development at Altair Semiconductor. "We value our partnership with ZTE and look forward to bringing the benefits of LTE to Japanese consumers."

About Altair Semiconductor Altair Semiconductor is the world's leading developer of ultra-low power, small footprint and high performance 4G semiconductors. Altair's chipsets can be found in approximately 30 end-user devices - ranging from USB dongles to smartphones - built by its more than 15 customers across North America, Europe, China, India and Taiwan - making it one of the only TDD/FDD LTE chipset manufacturers in the world with commercially available products. Altair's comprehensive product portfolio includes baseband processors, multi-band RF transceivers for both FDD and TDD bands,



and a range of reference hardware and product level protocol stack software. Based on a novel, proprietary Software Defined Radio (SDR) processor, codenamed "O2P™", Altair's products are the smallest and most highly power optimized in the industry, offering an unmatched combination of flexibility and performance'

Altair entry to Japan was engineered by HH.

Minister Vilnai flies to Japan, set to visit Fukushima

Home Front Defense Minister Matan Vilnai flew on October 22nd to Japan as a guest of Minister for **Disaster Management Tatuso Hirano**.

Vilnai will tour the city of Fukushima which was hit by a tsunami earlier this year.

It will be the first visit of an Israeli minister to Japan since the earthquake and subsequent tsunami in March.

Senior IDF officials are expected to accompany the Minister during his travel to Japan to examine how the Asian country is coping with the earthquake and tsunami it had suffered earlier this year.

The two ministers are expected to sign an agreement aimed at increasing cooperation between Israel and Japan in emergency management.

Pomelo, Sweetie season gets under way

Export to Japan –lion share of Sweetie export from Israel

After a moderate summer delayed the citrus season in Israel, harvest and shipment of Pomelos and the unique Sweetie, have commenced.

The Pomelo season, which usually starts in the first weeks of September, was delayed by unusually cool summer weather and has only now started. The Sweetie, a hybrid of the pomelo and grapefruit with a high sugar content, has a season which will pick up in October.

Oron Ziv, of Mehadrin, an Israeli citrus producer, predicts that the weather will ultimately delay the citrus season by about two weeks. Aside from the delay, however, both the Pomelo and Sweetie crops should be fine. “The quality is very good,” says Ziv, “and we've had strong demand for both varieties domestically and for export.”

He notes that demand for the large fruit is high domestically so the majority of export fruit is medium in size. Additionally, demand for the Sweetie has been picking up internationally.



“For a number of years, acreage planted here in Israel for the Sweetie was decreasing because supply was reacting to lower demand. But in the past three years, we've seen increased demand for the Sweetie in the export market and we've been able to meet that demand.”

With increased demand in Asia and Europe, Mehadrin is well-positioned to meet supply as it is one of only two growers of the fruit. “There are growers in South Africa who grow the Sweetie,” says Ziv, “but they have a different season that we do, so there is not much competition there.” The majority of the fruit was exported to Japan with 4,500 tons sent there and 2,500 tons exported to Europe.

ALTECH Co to Launch Low-Priced Food Radiation Tester in Japan

The release of radioactive substances from the damaged Fukushima Daiichi nuclear power plant created worries about food contamination. Leading companies like Fuji Electric Co. (6504) have introduced new types of radiation-measuring devices, but for food monitoring most of the products in use are high-performance devices imported from companies like Ametek.

Other companies are now entering the market. Machinery trading firm **Altech Co.** (9972) will in October begin selling a food radiation monitor made by **iTotem Plus** at 5-6 million yen.

Totem, Plus Inc. was established in Israel in 1994. Major products include (GPS navigation, cargo loading control system etc.) automatic control system for ship and port security systems development, manufacturing and sales.

Products are in compliance with IAEA (International Atomic Energy Agency) technical guidance and ANSI N-42.38 (United States National Security Ministry for technology evaluation criteria.

Can detect less than half of the reference value indicated about, designated by Ministry of health "radiation poisoning food handling guidelines radioactivity.

The Altech Group: Manufacturer and Trading Company

Altech was established in 1976 as a trading company specializing in importing and selling printing and packaging machinery. Since then, have expanded product coverage to manufacturing machinery for optical discs and smartcards, equipment for solar cell production, security devices, computerization services, digital printers, DVD packages, and more. We are proud to provide our customers in Japan with the world's leading industrial machinery and products.

SodaStream Announces Retail Debut in Japan

SodaStream International, Ltd. announced that its products are now available for sale in Japan following today's media launch event from the **ABC Cooking Studio in Tokyo** which featured over 50 members of local and national media, along with celebrity well-wishers and other distinguished guests from the consumer retail industry. In April 2011, SodaStream signed an exclusive distribution agreement with **Synergy Trading Corporation** and had advised that the products would be available in Japan during the fourth quarter of this year.

"We are excited to be among the first retailers to welcome SodaStream to Japan," said Naoko Ueda, Chief Buyer of **Takashimaya, Japan's premier department store** providing high-quality consumer products nationwide for over 180 years. "Our customers can experience the entire SodaStream product range, including soda makers, flavors and CO2 refills, and we are confident that they will enjoy the many benefits that it offers."

"The SodaStream revolution is here," stated Toshihiro Haranaka, founder and CEO of Synergy Trading Corporation. "We believe that Japanese consumers will embrace SodaStream and we are proud to unveil it for the first time at this exciting SodaStream launch event."

Daniel Birnbaum, CEO of SodaStream, commented from today's event in Tokyo, "Since announcing our distribution agreement six months ago we have worked diligently with our partner, Synergy Trading, to begin offering our system in Japan, including preparing new flavor formulations specific for this market. We believe that the many benefits of SodaStream, such as convenience, value, health and wellness, and environmental friendliness, will resonate strongly with Japanese consumers. In addition, SodaStream offers a space-saving benefit that is particularly helpful in Japan, where kitchen space is typically small. We look forward to working closely with Synergy Trading as we continue to build out our retail presence in this important market during the years ahead."



About SodaStream

SodaStream manufactures home beverage carbonation systems, which enable consumers to easily transform ordinary tap water instantly into carbonated soft drinks and sparkling water. Soda makers offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks and sparkling water. Our products are environmentally friendly, cost effective, promote health and wellness, and are customizable and fun to use. In addition, our products offer convenience by eliminating the need to carry bottles home from the supermarket, to store bottles at home or to regularly dispose of empty bottles. Our products are available at more than 40,000 retail stores in 42 countries around the world.

November

Israeli charity offers PTSD therapy to March quake survivors in Japan

SENDAI (Kyodo) -- An Israeli humanitarian relief group is holding seminars for Japanese mothers, kindergarten teachers and caregivers in areas affected by the March disaster to enable them to better look after children traumatized by the earthquake and tsunami.

After arriving in Japan in April, several members of the **Israel Forum for International Humanitarian Aid, or IsraAID**, tried to offer their know-how on PTSD therapy to local authorities in the areas hardest hit by the disaster.

To their dismay, they met with a chilly reception and only the Miyagi Prefecture town of Watari accepted their help, even though Israel is known for its expertise on post-traumatic stress disorder therapy because the country has been at the heart of numerous violent conflicts.

After they began working in Japan,, however, their reputation for achievement spread by word of mouth and more communities in quake-hit northeastern Japan began asking for their assistance.

"At first, we had reservations because we know so little about Israeli people," said Chikako Ishigaki, a welfare official of Iwanuma, another Miyagi municipality. "After hearing about their fine work in Watari, we decided to seek their help."

Now the Israeli caregivers are working in seven municipalities in Miyagi and Fukushima prefectures.

In Iwanuma, for example, Nira Mizrahi, 67, from IsraAID instructed local women earlier this month in art therapy. Most of the participants in the therapy session were mothers with young children.

Mizrahi said the important thing is to let the children vent their feelings through artistic activities. If they keep their feelings inside, youngsters tend to get depressed but they can feel positive again by pouring their hearts out, she says.

Manami Sugawara, 33, joined the session with her seven-year-old daughter Misaki. When asked to model clay and make her favorite thing, Misaki made a car being washed away by tsunami -- to her mother's great surprise, as many other children made animals.

The session was a revelation for Sugawara because it shed some light on what Misaki was going through emotionally. "I've realized how important it is to let children express their feelings by various means."

She and other participants were also asked to express themselves on paper. One of them, still distraught eight months after the disaster, crumpled up the paper.

"Our house was washed away by tsunami so we transferred our kid to another school. I'm worried our child might get bullied there," she said in tears, while also talking about how worried she is about her family's financial struggle.

IsraAID said it will work in Japan for at least for two years.

Despite the overwhelming challenge many disaster survivors are faced with, Yotam Polizer, chief director of IsraAID's activities in Japan, is confident the group can give people in quake-hit areas the strength they need.

(Mainichi Japan, November 28, 2011)

Teva To Integrate 2 Japan Units Next Year

Teva Pharmaceutical Industries Ltd., the **Israel-based** world leader in generic drugs, said that it will merge two Japanese subsidiaries around mid-2012.

The integration of Taiyo Pharmaceutical Industry Co. and Teva-Kowa Pharma Co. will give birth to Japan's largest generics manufacturer, with annual sales of about 70 billion yen.

The headquarters will be at Taiyo's existing location. Taiyo President Makoto Shimada will serve as president of the new entity, which will bear the Teva name.

The two Japanese units employ a combined 1,300 or so employees and have four domestic production bases. Teva is expected to consolidate administrative segments and sales bases as well as eliminate overlap in product offerings.

Teva-Kowa was set up in 2008 as a joint venture between Teva and Kowa Co., marking the Israeli firm's foray into the Japanese market. Teva acquired Taiyo, Japan's third-largest generics manufacturer, this past July.

Teva bought out Kowa's stake in the joint venture this September, turning the unit into a wholly owned subsidiary.

Teva is targeting sales of 100 billion yen in Japan by 2015 but aims to achieve this sooner through the merger.

(TOKYO, The Nikkei Nov. 18 morning edition)

CEVA's TeakLite-III DSP licensed to Toshiba

Ceva Inc. which licenses silicon intellectual property (SIP) platform solutions and DSP cores, announced that its **TeakLite-III DSP** has been licensed by **Toshiba Corporation**.

The DSP will be used to power Toshiba's upcoming mobile audio chip and automotive audio DSP product lines. CEVA said that the TeakLite-III DSP will provide Toshiba with the most advanced and mature 32-bit audio DSP. CEVA added that the TeakLite-III DSP had also been named 'best all-around audio processor' in a comprehensive report on DSP cores by The Linley Group.

CEVA CEO Gideon Wertheizer said, "The addition of Toshiba to the growing list of CEVA customers leveraging our programmable DSPs and platforms is indicative of our continued expansion beyond cellular baseband to include the growing markets of high performance audio in mobile and automotive applications. By exploiting the programmability and flexibility of the CEVA-TeakLite-III, Toshiba can utilize the development resources effectively and maximize technology reuse across their mobile audio chip and automotive audio DSP product lines." CEVA describes the TeakLite-III as a native 32-bit, high performance DSP core, used in cellular baseband and application processor chips, to handle, among other tasks, advanced mobile audio scenarios, such as multi-stream audio playback with various post-processing functions for enhanced audio experience.

The IP developer is targeting the DSP core at low-cost 2G/2.5G/3G wireless baseband modems, wideband voice and audio processors, portable media players, voice-over-IP residential gateways and high definition audio applications, supporting advanced audio standards such as Dolby Digital Plus 7.1, Dolby TrueHD and DTS-HD.

(Globes - McClatchy-Tribune)

Sumitomo Corporation Invests in Axxana's 100% Disaster Recovery

Partnership reaffirms adoption of The Phoenix System(R) RP in Asia-Pacific region

Axxana announced that Sumitomo's US-based venture investment arm, Presidio Ventures, has made an investment into the company.

"Thanks to ongoing cooperation with technically-discriminating, customer-oriented entities within our group, Sumitomo enjoys a unique ability to deeply qualify new IT investments, as we have done in the case of Axxana and with excellent results. Generally speaking, as Japan is situated in an area of frequent natural disasters, customers there are particularly understanding of the need for reliable and cost-effective disaster recovery solutions. Especially following the latest tragic disasters in Japan, we believe Axxana's message of 100% data recovery over unlimited distance and at reasonable cost will prove to be very attractive to Japanese customers," said **Tsuyoshi Konda, GM of Principal Investment Dept. at Sumitomo Corporation.**

"We chose to invest in Axxana and its DR solution as we see a growing need for cost-effective synchronous recovery over large distances. In particular, the clever solution that Axxana has developed demonstrates perfectly a key characteristic we seek when assessing the potential of a new technology investment: creative innovation based upon a strong understanding of the customer's needs. With this balance in place, Axxana is able to offer some of the most substantial innovations in disaster recovery technology we've seen in years," said **Toshihiko Kuskabe , President & CEO at Presidio Ventures.**

The Asia-Pacific region has experienced numerous natural disasters recently, including the devastating earthquake and tsunami in Japan earlier this year. As a result, Japanese businesses have been prioritizing the search for innovative, reliable disaster recovery solutions. Axxana's Phoenix System will enable businesses in the area to protect and recover 100% of their data in the event of even a regional disaster and with surprisingly little additional investment.



"It is important for Axxana to have a strong strategic partner in Japan in light of our growing number of customers world-wide," said Eli Efrat, Axxana's CEO. "Sumitomo's investment into our company is validation that Axxana's promise of reliable and affordable disaster recovery is as appealing in Asia as in every other part of the world...perhaps even more so, considering the recent experiences of terrible loss in the region. We are proud to have Sumitomo as a strategic partner in Japan and Asia as a whole."

The Phoenix System(R) RP with EMC VNX Series was developed in cooperation with EMC's RecoverPoint and is available through EMC Select. The system provides a unique competitive advantage in the replication space for EMC over other storage vendors by delivering synchronous disaster recovery over asynchronous infrastructure at an affordable price. Using the Phoenix System RP, customers can also benefit from protection against link failures and application high loads, while decreasing bandwidth costs. Axxana continues to expand into new regions, and to meet the data protection needs of large and mid-sized corporations with its unique disaster recovery solution.

About Axxana

Axxana addresses the number one challenge in data protection: recovering data over any distance with zero data loss. Axxana developed a compelling and ingenious solution, The Phoenix System, which created a new domain in Disaster Recovery, namely Enterprise Data Recording (EDR). In conjunction with EMC and available through EMC(R) Select, Axxana developed The Phoenix System RP with EMC RecoverPoint, enabling 100% disaster recovery with no data loss over any distance and on any type of communication lines, all with significant cost savings over traditional solutions. The system received the "Products of the Year" Silver Award from Storage Magazine-SearchStorage.com. Axxana is a Delaware Corporation and maintains offices in Newton, MA, Tel Aviv, Israel and Cambridge, UK.

About Sumitomo Corporation

Sumitomo Corporation is a leading general trading company, with 139 locations in 65 countries throughout the world. The entire Sumitomo Corporation Group ("the Group") consists of nearly 800 companies and more than 60,000 personnel. The SC business is continuously expanding into a diverse range of products and services. Its core business



units are Metal Products; Transportation & Construction Systems; Infrastructure; Media, Network & Lifestyle Retail; Mineral Resource, Energy Chemical & Electronics; General Products & Real Estate; and Financial & Logistics.

Japanese Group to Cite Israel With Award

New York (JTA) -- **IsraAID** will receive a humanitarian award for its efforts coordinating Israeli civilian assistance following an earthquake and tsunami in Japan.

The Luminary Award will be presented to IsraAID on Nov. 15 at the Japanese Chamber of Commerce and Industry New York's annual dinner at the Hilton Hotel in Manhattan.

IsraAid provided food, water and educational materials in the wake of the earthquake and tsunami that hit Japan in March, and it assisted with mental and emotional rehabilitation for those affected by the disaster.

Jewish groups such as B'nai B'rith International, American Jewish Committee and the Jewish Federations of North America supported IsraAID in its efforts.

Mitsui & CO, CEVA back gesture interface startup

DSP intellectual property licensor **Ceva Inc.**, together with **Mitsui & Co. Global Investment Ltd.**, has participated in a \$4.2 million investment in EyeSight Mobile Technologies Ltd. a provider of gesture recognition interface technology.

EyeSight (Herzilia, Israel), founded in 2005, has developed hand-gesture recognition software for any camera-enabled device and the technology is suitable for smartphones, tablet computers, e-readers, portable games consoles, digital picture frames and picoprojectors amongst other devices. Ceva (Mountain View, Calif.) announced that it was partnering with EyeSight in November 2010 and that EyeSight's gesture recognition technology would be hosted on the MM2000 portable multimedia platform from Ceva, which in turn is based on the Ceva-X1622 16-bit DSP core and an application-specific DSP accelerator subsystem, the Ceva-XS1200A.

eyesight's customers include **Apple Inc.** (Nasdaq: AAPL), which uses the technology in iPhones; China's **HiSense Electric Co. Ltd.** (SSE: 600060), which has installed the company's technology in its smart TVs, and Korea's **Pantech Ltd.**, which will use the technology in its smartphones.

Under the minority equity investment agreement, EyeSight will now offer its touch-free interface technologies, including gesture recognition and finger tracking software, to users of the MM3000 image signal processing (ISP) and video platform.

"This equity investment in EyeSight is aimed at expanding the addressable markets for our Ceva-MM3000 platform to include the burgeoning embedded vision and scene analysis arenas," said Gideon Wertheizer, CEO of Ceva, in a statement

Given Imaging begins pivotal Japanese colon trial

The trial is part of an application for the PillCam Colon 2 capsule to Japan's Pharmaceuticals and Medical Devices Agency in mid-2012.

Given IMAGING has initiated a pivotal trial of its PillCam Colon 2 endoscopic capsule in Japan. The trial is part of the company's planned application to Japan's Pharmaceuticals and Medical Devices Agency (PMDA) in mid-2012.

The study will include 72 patients aged 40-75. The study will compare patients with polyps, which have previously been identified by optical colonoscopy, with the PillCam Colon 2 capsule endoscopy procedure. The primary endpoint of the study is identifying polyps greater than or equal to six millimeters in size. Given Imaging expects to complete enrollment of the patients by the end of March 2012.

Given Imaging obtained EU CE Mark for the PillCam Colon 2 in September 2009, and markets the product in Europe, Latin America, Canada, Australia, and parts of Asia. The company says that more than 2,000 patients have undergone PillCam Colon capsule endoscopy.

"Already the leading cause of cancer death in women in Japan and the third-leading cause in men, colorectal cancer continues to impact more of the Japanese population and is projected to be the leading cause of cancer death in Japan within the next 10 years," said **Dr. Hisao Tajiri** of The **Jikei University School of Medicine in Tokyo**.

"While we know that colorectal cancer can be prevented through screening, compliance rates remain very low in Japan. We welcome additional screening modalities that can help to increase compliance and believe that the benefits offered by PillCam Colon, including the lack of sedation enabling people to continue with normal daily activities, may enable us to do this."

Given Imaging president and **CEO Homi Shamir** said, "We now have clearances for PillCam Colon in several countries and two important PillCam Colon 2 pivotal trials



underway, including an 800 patient multi-center trial in the US, from which we plan on submitting data for regulatory review in 2012. PillCam Colon 2 is recognized by both the GI community and regulatory authorities in Japan as having significant clinical value, and we believe this product can positively impact the low rate of colorectal cancer screening in Japan as well as other countries."

In Japan, more than 42,000 people died from colorectal cancer in 2009. The disease generally can be prevented through early detection.

(15 November 11 **Globes**)

Japanese Manufacturer to Standardize on Silicom Adapters for Mainstream Server Product Line

Revenues Projected to Ramp Up to ~\$1M Per Year

Silicom Ltd. (tase:SILC) announced that the information technology division of one of Japan's leading industrial companies has selected Silicom as its standard supplier of 1Gbps and 10Gbps adapters for two of its server product lines. The customer, a major server manufacturer, selected Silicom's adapters after a comprehensive evaluation that confirmed Silicom's superior technologies, manufacturing standards and support capabilities. Based on the customer's guidance, Silicom expects related sales to ramp up to approximately \$1 million per year.

"We are proud and grateful that one of Japan's largest companies -- a firm famous for its cautious approach to partnerships and exhaustive evaluation methodologies -- has standardized on Silicom adapters for two of its server product lines," commented Shaikhe Orbach, Silicom's President and CEO.

"Although this Design Win is significant in-and-of itself, the larger implications are even more encouraging. First, our experience has shown that the relationships we build with our customers often transform an initial Design Win into an ever-growing list of new Design Wins for the full Silicom product range, both for the same and other divisions. Just as important, our success at penetrating this significant customer, together with the earlier strategic Design Win that we achieved in Japan, positions us even more favorably for approaching other companies in this high-potential region."

Mr. Orbach concluded, "Perhaps most important, this Design Win confirms the ongoing revenue-driving power of our traditional adapter product lines. As such, our future growth will continue to be driven by two strong parallel trends: the need for robust connectivity and bypass adapters, and the emerging demand for innovation in network appliances. We believe that the combination of these strong trends with our superb technology and reputation for support will drive our business to the next level during 2012 and beyond."



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.

December

Ambassador Sato presents his credentials to President Peres



Short Curriculum Vitae

- | | |
|--------------|--|
| May 1982 | Joined the Ministry of Foreign Affairs of Japan |
| August 2005 | Director, First Middle East Division,
Middle Eastern and African Affairs Bureau |
| January 2008 | Ambassador Extraordinary and Plenipotentiary
to the Islamic Republic of Afghanistan |
| July 2009 | Ambassador Extraordinary and Plenipotentiary to
the Kingdom of Bahrain |
| October 2011 | Ambassador Extraordinary and Plenipotentiary to the State of Israel |

Peres was nonplussed after accepting the credentials of Japanese Ambassador Hideo Sato, who addressed him in fluent, flawless Hebrew and correctly pronounced the letter “resh,” which many Japanese find difficult. Sato first came to Israel in 1977 as a student at Jerusalem’s Hebrew University, and subsequently joined his country’s Foreign Ministry, which sent him to Israel on three separate postings.

Turning to Foreign Ministry representatives, Peres, who routinely conducts his diplomatic tete-a-tetes in English, asked, “So do we do this in Hebrew or English?” The decision was to use Hebrew.

The president noted the March 2011 earthquake and tsunami – which resulted in almost 16,000 deaths – as an example of Japan’s fortitude in the face of disaster. Sato thanked Israel for sending in emergency medical teams to treat survivors.

Sato told Peres of Japan’s plans to build a solar energy plant in Jericho that will benefit not only the Palestinians who live there, but also Israelis and the Jordanian people

Japan Denounces Continued Construction of Housing in East Jerusalem, West Bank

The Japanese Government expressed extreme disapproval of Israeli plans to construct a total of 1,028 new housing units for Jewish people in Har Homa (Jabar Abu Ghneim) in East Jerusalem, and Betar Illit, and Giv'at Ze'ev in the West Bank.

A statement by the Foreign Ministry in Tokyo said continued construction in the area by Israel goes against the ongoing efforts of the international community to resume negotiations for peace. The Middle East Quartet and the international community are urging both Israeli and Palestinian sides to resume direct negotiations.

Israeli settlement activities are a violation of international law, the statement said noting that Japan has repeatedly called upon Israel to fully freeze settlement activities.

Japan does not recognize any unilateral act that prejudices the final status of the territories in the pre-1967 borders, and calls upon Israel not to implement the above-mentioned plans of construction but according to the statement, "strongly urged" both sides act to boost mutual trust and continue to make steady efforts for peace

(Tokyo- PanOrient News, Thursday, December 22, 2011)



GIA Expanding Into Japan

GIA has announced plans to establish a laboratory in Japan in 2012. The decision comes as GIA as experiencing a surge in the lab's services, creating a backlog of a number of weeks.

In addition to developing a lab presence in Japan, a GIA facility in Israel is scheduled to open in 2012 in the Israel Diamond Exchange complex.

Both initiatives will benefit the Institute's ongoing efforts to expand lab capacity, GIA said.

"We are excited to develop a presence in Japan," said Donna Baker, president and CEO of GIA. "Japan, along with India and China, are the world's leading diamond markets, behind the U.S."

Baker added, "GIA's mission is to promote the public trust in gems and jewelry and, as such, we will do everything within our means to carry forth this mission in Japan and to assist the Japanese diamond community in furthering these goals."

Further details on the GIA facility and services in Japan will be announced at a later date. Established in 1931, the Gemological Institute of America is the world's foremost authority on diamonds, colored stones, and pearls



eyeSight Raises \$4.2 Million in New Funding Round Led by CEVA and Mitsui & Co. Global Investment Ltd.

Funds will be used to expand the reach of eyeSight’s innovative gesture recognition technology and to enter new markets.

eyeSight Mobile Technologies, a developer of touch-free interfaces for digital devices, announced that it had completed a \$4.2 million Series B round of funding.

The investment round was led by strategic investors **CEVA, Inc.** (NASDAQ:CEVA) (LSE:CVA), the leading licensor of silicon intellectual property (SIP) platform solutions and DSP cores, and **Mitsui & Co. Global Investment**, the investment arm of Japan’s trading giant **Mitsui & Co.**, Ltd., which invests in medical healthcare, Cleantech, IT and consumer services.

Current investors also participated, including Prof. Eli Talmor, founder and chairman of the Collier Institute of Private Equity at the London Business School, who is the largest investor in eyeSight.

“The addition of proven market leaders such as CEVA and Mitsui emphasizes their strong belief in eyeSight’s innovative Gesture Recognition Technology and our ability to bring it to the mass market,” said Gideon Shmuel, eyeSight’s CEO. “Our investors realize that our software, which can be easily integrated into devices, chipset, operating systems and applications, provides an easy way to extend the normal user interface into new areas, offering greater interaction and user experience.”

CEVA, with its leading position in the DSP IP market and its strong presence across many devices and vendors in the handset and consumer electronic market, will boost eyeSight’s reach. Moreover, Mitsui’s prominent position in the Japanese market will help eyeSight in its attempt to expand its presence in that strategic local market.

eyeSight will offer its advanced portfolio of touch-free interface technologies, including gesture recognition and finger tracking software for users as part of the **CEVA-MM3000** image signal processing (ISP) and video platform. The combined offering delivers an



ultra-low power, software-based solution enabling the cost-efficient deployment of gesture recognition technologies in mass market devices.

“The combination of the fully programmable CEVA-MM3000 together with eyeSight’s industry-leading gesture technology clearly demonstrates the versatility of our powerful, software-based ISP and video platform significantly,” said Gideon Wertheizer, CEO of CEVA. “This partnership expands the market reach for our CEVA-MM3000 platform to include the burgeoning embedded vision and scene analysis arenas and we are excited to bring the two companies closer together through this equity investment.”

“Mitsui & Co. Global Investment Ltd. is delighted to have invested in eyeSight to support the continued success of its innovative gesture recognition technology that will help transform the way individuals interact with devices,” said **Katsuhiko Oizumi, CEO of Mitsui & Co. Global Investment Ltd.** “We are excited at the prospect of working with the talented management team and the high quality co-investors to establish eyeSight as a key player in the gesture recognition market.”

About eyeSight

eyeSight Mobile Technologies is a leader in touch-free Interfaces for consumer electronics. Its technology allows users to control mobile and portable devices with simple gestures by using the built-in camera, advanced real-time image processing and machine vision algorithms

About CEVA

CEVA is the world’s leading licensor of silicon intellectual property (SIP) DSP cores and platform solutions for the mobile handset, portable and consumer electronics markets. CEVA’s IP portfolio includes comprehensive technologies for cellular baseband (2G / 3G / 4G), multimedia (HD video, Image Signal Processing (ISP) and HD audio), voiceover packet (VoP), Bluetooth, Serial Attached SCSI (SAS) and Serial ATA (SATA).

Today, more than one in every three handsets shipped worldwide is powered by a CEVA DSP core.

About Mitsui & Co. Global Investment

Mitsui Global Investment (MGI) is a subsidiary of Mitsui & Co., Ltd., which invests in opportunities that have potential for growth. Headquartered in Tokyo, the company has offices in Silicon Valley, New York, Shanghai and Beijing and its investments reach beyond these geographical barriers, reflecting a diversified global portfolio.

Japan's Polished Diamond Imports +7% in Nov.

Average prices up 54 percent from year earlier.

Japan's polished diamond imports rose 7 percent year on year to \$62.1 in November, Momozawa reported, citing data from the Finance Ministry. The increase came despite a 31 percent decline in the volume of imports to 131,812 carats during the month as the average price on the goods rose 54 percent to \$471 per carat.

Polished imports from India increased 13 percent to \$27.5 million and from Belgium by 14 percent to \$11.9 million. Japan's imports from other major markets declined during November with imports from Hong Kong down 6 percent to \$6 million and from **Israel decreasing by 36 percent to \$4.4 million.**

During the first 11 months of the year, Japan's polished imports rose 16 percent year on year to \$747.2 million while the volume of imports declined 16 percent to 1.888 million carats. The average price of the imports rose 38 percent during the period to \$396 per carat.