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Word of Trust

Israel Insight Yearly Report 2009

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January

Japan's Special envoy Ambassador Arima in Middle East

Abstracts from Vice Minister Kawamura Press Conference (January 15th)

First, concerning the situation in the Gaza Strip, Ambassador Tatsuo Arima, Special Envoy of the Government of Japan for the Middle East, visited Egypt, Israel and the Palestinian territories in an effort to approach the leaders so that both Israel and the Palestinian militants immediately halt fighting and reach a durable ceasefire agreement. Ambassador Arima met with Foreign Minister Ahmed Aboul Gheit of Egypt on Sunday, the 11th of January, and Prime Minister Ehud Olmert and Interior Minister Meir Sheetrit of Israel on Wednesday, the 14th. In his meeting with the Israeli Prime Minister, Ambassador Arima conveyed Prime Minister Aso's message and urged Israel to accord to UNSC Resolution 1860 as well as the Egyptian mediation efforts and to stop fighting immediately by stating that the rocket-assault by the Palestinian militants should be blamed and that the Israeli counter-attacks have also, deplorably, caused many civilian casualties. Japanese Foreign Minister Hirofumi Nakasone also talked with Egyptian Foreign Minister Aboul Gheit on Tuesday, the 13th, and expressed his great appreciation for the Egyptian mediation efforts and his strong hope that these efforts would bring about a durable ceasefire.

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Japanese Education Experts Sign Up for The Q Group's Learning Solutions

The **Q Group's** innovative learning solutions will soon be widely available in Japan as education specialists Edvec sign key distribution agreement.

Tokyo - January 18, 2009 - The Japanese coastal port of Yokohama is set to become the hub of English learning as the city's top educational group, Edvec, joins forces with The Q Group to deliver advanced language learning products throughout Japan. In a new contract signed between the two companies, The Q Group gives educational experts Edvec the right to sell and distribute its innovative learning solutions to the Japanese market.

A subsidiary of Japanese educational group Chuman Gakuin, Edvec delivers printed and e-learning material for students learning English as a Foreign Language (EFL). In September, The Q Group's Chief Executive Officer Mr. Gady Shlasky, and Edvec President, Takanobu Chuman signed in Yokohama, Japan, a contract for the promotion and distribution by Edvec of The Q Group's online courses, which include Q English, Q Business, Q Master, and Q Kids.

A major economic power in global business, Japan's future demands a strong proficiency of the English language from its population. This contract will give millions of Japanese students the chance to benefit from The Q Group's expertise and experience in English language learning - and allows The Q Group to provide its innovative solutions to this extensive market. This relationship starts with the launch of the general language course Q English in Japan, and will evolve with the implementation of programs for specific markets, such as post-graduate students, children, and business people.

"Edvec is a very professional and dedicated company and we are delighted to work in partnership with them. This contract opens up the multi-million dollar Japanese market for us, and we are positive that our advanced learning solutions will have a striking and beneficial impact on English language learning throughout Japan.", said The Q Group's Chief Executive Officer Mr. Gady Shlasky, "This venture is just the start of a long, successful, and mutually advantageous future for The Q Group in Japan's English learning market."

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Given Imaging shares rise on expansion in Japan

(Associated Press)

Shares of **Given Imaging Ltd**., an Israeli maker of pill-sized diagnostic cameras, gained ground after the company said it expanded its distribution relationship with Fujifilm Corp. to Japan.

Shares of Given rose 18 cents, or 1.7 percent, to close at $10.77. The stock has traded between $6.22 and $17.54 over the past 52 weeks.

Financial details of the expanded deal were not disclosed. Fujifilm already distributes the PillCam SB in other countries, including China. The companies have been collaborating on research and development since 2007.

The PillCam product is being used in conjunction with Fujifilm's double balloon endoscopy for the diagnosis and treatment of gastrointestinal disorders.

Given Imaging president and CEO Homi Shamir said, "We believe that this partnership will provide excellent care for those patients suffering from gastrointestinal disorders in Japan. With both Suzuken and Fujifilm Medical acting as distributors of the company's products for the small bowel in Japan, we can expand our footprint and sales in the promising Japanese market. In addition, Fujifilm's Double Balloon endoscope, launched in 2003 to treat diseases of the small bowel, is the perfect complement to Given Imaging's capsule endoscopy."

The company's other Japanese distributor is Suzuken. During the third quarter, Given experienced a shortfall in equipment sales and said it would add a second distributor in Japan. PillCam makes up the bulk of Given Imaging

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Wireless Charger Targets Wall-mounted TV

Powermat Ltd. of Israel demonstrated its wireless charging system at the pre-event press conference for the 2009 International CES.

The company will release a non-contact charger that can be used for mobile phones, smartphones, portable game consoles and PCs in the near future. The price will be "about several tens of US dollars to around $100," Powermat said.

The wireless charging system features a power transmission efficiency as high as 93% and the ability to distinguish which devices to transmit power by combining magnetic coupling and RFID technology. Also, it assumes a range of applications including not only mobile phones but also wall-mounted TVs, lamps and speaker systems, according to Powermat.

Because of its high power transmission efficiency, the wireless charger can "charge devices even faster than chargers with wires," the company said. RFID technology is used to recognize adapters and avoid the risk of heating, for example, metals other than adapters by mistake. Moreover, the adapters have different specifications for each kind of devices so the charger can support supply voltage, current and polar character of each device.

Powermat's CEO and Chairman Ran Poliakine said, "We have provided our technology to **'Denpeki Kaihatsu**,' our joint venture with **Shimizu Corp**, to develop the **'Electric Wall,'** a charging system embedded in a wall." Denpeki was derived from a Japanese word that means "electric (power) wall," he added.

The Electric Wall is intended to power wall-mounted TVs and lamps, for example. Powermat is proposing various ways of using wireless charging technology such as speakers equipped with an adapter and light-emitting wine glasses. If the Electric Wall is used as a table, users will no longer need to look for places to put devices on for charging.

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Nakashima Propeller Selects Voltaire To Expedite Ship Propeller Design

First Company in Japan to Deploy Windows HPC Server 2008 with InfiniBand

Voltaire Ltd. a leading provider of grid backbone solutions for data centers, announced that Nakashima Propeller has implemented Voltaire Grid Director™ switches as the interconnect for a clustered system to speed up the design and manufacture of ship propellers. Nakashima Propeller is among the world's major suppliers of ship propellers.

The system helps save seven days of computing time along with unnecessary costs for computational fluid dynamics (CFD) simulations. The use of Voltaire InfiniBand switches for the system's cluster interconnect greatly improves the efficiency of the overall system as well as the software's performance, allowing for deeper and faster analysis and decreasing the design time needed for new propellers.

"A well-designed propeller makes all the difference in a ship's efficiency, speed and safety," said Mr. **Nobuhiro Hasuike**, Deputy Manager of the Design Department at **Nakashima Propeller Co**., Ltd. "By using Voltaire InfiniBand for the cluster interconnect, our CFD software runs faster and more efficiently accelerating the propeller design process. In the end, we're able to deliver the final product to our customers more quickly than ever before."

The cluster was designed, installed and maintained by Japan-based systems integrator HPC Solutions and consists of Microsoft Windows HPC Server 2008, Dell PowerEdge 1950 servers with Intel® CPUs connected with Voltaire Grid Director switches. Voltaire Grid Director switches use 20 Gb/second InfiniBand technology, which provides high bandwidth and very low latency to enhance the infrastructure and application performance. The cluster runs simulations of cavitation flow around marine propellers using SC/Tetra CFD software developed by Software Cradle, Co., Ltd.

"Voltaire InfiniBand ensures the best system performance, providing SC/Tetra with the platform to speed up and better-resolve its simulations, which in turn enables Nakashima Propeller to

design their products more efficiently," said Mr. Hiroyuki Kuroishi, Assistant General Manager of Software Engineering Dept., Software Cradle Co., Ltd.

"Nakashima Propeller is a great example of the application performance improvement and tangible business benefits that can be attained using 20 Gb/s Voltaire InfiniBand on Windows HPC Server 2008," said Vince Mendillo, director of HPC marketing at Microsoft.

"Nakashima Propeller has dramatically reduced the amount of time it takes to design a new product for its customers without compromising the superior performance, safety and reliability its propellers are known for," said Asaf Somekh, vice president of marketing, Voltaire. "By including Voltaire InfiniBand in their new clustered system, Nakashima Propeller can speed up design time for new propellers while saving costs and improving the bottom line."

About Voltaire

Voltaire designs and develops server and storage switching and software solutions that enable high-performance grid computing within the data center. Voltaire refers to its server and storage switching and software solutions as the Voltaire Grid Backbone™. Voltaire's products leverage InfiniBand technology and include director-class switches, multi-service switches, fixed-port configuration switches, Ethernet and Fibre Channel routers and standards-based driver and management software. Voltaire's solutions have been sold to a wide range of end customers including governmental, research and educational organizations, as well as market-leading enterprises in the manufacturing, oil and gas, entertainment, life sciences and financial services industries.

Founded in 1997, Voltaire Ltd. is headquartered in Herzliya, Israel, and has its U.S. headquarters in Billerica, Massachusetts

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February

Jerusalem Prize awarded to author Haruki Murakami

By Maya Sela

The 24th **Jerusalem International Book Fair** opens tonight, bringing together 1,200 publishers, agents, editors and authors from 40 countries with book lovers from around the country.

The bienniel event kicks off with an award ceremony led by **President Shimon Peres and Jerusalem Mayor Nir Barkat** to present Japanese author Haruki Murakami with this year's Jerusalem Prize**.**

Murakami, who turned 60 on January 12, is the author of 20 books translated into 40 languages, including *Hear the Wind Sing, Norwegian Wood, A Wild Sheep Chase, All God's Children Can Dance* and *Kafka on the Shore.*The English publication of his latest novel, *After Dark*, was released in 2007, and chosen by *The New York Times* as "Notable Book of the Year." Five of his novels have appeared on the best-seller list in Israel. He is described on the book fair's Web site as "one of the more widely-read" foreign writers here.

This is the first time the Jerusalem Prize has been awarded to a writer in a non-European language, and the prize committee said the decision to honor Murakami was "made out of profound esteem for his artistic achievements and love of people." "Murakami is the best-known and most beloved Japanese author in the West," it said. "His work interweaves Japanese culture with contemporary Western culture in a unique fashion."

"While Murakami's work is easy to read, it is not easy to comprehend. His clear, minimalist writing makes him vastly accessible, but the reader is struck with the complexity of his literary world upon reading it," it added.

The judging panel for the prize includes Haaretz Editor-in-Chief Dov Alfon as chair, Hebrew Professor Dwora Gilula of Hebrew University and author Etgar Keret. The judges hailed Murakami as "the best-known and best-loved Japanese author in the West, due in no small part to the unique mixture in his works of Japanese culture and modern Western culture."

"It is easy to read Murakami, but it is not easy to understand him. His literary language is minimalist and lucid, turning him into a highly accessible writer, but the full complexity of his literary world is revealed right at the outset," they said. The Jerusalem Prize has been awarded since 1963 to the "writer able to best express the freedom of man and society." Past winners include **Bertrand Russell, Jorge Luis Borges, Susan Sontag and Arthur Miller.**

Among foreign writers scheduled to appear at the book fair are Adolfo Garcia Ortega of Spain, Roberto Calasso of Italy, Afghan-born Atiq Rahimi of France and Mary Gordon of the United States.

ASOCS, Renesas Technology to Deliver GSM/GPRS/EDGE System

2 11, 2009 15:14, Nikkei Electronics Asia

ASOCS, a developer of wireless MultiComms processors and system solutions for handheld devices, and Renesas Technology Europe, have announced the availability of a GSM/GPRS/EDGE communication development system (CDS).

Designed for handset designers to rapidly prototype combined cellular and Internet products, the development system is comprised of an ASOCS MP100 MultiComms processor and a DRACO3 RF subsystem from Renesas Technology.

The MP100 offers high-performance software reconfigurable modems, low latency air-interface switching, and minimal power consumption – enabling user-transparent access to the Internet. Using this processor, handset and device developers can now run cellular and Wi-Fi concurrently.

Providing the development systems RF capability, DRACO3 enables a power-efficient, cost-effective quad band EDGE radio solution in a compact footprint. Available for most baseband platforms, the DRACO3 RF solution supports dual mode operation with a flexible HPA architecture.

About MP100 MultiComms Processor:

The ASOCS MP100 MultiComms processor introduces a revolutionary approach to wireless communication - a single chip offering concurrent operation of high-performance software-reconfigurable modems, low latency air-interface switching, and minimal power consumption enabling user-transparent access to the internet. ASOCS is currently sampling the MP100 processor to select customers.

About ASOCS:

Founded in 2003, ASOCS develops and markets MultiComms(TM) processors designed to enable seamless connectivity over diverse air interface networks. ASOCS' ModemX(TM) is a unique solution based on patented algorithm technology and a flexible software-based modem. It ensures low power consumption and effectively runs multi-communication standards concurrently. ASOCS has partnered with leading chip makers, as well as hardware, software and module developers to provide mobile consumer electronics vendors with a complete MultiComm SoC solution.

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Siano Powers iPhone 3G Mobile TV accessory In Japan

Mobile TV chip maker Siano Mobile Silicon's multi-standard MDTV receiver chip is powering the newly launched iPhone 3G accessory in Japan, supporting ISDB-T One Seg television broadcasting.

SoftBank BB and SoftBank Mobile officially launched the innovative iPhone 3G 'TV and Battery' on the 31st Dec in Japan. The iPhone 3G accessory can be sold with every new iPhone 3G and also as an after-market accessory.

The iPhone 3G accessory streams digital television to the iPhone 3G via Wi-Fi, based on Siano's SMS1100 chip, which supports ISDB-T One Seg – the mobile TV broadcasting standard of Japan. In addition to mobile TV, the iPhone 3G accessory can provide redundant power for the iPhone 3G battery, practically functioning as a charger-on-the-go.

SoftBank BB's iPhone 3G Sales Manager, Tomotaka Nakagawa, commented: "The iPhone 3G is all about having fun. We're excited to launch this new innovative accessory, and we believe it will be very popular among iPhone 3G customers – especially in light of the high demand for mobile TV in Japan. Due to Siano's high performance receiver chip, iPhone 3G users will now be able to enjoy exceptional quality digital TV in Japan."

The iPhone 3G TV accessory represents a major design win for Siano in Japan, following the launch of its SMS1100 receiver chip with support for ISDB-T early in 2008, and the opening of its Japan offices in July.

Alon Ironi, CEO of Siano, commented: "To be selected for the iPhone TV&Battery accessory is testament to the high performance of our MDTV receiver chips. We look forward to providing Japan's multimedia-savvy end-users with a superior mobile TV experience – high quality TV reception both indoors and on-the-go."

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Tower and Jazz Semiconductor Announce Technology and Marketing Conference to Be Held in Yokohama, Japan.

Company Reemphasizes Commitment to Japan Market after Successful Merger

Tower Semiconductor Ltd. an independent specialty foundry, and its fully owned U.S. subsidiary Jazz Semiconductor, Inc., announced a technology and marketing conference to be held in Yokohama, Japan on March 3, 2009. The conference will focus on SiGe BiCMOS, RF, HPA (high performance analog), power management, embedded NVM (non-volatile memory), and Power LDMOS solutions. Tower and Jazz are reemphasizing their commitment to Japan after their successful merger which created a broader process portfolio for customer innovation.

The conference demonstrates the companies' continued dedication to meeting customer needs for expanded process offerings, industry-leading design enablement services, and increased capacity. The merger of Tower and Jazz has created significant cross-selling opportunities from Tower to Jazz customers and from Jazz to Tower customers.

In anticipation of the company's next growth phase and to drive business in Japan, Richard Nakajima was hired as Country Manager in 2008 to address the needs of the Japan market for high speed and wireless applications. Subsequently, and as a result of the company's initiative in Japan, an applications staff and regional distributor were also retained to support the growing business in this region. In Q4 2008, design wins in Japan comprised 20% of Jazz's total design wins worldwide, the highest in its history. Of these design wins, 100% will utilize SiGe BiCMOS technology for applications including TV tuners, optical components, power amplifiers for WLAN, among others.

The company offers unique and differentiated SiGe BiCMOS technology providing RF designers with increased flexibility, greater levels of integration and higher analog performance than what is currently available with CMOS technology. Tower and Jazz also provide industry renowned design enablement kits that allow customers to realize optimal performance of their designs while reducing design cycle time.

"During these challenging economic times, we are even more committed to providing our customers with the advanced and customized process technologies they need to continue to meet their critical product requirements and better sustain their business," said Russell Ellwanger, Chief Executive Officer of Tower Semiconductor. "We are confident that our differentiated process offerings will continue to be embraced by companies in Japan even during this period of economic contraction."

Mr. Ellwanger will provide the keynote address to present the corporate overview and strategic initiatives of Tower and Jazz.

About Tower Semiconductor, Ltd. and Jazz Semiconductor, Inc.

Tower Semiconductor Ltd. (NASDAQ:TSEM - News) (TASE:TSEM) is a pure-play independent specialty wafer foundry and its fully owned U.S. subsidiary Jazz Semiconductor, Inc., is a leader in Analog-Intensive Mixed-Signal (AIMS) foundry solutions. Tower and Jazz manufacture integrated circuits with geometries ranging from 1.0 to 0.13-micron and provide complementary technical services and design support. In addition to digital CMOS process technology, Tower offers advanced mixed-signal and RF CMOS, Power Management, CMOS image-sensor, non-volatile memory technologies and Flash MTP and OTP solutions. Jazz's comprehensive process portfolio of modular AIMS technologies includes RFCMOS, Analog CMOS, Silicon and SiGe BiCMOS, SiGe C-BiCMOS, Power CMOS and High Voltage CMOS. To provide world-class customer service, Tower maintains two manufacturing facilities in Israel; Jazz maintains a fab in the U.S. and additional manufacturing capacity in China through partnerships with ASMC and HHNEC

March

Officials: Israel would prefer Japan's Amano to head IAEA

Mar. 27, 2009 THE JERUSALEM POST

While Israel has taken no formal stand regarding who it would like to see win out as successor to Mohamed ElBaradei as head of the International Atomic Energy Agency, government sources in Jerusalem seem to prefer the **Japanese candidate, Yukiya Amano**, rather than South African candidate Abdul Samad Minty.

The 35 board-member nations of the International Atomic Energy Agency failed to elect a new agency chief in their first rounds of voting, when neither Amano nor Minty, secured the two-thirds majority needed to be elected IAEA director-general.

Another voting round was set to Friday March 27th, but the results were not published yet.

The race is important because ElBaradei's successor will influence how the world meets the nuclear challenges posed by extremists like Iran and Syria who are thought to be looking for the bomb. Nonproliferation is the IAEA's most high-profile task.

ElBaradei, with whom Israel has had a rocky relationship, is stepping down after a 12-year tenure.

Amano has attracted most of the Western support, and Minty has garnered the backing from developing countries.

Government sources in Israel said that while Amano and Minty have equivalent technical expertise for the job, South Africa's relationship with Iran is very problematic from an Israeli perspective.

For instance, in 2006, when the IAEA finally decided to report Iran to the UN Security Council, South Africa was one of five countries, alongside Libya, Algeria, Indonesia and Belarus, that abstained. Only Cuba, Syria and Venezuela voted against.

At the time, South Africa was considered among the most reticent, among non- Arab or Muslim countries, to join in international condemnations of Iran.

The reasons given for the degree of coziness between Iran and South Africa include historical and business relationships. Iran was a big backer of the African National Congress during its fight against apartheid and Iran provides South Africa with cheap oil.

While the sources said they did not think Minty wanted to see Iran with a bomb, there was concern that he maintained a strong, consolidated Third World view of disarmament and non-proliferation that ran contrary to Israel's interests.

The US is also officially mum on its preference for the new IAEA head, but it is widely believed to also favor Amanos.

After years of rocky relations with outgoing chief ElBaradei of Egypt, the US would like to see a smoother interaction and a leader agreeing with the latter's overriding goal of keeping Iran from going nuclear.

US officials on several occasions criticized ElBaradei for going easy on Iran and undercutting UN sanctions against Teheran by forging his own deals with Iran that circumvented the UN Security Council.

At the same time, the US is changing its posture towards the Islamic Republic, stressing that it wants to engage with Iran, particularly in multilateral frameworks.

The US made sure to invite Iran to a UN-sponsored meeting next week in the Netherlands on Afghanistan and its neighbors, with reports indicating that Iran plans to come.

Still, US State Department officials ruled out "substantive meetings" between US Secretary of State Hillary Clinton and Iranian representatives during the meeting.

The State Department's Acting Deputy spokesman Gordon Duguid stressed that American officials would discuss Afghanistan with their counterparts as part of group sessions on that subject, but that other subjects wouldn't be addressed.

"We welcome an Iranian participation in the conference in The Hague," he said. "It is a welcome move, because we do want this conference to be a regional conference."

(Hilary Krieger and AP contributed to this report.)

Israel guidebook 2nd most popular in Japan

Book written with help of Tourism Ministry comes in second in sales among 100 Japanese books on international tourism of Globetrotter series

(ynet)

A tourism guide of Israel, written in Japanese, won second place in sales among 100 guides on international tourism belonging to the Globetrotter series in Japan.

The new book came out following a visit of several months by a Japanese team who toured historic sites, hotels, restaurants, clubs and other attractions in the country. The team was assisted by Israel's Tourism Ministry, which gave recommendations and provided ministry tour guides to accompany them.

The Tourism Ministry reported that, pursuant to the success of the Japanese guide, it is currently being translated into a Korean version that is expected to come out in a few months.

The ministry emphasized the significance of the guidebook, noting that most Japanese tourists who travel independently rely heavily on guidebooks for direction.

It was also found that even Japanese traveling in organized groups purchased the book before leaving Japan.

According to Shaul Zemach, the Director-General of the Tourism Ministry, "East Asian nations constitute a growing market in international tourism. The Tourism Ministry, thinking long-term, is interested in capitalizing on Israel's appeal in these growing markets and turning that interest into a real desire to visit in Israel."

Some 135,000 East Asian tourists visited Israel last year, up 20% from 2007.

The Globetrotter book series is affiliated with the New Holland British publishing house. The books are written for tourists who are visiting a new country for the first time. Over a hundred of different locations have been published so far.

Magink Joins with Denpeki to Create First-Ever Digital "Brick Wall"

Reflective Display Innovator Partners with Japan's Leading Advanced Construction Designer to Produce Digital SmartBricks

MAGINK the world's first developer and provider of full-color reflective digital ink technology, and its partner, **Denpeki Kaihatsu KK**, a member of Japanese developer group of advanced construction products, have announced an agreement for the joint development of **SmartBricks**, a revolutionary digital brick for the construction industry. These unique bricks utilize magink's reflective technology to allow the construction of exterior and interior walls enabled to digitally change in color and texture.

Today's consumers are more concerned with the aesthetic attributes of their environments than ever before. SmartBricks provide consumers with the ability to constantly change the appearance of their personal housing environment and immediate urban settings to suit their visual desires, dramatically changing the urban experience. By utilizing magink's proprietary technology, the digital bricks reflect ambient sunlight, creating a high-performance, low power digital wall that doesn't intrude upon the consumer's surrounding environment.

Denpeki's advanced building construction materials will help create clean, safe, efficient and environmentally-friendly digital walls with the integration of magink's energy-efficient reflective light technology. SmartBricks will revolutionize building design in urban environments with the incorporation of high-performance digital walls that allow for the constant change in the colors and textures of the indoor and outdoor surroundings.

"Denpeki's goal is to change the way people think about the construction industry and how buildings can seamlessly integrate into their surroundings," said Hitoshi Masuya, acting CEO of

Denpeki Kaihatsu KK. “magink’s proven reflective technology uses minimal electricity and is a natural fit with Denpeki’s vision to create and deliver innovative, reliable and cost-effective digital construction materials.”

Denpeki is working with Shimizu Corp., a leading general construction company in Japan, to test and demonstrate prototype SmartBricks. The group plans to release the SmartBricks product at the end of 2009.

“magink’s display technology is being used by forward-thinking leaders across industries and around the world to harmoniously blend eco-friendly light reflective technology into the surrounding environment,” said Ronen Zexer, CEO of Magink. “We are proud to be chosen by Denpeki as the preferred technology for this revolutionary product. This partnership with Denpeki demonstrates just one new innovative way that reflective light displays will change the face of buildings, museums and stadiums.”

About Magink

founded in 2000, is the world's first developer and provider of full color reflective digital ink technology. The company’s product lines of indoor and outdoor solutions are based on proprietary technology that provides high resolution, high contrast, full-color, low energy consumption and cost effective digital display applications to a broad array of global industries. With offices in the U.K. and Israel, Magink is a privately held company, backed by Jerusalem Venture Partners, that addresses markets including: out-of-home media, outdoor advertising, retail signage, AV, architecture, promotional displays and entertainment.

About Denpeki

Denpeki Kaihatsu KK (means Electronic Wall Development) was established by a Technology Carve-Out Fund in 2006 to promote SmartBricks (TM); a development project with leading Japanese contractors. Hitoshi Masuya is acting CEO

April

Jordan king seeks Japan role in Mideast peace

TOKYO - Jordan's King Abdullah II, on a visit to Japan, urged Tokyo to play a role in stalled talks over the Middle East peace process, officials said.
Abdullah, who arrived for a three-day visit, met Japanese Foreign Minister Hirofumi Nakasone ahead of talks with Prime Minister Taro Aso, the Japanese foreign ministry said.
"King Abdullah said peace between Israel and Palestine as well as Arab nations is necessary for stability in the Middle East, and he said he wants Japan to provide cooperation," the ministry said in a statement.
Nakasone replied: "By cooperating with Jordan, Japan wants to contribute to the stability of the region."

Japan has been seeking a more active role in the Middle East peace process, spearheading a major agro-industrial complex in the West Bank in hopes of reducing unemployment among Palestinians.
During the meeting, Abdullah also welcomed a planned accord on nuclear energy cooperation between the two countries, a foreign ministry official said.
The two countries are scheduled to sign the agreement, which is expected to call on Japan to train Jordanian nuclear energy engineers and help Jordan study nuclear energy safety measures, the official said.
The Jordanian monarch last visited Japan in 2006.

Japan is the world's second-largest economy, a major donor to Jordan as well the neighboring Palestinian territories and Iraq.

Israel's Teva To Conduct Clinical Trials In Japan On MS Drug

TOKYO (Nikkei)--The Israeli company **Teva Pharmaceutical Industries Ltd**., the world's largest generic drug manufacturer, expects to begin clinical trials in Japan within the year on Copaxone, its drug for the treatment of multiple sclerosis.

Copaxone is already approved for marketing in some 50 nations worldwide.

Teva's Japanese arm, Teve Phaarmceutical KK, recently won designation of Copaxone as an orphan drug from the Ministry of Health. That will give Teva access to funds that support drug development and will expedite the processes of evaluating the drug and determining pricing in Japan.

An estimated 12,000 people in Japan have multiple sclerosis.

Teva now markets its drugs in Japan through Teva-Kowa Pharma Co., the joint venture it set up in 2008 with midsize pharmaceutical maker Kowa Co.

Teva's Japanese arm supplies bulk to Teva-Kowa. With Copaxone, the company will become involved in drug development for the first time.

(The Nikkei Business Daily April 1 edition)

Cimatron to Display Dental CAD/CAM Capabilities at MEDTEC

A Scanned Dental Model Will be Manufactured Using CimatronE

Cimatron Limited, a leading provider of integrated CAD/CAM solutions for mold, tool and die makers as well as manufacturers of discrete parts, announced that CimatronE will be showcased at MEDTEC trade show in Japan on April 7-8th 2009.

In the booth of **Saeilo Japan, CimatronE's** Japan distributor, a dental part will be scanned into CimatronE using a Roland Laser Scanner LPX-DS Series. CimatronE will automatically generate the toolpath and a part will then be milled using the Roland MDX-40 3D milling machine.

CimatronE users worldwide use the software to shorten delivery time of high precision medical

and dental parts. CimatronE is a proven technology covering the entire process of creating a wide range of prosthetics and orthotics including knee and hip joints, plastic medical equipment, dental implants and more.

In addition, CimatronE users cut a wide range of materials confidently including Titanium, aluminum alloys and a wide range of materials used in dental implants, crowns and bridges.

CimatronE is a fully integrated CAD/CAM suite allowing users to handle the entire process from reading scanned data and adapting it for manufacturing to NC programming - all in the same environment.

"Under the current economic conditions, many manufacturing companies are expanding their operations to target the medical industry," said Mr. Kobi Rosenwasser, Cimatron's Vice President Asia Pacific. "CimatronE has proven experience in the global medical industry. We have been pioneers in 3-5 Axis Micro Milling and have an extensive experience in High Speed Milling and cutting of special materials."

Version 9.0 of CimatronE will be on display at MEDTEC and will be available to customers later this year.

About Cimatron

With over 25 years of experience and more than 40,000 installations worldwide, Cimatron is a leading provider of integrated, CAD/CAM solutions for mold, tool and die makers as well as manufacturers of discrete parts. Cimatron is committed to providing comprehensive, cost-effective solutions that streamline manufacturing cycles, enable collaboration with outside vendors, and ultimately shorten product delivery time.

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

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Altair Semiconductor Chipset Powers Successful WILLCOM 4G Wireless Network Demonstration

Altair FourGee(TM)-4150 chipset used in test of the Japanese service provider's XGP wireless broadband network, which achieved simultaneous over-the-air down/up speeds of 19Mbps/12Mbps

Altair Semiconductor, a fabless chip company developing the world's most advanced 4G mobile semiconductors for handheld devices, announced that its FourGee(TM)-4150 chipset powered today's 4G wireless network demonstration by WILLCOM, Japan's largest PHS technology operator. The live demonstration recorded extremely high simultaneous over-the-air throughput rates of 19Mbps down and 12Mbps up on the WILLCOM XGP network. This is the highest performance demonstrated on any commercial mobile broadband network in Japan -- including WiMAX or HSDPA.

"WILLCOM's network performance demonstration is a significant milestone in the development of advanced 4G wireless networks, and Altair is proud to have been WILLCOM's chip supplier for the demonstration and the leading chip supplier for their current XGP network rollout," said Oded Melamed, CEO of Altair Semiconductor. "The results of this test are a strong testimony to the ultra-high performance of Altair's multi-mode 4G architecture."

Altair has partnered with WILLCOM since May of 2008, when the company was selected to supply chipsets for wireless devices operating on WILLCOM's XGP network in Japan. Since then, Altair and its ecosystem partners have proven that it is possible to achieve exceptional speed while keeping the power consumption lower than alternative 3.5G technologies.

In addition to providing chipsets for WILLCOM's XGP network, Altair has been shipping a mobile WiMAX chipset, the FourGee(TM)-2150, and is in a very advanced development stage of an LTE baseband and RF chipset. Altair's LTE chipset, like its mobile WiMAX and XGP products, focuses on combining high performance with extreme power efficiency, small size and cost effectiveness.

About Altair Semiconductor

Altair is the world's leading developer of ultra-low power, small footprint and high performance 4G semiconductors that take broadband bandwidth beyond notebooks and USB adaptors to un-tethered, battery-operated handheld devices. The company's products provide handheld device manufacturers integrating 4G technologies into their products with a highly power-optimized, robust and cost-effective solution. Altair is privately held and has raised a total of $48M in three rounds of financing from investors, including Bessemer Venture Partners, BRM Capital, ETV Capital, Giza Venture Capital, Jerusalem Venture Partners, and Pacific Technology Fund. The company was awarded the Best of WiMAX World 2008 Chip Design Award for the ALT2150, Altair's mobile WiMAX baseband processor.

New NEC N-05A Models in docomo STYLE Series for NTT DOCOMO Count On Red Bend's Mobile Software Management

Red Bend's FOTA Solution Enables Mobile Phones To Be More Sophisticated

TOKYO, APRIL 20, 2009—Red Bend Software (Japan headquarters: Chiyoda-ku, Tokyo; President: Kazuhiro Abe), the market leader in Mobile Software Management (MSM), announced that its vCurrent® Mobile firmware over-the-air (FOTA) updating software has been implemented in new NEC models for NTT DOCOMO: the N-05A.

vCurrent Mobile, now part of Red Bend's vRapid Mobile™ solution for mobile software management, is used to reduce support costs and increase consumer satisfaction by remotely updating firmware with software improvements and new functionality. It includes a fail-safe function, ensuring that updates can be completed safely even if power is lost during the update

process. The solution is interoperable with device management (DM) servers compliant with standards from the Open Mobile Alliance (OMA).

NEC selected Red Bend for its compliance with industry standards, responsive customer support and proven performance in updating mobile software quickly and efficiently over the air. vCurrent Mobile enables shortened development time, early introduction of products to the market and reduction in costs related to continued software updates. It has become an essential service for mobile phone manufacturers and operators seeking to improve consumer satisfaction.

Since 2006, 22 models of NEC-manufactured mobile handsets have been equipped with Red Bend's FOTA solution. The widespread adoption of Red Bend's market-leading FOTA software in new handsets from mobile phone manufacturers and operators demonstrates the high reliability and proven performance of Red Bend's MSM products.

According to an independent research report by Ovum, Red Bend has 60% market share of FOTA-enabled mobile handset shipments. Besides mobile phones, Red Bend's software is deployed in mobile broadband PC cards, WiMAX modems and machine-to-machine (M2M) wireless modules.

Features of the N-05A Handsets

- A large capacity battery delivers long lasting power, and the body is easy to use
- 1.6-inch large-size display enables to see and use easily
- A "hyper clear voice" function enables clear reception
- A pedometer called a "walking counter" calculates the calories burned

For more information about the models, visit the following Web site: http://www.nec.co.jp/press/ja/0903/1102.html.

About Red Bend Software

Red Bend Software, the leader in Mobile Software Management (MSM), provides software solutions for managing firmware, applications and devices over the air. The company's award-

winning MSM products enable device manufacturers, mobile operators and software developers to increase revenues, reduce support costs and achieve faster time to market by remotely managing their software assets on mobile devices. Red Bend's software has been deployed in 475 million mobile devices by seven of the top 10 handset manufacturers, including Kyocera, LG Electronics, Motorola, Sharp, Sony Ericsson and ZTE, as well as more than 30 other leading companies in the mobile, M2M and WiMAX markets. Unlike device management vendors with proprietary end-to-end systems and manufacturers' internally developed solutions that are platform specific, Red Bend is the only company offering independent client software that is interoperable with any standards-based server and that works with any platform on any type of mobile device. Founded in 1999, Red Bend is a privately held, venture capital-financed company with offices in China, Israel, Japan, Korea, the U.K. and the U.S. To learn how Red Bend is bending rules and breaking boundaries with mobile software management,

4 Sharp Spring Models for Softbank Get the Final Touch With Red Bend's Mobile Software Management Solutions

Red Bend Software (Japan headquarters: Chiyoda-ku, Tokyo; President: Kazuhiro Abe), the market leader in Mobile Software Management (MSM), announced that its vCurrent® Mobile firmware over-the-air (FOTA) updating software and vDirect Mobile™ device management client have been implemented in four new Sharp spring models for SOFTBANK MOBILE: 932SH, 831SH, 830SH for Biz and 831SH KT.

vCurrent Mobile, now part of Red Bend's vRapid Mobile™ solution for mobile software management, is used to reduce support costs and increase consumer satisfaction by remotely updating firmware with software improvements and new functionality. It includes a fail-safe function, ensuring that updates can be completed safely even if power is lost during the update process. The solution is interoperable with device management (DM) servers compliant with standards from the Open Mobile Alliance (OMA).

vDirect Mobile makes it easier and more cost effective for manufacturers to quickly integrate standards-based device management functionality into mobile devices, enabling faster time to market. It offers full compliance with OMA standards and provides an innovative framework that streamlines the creation of DM client applications.

By adopting Red Bend's MSM solutions, Sharp, a corporation that boasts high technological capability, has realized shortened development time, early introduction of products to the market and reduction in costs related to continued software updates. Red Bend's efficient software updating solution enables wireless updates of mobile software and has become an essential service for mobile phone manufacturers and operators seeking to improve consumer satisfaction.

Since 2006, 44 models of Sharp-manufactured mobile handsets have been equipped with Red Bend's MSM solutions. The widespread adoption of Red Bend's market-leading FOTA and DM software in new handsets from mobile phone manufacturers and operators demonstrates the high reliability and proven performance of Red Bend's software.

According to an independent research report by Ovum, Red Bend has 60% market share of FOTA-enabled mobile handset shipments. Besides mobile phones, Red Bend's software is deployed in mobile broadband PC cards, WiMAX modems and machine-to-machine (M2M) wireless modules.

Features of the Handsets

932SH

The new-generation AQUOS mobile phone is embedded with the world's first double one-seg. The refined design has adopted a new Cycloid Style and features a wide variety of functions, such as a CCD 8.0M camera and three speakers.

831SH

831SH is one-seg compatible with a 3-inch QVGA Liquid Crystal and a 3.2M camera. The compact body also includes a variety of other functions, such as “Smart-Link Dictionary” and “Mobile Widget.”

830SH for Biz

This is a simple business phone, which has various security systems, such as remotely setting restrictions of the camera or the external communication functions by the administrator.

831SH KT

The third model of the “Hello Kitty” mobile phone is widely popular from children to adults, especially among women. The wallpaper is also coordinated with “Hello Kitty.”

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May - June

Israel's Ex-President, Katzir, Dies

Israel's fourth president, Ephraim Katzir, was the first to be awarded the JAPAN PRIZE in 1985

Katzir, an internationally renowned biophysicist, died Sat. May 30. He was 93. Katzir served as president from 1973, the Yom Kippur War, to 1978, shortly after Egyptian President Anwar Sadat visited the Jewish State. He returned to his beloved scientific work after his term in office.
He was born in Kiev in 1916 to Yehuda and Tzila Katchalski and made aliyah to Palestine in 1925. After completing his Ph.D. in biochemistry and organic chemistry in 1941, he went on to study at the Brooklyn Polytechnic Institute, Columbia University and Harvard University.
He and his brother, Aharon, developed new types of explosives to supplement the Jewish paramilitary Haganah's stockpile. Following the War of Independence, he joined the newly founded **Weizmann Institute.**

Katzir was awarded the Israel Prize in 1959 and received the Japan Prize in 1985.
In 1996, the former president was selected as the first Israeli to be invited to join the American Academy of Sciences. He also won the Weizmann Prize, the Linderstrom Land Gold Medal, the Hans Krebs Medal, the Tchernikhovski Prize for scientific translations, the Alpha Omega Achievement Medal and the Engineering Foundation's International Award in Enzyme Engineering.
Mr. Katzir died on May 30th- the anniversary day of His brother Professor **Aharon Katzir** murder during the terrorist Massacre attack of **Kozo Okamotto** at the Israeli Airport

He was a visiting professor at Harvard University, Rockefeller University, the University of California at Los Angeles and Battelle Seattle Research Center.
At the start of the Cabinet meeting, Prime Minister Benjamin Netanyahu said of Katzir: "He was a rare combination of personal ability and public mission. He divided his life between science and security, between voluntarism and education, between achievements and modesty. He was a very, very modest man. His life was one of struggles, challenges, successes and accomplishments,

all of which were for the good of the State of Israel. Well before he became president, he had built an important layer in our national life in this country. As president, he continued this special combination and brought his many abilities and modesty to the institution of the presidency. The State of Israel and its citizens have lost one of their dearest sons, a man who did everything for the good of the nation."

Hitachi Air-conditions enters Israeli market

Unique Engineering and Air-conditioning Ltd will represent and distribute **Hitachi Airconditioning Systems**. It will concentrate on Air-conditioning systems based on SET-FREE which operate under VRF Technology which are patented by Hitachi.
The local market is estimated at $40Millions a year. And is growing at an annual rate of 20-30% per year

Unique intends to gain a market share of 5% after one year.

According to Mr. Bar-sela President of Unique, they have chosen Hitachi because of it's excellent technology and reliability, adding the VRF technology to their production line will allow Unique to win new tenders and new projects.

About Unique

Unique Engineering and Air-conditioning was founded in 1987. it is a manufacturer of special and advanced Air conditions solutions. Unique has a special advantage in Israeli Industry .During the last years it also participated in Projects in East and Central Europe.

Procognia - License agreement with GP BioScience: -

On June 10th **Procognia** (Israel) Ltd. has contracted in a license agreement and in a collaboration and marketing agreement with the Japanese company **GP BioScience Limited** which is a biotechnology company established by several Japanese companies including Venture Capital Funds and **Moritex Corporation** who has been leading in the field of **Glyco Profiling** in Japan and was recently acquired by Schott-Nexterion AG.

According to the License Agreement, Procognia has granted GPB a license in some of its patents for the purpose of manufacturing, marketing and selling bio-chips and scanners of GPB in various countries of the world, exclusively in some, in return for the payment of royalties from Product sales.

In addition to the above-mentioned consideration, the parties have agreed that upon the execution of the License Agreement, GPB shall issue the Company regular shares in GPB amounting to 6.8% of its issued share capital.

According to the Collaboration Agreement that was signed simultaneously with the License Agreement, the parties undertook to cooperate with regard to the marketing and selling of both companies' products.

Procognia (Israel) Ltd is a renowned leader in the growing field of **glycobiology**, specifically in glycoanalysis. Publicly traded on the TASE (symbol: PRCG), Procognia is recognized for its state-of-the-art proprietary tools and high-end platforms, providing fast and accurate glycoanalysis of glycoproteins. The company is located in Minrav Hi-Tech Park, Ashdod, Israel.

In glycoanalysis, technical skills alone are not always sufficient to achieve the desired results. Consequently, glycoanalysis is often characterized as an "art", as opposed to a technical procedure. Since its establishment in 2000, Procognia has acquired extensive knowledge and broad experience in all aspects of glycoanalysis. The company has developed its own proprietary technological platform, as well as attaining expertise in the use of existing technologies (HPLC, MS). Procognia is well equipped to provide a comprehensive solution for the entire world of glycoanalysis in a range of applications, such as: process development & manufacturing of

biopharmaceuticals, life science & pharma research, glycodiagnostic & biomarker tools, stem cells and food applications.

GamaSec announces strategic partnership with K.I.D.Corporation to distribute the GamaSec SaaS Web Scan in Japan

Gamasec's web application vulnerability Scanning does automated search for security weaknesses in web applications and produces a detailed security report with recommendations for optimally matched solutions.

K.I.D.Corporation announced its partnership with GamaSec a remote online website security scan service. GamaScan identifies web application vulnerabilities, provides real-time vital business solutions, and recommends optimally matched solutions.

Avi Bartov, GamaSec CEO comments, "Our core business is to help our clients mitigate risks on their website by providing real-time evaluation reports and recommendations. We provide service 24 hours a day, 7 days a week. Application vulnerabilities are the Achilles heel in the protection of websites. It is better to know your weaknesses and fix them than wait to respond after an attack."

Mark Kuga, CEO of K.I.D.Corporation has mentioned that there are huge potentials in Japanese market along with GamaSec and their web vulnerability assessment service "I felts that this partnership brings what we need to succeed on today's security conscious website protection and security in Japan".

K.I.D.Corporation will have access to GamaSec's leading online web vulnerability-assessment service; testing web servers, web-interfaced systems, and web-based applications against

thousands of known vulnerabilities. Gamasec's easy-to-understand security assessment reports define existing vulnerabilities and recommend solutions.

About GamaSec

GamaSec is an Israeli technology company with over 10 years of IT security experience and an active in-house R&D Department that has published hundreds of security advisories worldwide.

GamaSec's unique technology has been developed through experience gained in large scale worldwide security projects; in Europe and in Israel. GamaSec is active in security research and a pioneer in the field of vulnerability identification and definition. This allows GamaSec to be among the first and fastest at locating new vulnerabilities and mitigating new threats.

About kidcorporation.biz

K.I.D.Corporation is a Tokyo based Trading, Distribution and Investment company for the cutting-edge technologies, who has been conducting international business between Japan and overseas companies over 18 years. They also have subsidiaries in New York, Seoul, and Bangkok. They have mainly focused on Security, Education, Health and Alternative Energy Fields.

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Fujitsu Adopts Waves MaxxAudio Sound Enhancements

Waves has announced that its MaxxAudio sound enhancement algorithms are now being implemented by Fujitsu in 3 new models. The FMV Deskpower LX and F all-in-one desktop computers, and the FMV Biblo NW laptop are the first in Fujitsu's extensive product line to integrate MaxxAudio, enabling state-of-the-art sonic performance.

Waves is the world leader in digital sound processing technology, heard on hit records, major motion pictures, and popular video games everywhere. MaxxAudio from Waves employs these same professional algorithms for use in a wide variety of CE applications including TVs, docking stations, mobile phones, headphones, speakers, and more.

MaxxAudio consists of:

- MaxxBass for improved perceived bass response
- MaxxTreble for increased high frequency fidelity
- MaxxVolume for dynamic conditioning and level maximization
- MaxxStereo for expanded stereo imaging of headphones and speakers
- MaxxEQ for balanced frequency response

In addition to Fujitsu, MaxxAudio can be found in CE products by Sony, Sanyo, Toshiba, Lenovo, Altec Lansing, Microsoft, and more.

"Fujitsu believes that MaxxAudio technology enhances our AV features, adding considerable value to our products. We know that users will truly enjoy our new FMV series computers with MaxxAudio," stated a representative of Fujitsu's Personal Marketing Division.

"Yet another consumer giant has joined the ranks of companies relying on Waves for cutting edge audio technology," stated Tomer Elbaz, General Manager, Waves Semiconductor and OEM Licensing Division. "We are honored that Fujitsu has chosen to embrace our solutions for better audio performance."

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About Waves

Waves is the world's leading developer of digital signal processing tools. Through every stage of the creative audio process, Waves is there, from recording to mixing to mastering to broadcast and beyond. Over the past two decades, Waves has pioneered an entirely new kind of audio tool. Among Waves official endorsers are such luminaries as Kanye West, Beatles producer Sir George Martin, and Linkin Park.

Waves' impact on the way music is made, mixed, and mastered has been immeasurable. Major technological contributions include precision EQ, level maximization, analog console models in-the-box, advanced noise reduction, state-of-the-art guitar amp modeling , and more. These technologies do not merely emulate their hardware predecessors; they allow a level of exactitude and control never before possible. They offer sound engineers the ability to sculpt their sonic creations with unsurpassed possibilities.

Today, Waves touches virtually every aspect of audio: Recording, Live, Broadcast, Surround, Post, Gaming, Consumer Electronics, and more. As Sir George Martin has put it, "Waves is synonymous with excellence."

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A Leading Japanese Logistic Company Implements ImageID's Visidot For Pallet Traceability

First Installation for ImageID in Japan

ImageID, a provider of patented, image-based traceability solutions, announced that **Nippon Pallet Pool (NPP)** has decided to deploy the **Visidot system** to manage over 3-million pallets inventory.

NPP offers vendors an efficient physical distribution scheme. Customers can pick the pallets at any one of its 220 depots across Japan and return them in any other.
Accurate stock control is essential for the company's profitability. NPP evaluated several traceability technologies including RFID and concluded that ImageID's Visidot, a field proven solution for RTI Poolers, is the most practical solution in terms of cost, accuracy and system management.
Following an intensive evaluation and trial with excellent results, NPP proceeded to implement the first systems in a long term roll-out plan, aiming for full traceability across its service network.

“Visidot holds many benefits for the Japanese market” said Mr. Naohiro Okada, President & CEO of EZIS Solutions, ImageID's partner in Japan, "it met all NPP's quality and reliability standards". "Visidot enables much better asset management and superior customer service" adds Mr. Michio Okamoto, President of NPP.
With a virtually unlimited Field-of-View, Visidot automatically captures hundreds of pallet labels at once, with 100% accuracy. The decoded data is associated with a customer to ensure a full traceability database. In the NPP implementation, Visidot supports QR code, commonly used in Japan.

"We are very pleased that NPP chose our solution" said Dror Irani, ImageID's President and CEO, “In these difficult times, vendors realize that improved logistics can reduce operating costs and increase profitability.”

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About NPP

NPP was founded in 1972 by Nippon Express, the largest Japanese logistics provider, and Japan Freight Railways, former Japan National Railways.

About EZIS

EZIS Solutions, based in Tokyo Japan, provides solutions for logistic and manufacturing industry market in Japan. **www.ezis.co.jp**

About ImageID

ImageID is a leading provider of imaging-based traceability solutions. Visidot, the company's line of products enables tracking and tracing of hundreds of thousands of assets a day, with 100% accuracy. Visidot enhances logistics and manufacturing process efficiency and reliability to customers in a broad range of industries, from fresh food manufacturers and RTI poolers to automotive companies and others

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ELSA Japan, LucidLogix and Teradici to Deliver a Powerful, Affordable External PCI-Express Remote 3D Graphics Solution

ELSA Japan, **LucidLogix Technologies "Lucid**"of Israel and **Teradici®** announced their collaboration in the designing, integrating and marketing of a powerful and affordable External PCI-Express Remote 3D Graphic Solution.
ELSA Japan Inc, a leading company of computer graphic solutions (Tokyo, Minato-ku, CEO Jun Nagai) will be demonstrating this system at SGI Japan booth (23-14) at the 17th **INDUSTRIAL VIRTUAL REALITY EXPO** at Tokyo Big-Sight on June 24-26th.

SGI Japan demo system uses the ELSA Vridge X100 Quad 8 PCI-Express extension system powered by Lucid's Hydra 100, to enable playback of high quality 3D graphics and HD video content remotely through an IP network delivered by Teradici's PC-over-IP® technology. It is possible to install up to two NVIDIA Quadro FX 5800 boards and two ELSA VIXEL H200 remote host cards connected to ELSA Vridge system.

ELSA Vridge is based on the **Lucid HYDRA** real time distributed processing and connectivity chip. The HYDRA engine allows parallel usage of any GPU on any platform for the ability to share data between, to, and from all GPUs within the system. With HYDRA technology, ELSA has enabled a solution that delivers the horsepower required in a multi-GPU environment, while significantly improving the price/performance ratio.

The ELSA VIXEL is based on Teradici's PC-over-IP technology which is an innovative display protocol that enables enterprise workstations to be centrally managed in a data center while providing high resolution, full frame rate 3D graphics and HD media, with full USB peripheral interoperability, locally over a LAN or remotely over a high-latency WAN.
"We found Lucid HYDRA technology to be key in providing a cost effective high-performance remote 3D graphics solution for our customers and shows great potential for expanding to the new markets," said Jun Nagai, CEO of ELSA Japan. "SGI Japan's demo combing technologies from Lucid and Teradici proves easy integration and compatibility, and the cooperation between the companies creates a smooth value chain and a unique solution that is already experiencing high traction in the market."

With this new solution, customers can easily upgrade their existing workstation without worrying about lack of power or availability of PCI-Express slots.

"The flexibility of the Lucid HYDRA architecture makes it suitable for multiple market opportunities, including remote rendering, digital signage, visual simulation and computing space," said Offir Remez, Lucid co-founder and President. "ELSA Japan is a leading brand in Japan with proven performance in these markets, and therefore we see a great synergy between the companies and I believe they have developed a winning platform for their channels."

About ELSA Japan, Inc.

ELSA Japan has been developing computer graphics & multimedia products for more than ten years. Our products include Professional Graphics Hardware & Software, Consumer Graphics Hardware and Multimedia solutions. Focusing on the video & graphics area of computing, we will continue to introduce products that meet the needs of end users. ELSA Japan will continue to provide high-quality products with powerful support to ensure complete customer confidence in the use of our products.

About Teradici

Teradici Corporation has developed a unique technology, called PC-over-IP (PCoIP®), which makes network delivered computing a viable corporate computing reality. Founded in 2004 and headquartered in Burnaby, BC, Canada, Teradici for the first time enables an exceptional end user experience for datacenter-based computing. Through a combination of unique graphics algorithms, high-performance silicon processing, and workstation/server add-in cards, the company is changing how personal computers are used, deployed and managed.

About Lucid

LucidLogix Technologies is reinventing multi-core graphics with its HYDRA real-time distributed processing engine that will improve visual computing for both business and gaming applications. Lucid is a fabless SoC provider headquartered in Kfar Netter, Israel. Its innovations are protected by more than 60 patents and patents pending, and leading venture providers Rho Ventures, Giza Venture Capital, Genesis Partners and Intel Capital backs it.

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Red Bend Software Enables Device Management of Fujitsu's WiMAX Chipsets

TOKYO, June 29, 2009 / **Red Bend Software** (Japan headquarters: Chiyoda-ku, Tokyo; President: Kazuhiro Abe), the market leader in Mobile Software Management (MSM), announced that **Fujitsu Microelectronics Limited** has licensed Red Bend's standards-based device management (DM) software for Fujitsu Microelectronics' **WiMAX SoC** and WiMAX chipsets. Fujitsu Microelectronics is a world leader in the design and manufacturing of semiconductors for WiMAX devices, such as mobile handsets, PC modems, mobile Internet devices and net books.

Under the agreement, Fujitsu Microelectronics has pre-integrated Red Bend's device management software in its WiMAX SoC and chipset platform, allowing Fujitsu Microelectronics' customers to quickly and efficiently implement standards-based device management in their WiMAX-enabled products. Red Bend provides the industry's leading independent DM client that is interoperable with DM servers supporting standards from the Open Mobile Alliance (OMA), including the WiMAX Management Object used by the WiMAX Forum and adopted by leading WiMAX operators worldwide. Fujitsu Microelectronics is a founding member and board member of the WiMAX Forum.

"This agreement with Fujitsu Microelectronics represents the first WiMAX deal for Red Bend in Japan, and continues the rapid adoption of our device management solution by WiMAX chipset vendors, device manufacturers and operators worldwide," said Kazuhiro Abe, President of Red Bend Software Japan KK. "Fujitsu Microelectronics selected Red Bend for its leadership in mobile software management and built-in support for WiMAX, making it easier and more cost-effective to integrate OMA DM functionality into any WiMAX-enabled device." WiMAX service providers face myriad challenges in provisioning millions of new subscribers as well as managing millions of devices that will operate on the network, often temporarily. Red Bend's device management software has been proven in tens of millions of mobile devices already in the market, and is rapidly being adopted by WiMAX service providers, chipset makers and equipment manufacturers in the United States, Japan and EMEA.

Red Bend's standards-based OMA DM solution is used to provision new subscribers, configure applications and network settings, manage software and retrieve device information over the air. It has been deployed across multiple platforms, operating systems and memory types on mobile phones, wireless devices and machine-to-machine (M2M) modules.

Red Bend's software has been deployed in more than 520 million mobile devices by eight of the top 10 handset manufacturers, including **Kyocera, LG Electronics, Motorola, Sharp, Sony Ericsson and ZTE,** as well as dozens of other leading companies in the mobile, M2M and WiMAX markets. Unlike device management vendors with proprietary end-to-end systems and manufacturers' internally developed solutions that are platform specific, Red Bend is the only company offering independent client software that is interoperable with any standards-based server and that works with any platform on any type of mobile device. Founded in 1999, Red Bend is a privately held, venture capital-financed company with offices in China, Israel, Japan, Korea, the U.K. and the U.S. To learn how Red Bend is bending rules and breaking boundaries with mobile software management

Japan’s Imports of Polished Diamonds Dive a Record 30.8% in April

Japan imported $45.85 million worth of polished diamonds in April of this year, a 30.8 percent decline compared to April 2008, according to data published by The J Club Inc. This is the largest year-over-year decrease in the value of Japan’s polished diamond imports in a several years.

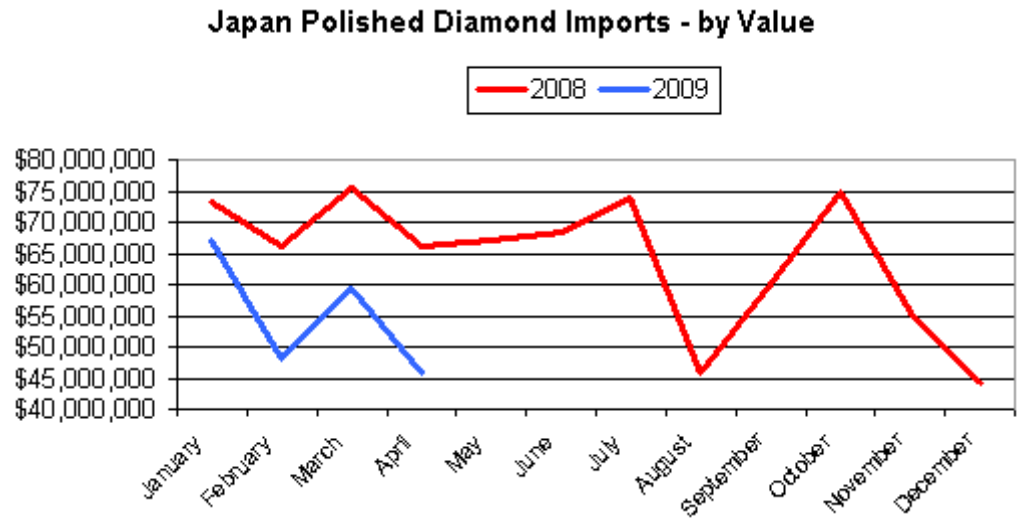
In volume, Japan imported just 184,369 carats, a 30.5 percent year-over-year decline.

While the weakness in imports is pronounced, the average value of imports is almost without change, $248.67 per carat, a marginal 0.5 percent decline compared to April 2008. This indicates that while demand has weakened, those who do buy diamond jewelry are not “shopping down.” April is usually a slower month in terms of the value of imports, however we are witnessing a level of decline that has not been seen in years.

Imports from India fell 37.6 percent to $17.38 million, averaging $125 p/c, imports from Belgium dropped 44.7 percent to $10.22 million averaging $1,207 p/c and imports from Israel, Japan's third largest supplier of polished diamonds, slumped "just" 24.6 percent with an average value of $1,049 p/c.

In terms of volume, despite the sharp overall decline in imports, the three largest suppliers by volume - India, Hong Kong and China - have increased their shipments by 4.8 percent, 8.9 percent and 20.4 percent respectively.

China is slowly becoming a leading supplier of cheaper goods. The average value of imports from China in April stood at $178 p/c.



Source: The J Club Inc

While the import trend remains constant over the years, the level of polished diamond imports is far below 'regular' levels as the graph shows

HAREL - HERTZ
Investment House Ltd.

Mellanox 40Gb/s InfiniBand Solutions Deliver Optimized Performance for Fujitsu PRIMERGY Blade Server System

Mellanox® Technologies, Ltd. a leading supplier of end-to-end connectivity solutions for data center servers and storage, announced that its 40Gb/s InfiniBand ConnectX® mezzanine adapter cards and InfiniScale® IV-based switch blades are being deployed in Fujitsu Technology Solutions' new PRIMERGY BX900 Blade Server systems. According to Gartner*, the compound annual growth rate (CAGR) for blade server shipments from 2008 through 2013 is forecasted to be 20.8% and to reach more than 2.5 million units in 2013, representing the fastest-growing server form factor over the next five years.

"The BX900 is our leading compute-intensive blade server system that can include up to 18 quad-core processor blades in a high-density, energy efficient 10U package," said Aiichiro Inoue, president, next generation technical computing unit at Fujitsu. "Mellanox's low-latency, high-bandwidth 40Gb/s InfiniBand connectivity on our blade system ensures that our customers can maximize the efficiency and productivity of the BX900's processing capabilities."

"High-performance blade systems reduce space, cooling and power costs and form the building blocks for the emerging generation of virtualized data centers and cloud computing that can quickly respond to an organization's varied compute requirements," said John Monson, vice president of marketing at Mellanox Technologies. "Combining the power of Fujitsu PRIMERGY blades with Mellanox's industry-leading interconnect solutions ensures maximum capabilities in high-performance computing by optimizing performance, energy efficiency and ease of management."

The Mellanox ConnectX adapters used in the BX900 systems deliver highest reliability and advanced networking capability, and are the only InfiniBand solutions that deliver full transport offload with native RDMA support to maximize application performance. This offload capability allows Fujitsu's BX900 Blade Server systems to devote significantly more CPU cycles to application processing and deliver more performance compared to other technology alternatives.

ConnectX adapters also offer lower power consumption, helping Fujitsu's blade server systems serve as the foundation for greener computing environments.

About Mellanox

Mellanox Technologies is a leading supplier of end-to-end connectivity solutions for servers and storage that optimize data center performance. Mellanox products deliver market-leading bandwidth, performance, scalability, power conservation and cost-effectiveness while converging multiple legacy network technologies into one future-proof solution. For the best in performance and scalability, Mellanox is the choice for Fortune 500 data centers and the world's most powerful supercomputers. Founded in 1999, Mellanox Technologies is headquartered in Sunnyvale, California and Yokneam, Israel

Red Bend Software's Mobile Software Management Solutions Are Selected by NTT DOCOMO

Red Bend will enable DOCOMO to deliver innovative, personalized mobile communications services

Red Bend Software (Japan headquarters: Chiyoda-ku, Tokyo; President: Kazuhiro Abe), the market leader in Mobile Software Management (**MSM**), announced that NTT DOCOMO, INC. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Ryuji Yamada), the world's leading mobile operator and provider of advanced mobile services, has signed a multi-year agreement to license Red Bend's full portfolio of mobile software management solutions.

The agreement with DOCOMO marks a major milestone for Red Bend in licensing its full portfolio of MSM solutions directly to a tier one operator, and signals the acceleration of market adoption of mobile software management. Red Bend will provide DOCOMO with Red Bend's vCurrent® Mobile solution for updating firmware over-the-air (**FOTA**), vRapid Mobile™ solution for

managing software components over-the-air (**SCOTA**) and vDirect Mobile™ device management (**DM**) client.

DOCOMO is a global leader in the mobile telecommunications industry, known for pioneering mobile communications networks and services including voice, data and credit card business. It serves more than 54 million customers and is the leading operator in Japan with 51.3% market share as of December 2008. The success of i-mode™, DOCOMO's mobile data service in Japan, has been expanded globally by operators seeking to leverage advanced technologies to provide highly practical and convenient mobile data services. Red Bend will have the ability to reach i-mode alliance partners as well.

"Japan's mobile consumers are the most demanding in the world and look for personalized mobile devices that have the latest technology before they are available elsewhere," said Kazuhiro Abe, President of Red Bend Software Japan KK. "With this comprehensive agreement, DOCOMO once again will lead the mobile industry in adopting innovative solutions like mobile software management. Red Bend will work closely to support DOCOMO, its manufacturers and alliance partners in adopting our MSM solutions to ensure their success."

In Japan, Red Bend is the leading provider of FOTA and DM software to mobile phone manufacturers, including Sharp, NEC, Kyocera and others. Red Bend first began providing FOTA software to DOCOMO subscribers in 2007. Red Bend is known in Japan and worldwide for its proven technology performance, experience supporting any mobile platform, dedicated local customer service and innovative approach to mobile software management. Its MSM solutions enable customers to increase revenues, reduce support costs and achieve faster time to market of new mobile devices, applications and services.

Red Bend's MSM solutions have shipped in more than 300 mobile device models reaching more than 500 million consumers worldwide. The company is the global market leader in FOTA software, with 60% share of new FOTA-enabled mobile phones, according to market research firm, **Ovum**. Red Bend offers the leading independent DM client adopted by more than 30 manufacturers. Its SCOTA solution is the first to manage any kind of software anywhere in the device architecture on any type of mobile device. Red Bend's MSM solutions can be integrated

across mobile platforms, including Symbian OS, Android and real-time operating systems, and are interoperable with servers supporting Open Mobile Alliance Device Management (**OMA DM**) standards.

Better Place Unveils EV Battery Swap Station in Japan

Israeli electric car infrastructure company Better Place inched closer to creating an electric car revolution last night when it unveiled its first automated battery swap station in Yokohama, Japan. The $500,000 car wash-like system takes only 80 seconds to change batteries, and can be powered completely by solar panels.

Better Place will install more Switch Stations later this year, with 100 expected to be rolled out in Israel by 2011. Eventually, the company will install stations in Denmark, Australia, Hawaii, California, and Ontario. The Switch Station batteries will be owned by Better Place, and customers will buy subscriptions to use the stations. Better Place is also working on an electric vehicle network in Israel and Denmark with the Nissan Motor Co.-Renault SA auto alliance.

There's still one major obstacle to overcome before the Switch Stations go mainstream. Electric car batteries aren't standardized, so switching up batteries in a Toyota is a different prospect than switching batteries in a Honda. Better Place is convinced that car makers will ultimately use

batteries from a small number of manufacturers, but for now, the Switch Station's usefulness is limited.

Today marks a major milestone for the automotive industry as well as for Better Place," said Shai Agassi, Founder and CEO, Better Place. "For nearly a century, the automotive industry has been inextricably tied to oil. Today, we're demonstrating a new path forward where the future of transportation and energy is driven by our desire for a clean planet and a robust economic recovery fueled by investments in clean technology, and one in which the well-being of the automotive industry is intrinsically coupled with the well-being of the environment."

The Renault-Nissan Alliance is partnering with Better Place in Israel to enable zero-emissions mobility throughout the country by 2011. The realization of zero-emissions mobility in Israel will require the deployment of battery switch stations as well as a steady and reliable supply of vehicles adapted to accept the switchable-battery layout required by the Better Place business model. The project and the teams have been working closely together for the past two years and are excited about seeing the manifestation of their efforts in today's demonstration of the battery switch platform.

Better Place is committed to delivering a complete solution to drivers that includes in-car services, management systems and multiple ways for drivers to recharge their electric car including networks of charge spots and battery switch stations powered by renewable energy. The infrastructure offers drivers the same convenience to "top off" as they enjoy today with gasoline or petrol stations, with charge spots installed where you live, work, and shop, while battery switch stations are deployed for the exceptionally long drives.

"Japan has always been at the forefront of automotive engineering and design and maintains a strong sense of environmentalism," said Kiyotaka Fujii, President of Better Place Japan and Head of Business Development for Asia Pacific. "The launch of Japan's electric vehicle study is an important milestone in achieving a zero-emission transportation society, and our successful demonstration of charging vehicles with both fixed and switchable batteries is an important contribution towards moving the entire industry forward."

The automated switch process, which takes about a minute, is faster than filling a tank with gasoline, providing a cleaner, more convenient experience for drivers. The technology safely and quickly removes a depleted battery and transfers a fully charged battery into the vehicle. The process is seamless and automated, and the driver remains in the vehicle the entire time.

The system works with two robotic battery shuttles on an automated track system. One battery shuttle holds the fully charged battery, which will be inserted into the vehicle, while the other shuttle simply removes the depleted battery from the vehicle. At the end of the process, the track system returns the removed battery to a storage bay for recharging and preparation for use in another electric vehicle. The battery shuttles are designed to work with a wide variety of battery enclosure sizes and shapes for universal application to a range of electric vehicles.

The switch technology featured in the Yokohama exhibit will be further developed into production for the commercial switch stations, which will be deployed in Better Place markets around the world.

HAREL - HERTZ
Investment House Ltd.

July

Better Place to sell infrastructure to taxis in Japan first

Better Place, the developer of recharging infrastructure for electric cars, is to offer recharging services to electric taxis in Japan, the company's president of east Asia operations, **Kiyotaka Fujii**, announced in Tel-Aviv.

Unlike in Israel and Denmark, in Japan Better Place will offer recharging and battery replacement services only to taxis, and marketing to the general public will only begin later.

Fujii described the difference between Japanese and Israeli business culture in a recent lecture hosted **by the Israel-Japan Friendship Society and Chamber of Commerce.** The Japanese, he says, are outstanding in attention to detail and simplicity, but do not take to new inventions quickly. So Better Place adopted a conservative stance in Japan.
We are proceeding in measured steps," he said.

Japanese excellence and striving for perfection can also be an obstacle, he said, and so a prototype may face trouble. For instance, because the software industry is based on trial and error, and on the marketing of products that contain "bugs," Japanese are not leaders in this field.

Fujii noted the Chinese could become dominant in electric cars. "The Chinese understand it will take many years to close the gap in internal combustion engines technology, and are therefore investing their efforts directly in the next generation - electric transportation." Something similar happened in communications, he said. "The Chinese leapt forward into cellular technology without ever developing landline telephone infrastructure."

HAREL - HERTZ
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Japanese Government Grants SHONIN to Itamar-Medical's EndoPAT Device

EndoPAT's Early Detection of Cardiovascular Disease is Now Available to the Japanese Consumer in Fighting the World's Number 1 Killer

Based upon adherence to the strictest international standards of quality and clinical trials proving the **EndoPAT**'s safety and efficacy, the Japanese government has granted SHONIN ("clearance") to **Itamar-Medical's EndoPAT,** paving the way to widespread use in Japan for diagnosing endothelial dysfunction, a key cause of cardiovascular disease.

Japan's rigorous process by its Pharmaceuticals and Medical Device Agency (PMDA) is considered by many to be even tougher than the American FDA (which is often a prerequisite by PMDA). SHONIN by PMDA allows for direct importation and marketing in Japan, but is also necessary to get coverage by Japan's National Health Insurance Plan.

"We are extremely pleased to receive the SHONIN approval from PMDA. We truly believe that this official approval by our government may be the start of a very bright future for the EndoPAT in Japan," said Mr. Yasunori Noto, President of CCI Corporation, an Itamar-Medical distributor in Japan.

"The world is now beginning to discover the revolutionary insight offered by EndoPAT as part of the process in early detection and prevention of cardiovascular heart disease," said Dr. Dov Rubin, Itamar's President & CEO.

Endothelial dysfunction is the earliest detectable stage of cardiovascular disease. It precedes clinical symptoms by years, even decades. Multiple studies have demonstrated its key role in the development of atherosclerosis which leads to heart attacks, strokes and other fatal or debilitating diseases. Amazingly, it is highly responsive to treatment, and patients who improve their endothelial function have been shown to suffer a lower rate of cardiovascular events.

Hundreds of EndoPAT systems have been sold in over 40 countries. EndoPAT is used by prestigious medical centers such as Mayo Clinic, leading studies with thousands of participants such as Framingham Heart Study, and in many trials by pharmaceutical companies searching for new ways to treat and prevent heart disease as well as detecting adverse affects before they occur.

About Itamar Medical

Itamar Medical Ltd. is a publicly-traded medical technology company utilizing PAT™ (Peripheral Arterial Tone) signal technology and applications. The PAT signal is a non-invasive "window" to both the cardiovascular and autonomic nervous systems.

Harel Hertz Investment House is Itamar Medical's Business consultant for the Japanese Market

Japan extends SDF peacekeeping mission in Golan Heights

TOKYO, July 24 The Japanese government on Friday decided to extend the Self-Defense Forces (SDF) peacekeeping mission in the Golan Heights for another six months until March 31,2010.

At a cabinet meeting, Japan made the decision in response to the June 23 U.N. Security Council resolution to extend the mission of the U.N. Disengagement Observer Force (UNDOF) in the Israeli-occupied Golan Heights.

Under its peace-keeping operations (PKO) cooperation law, Japan began to send the SDF to the Golan Heights in February 1996.

A total of 46 SDF officers are now engaged in logistics and transportation in UNDOF, which has been working to maintain a cease-fire between Syria and Israel since 1974

HAREL - HERTZ
Investment House Ltd.

Toyota looking for Israeli development

Senior representatives of Japanese multinational corporation to visit Israel soon in a bid to look into options of cooperation with Israeli companies
(calcalist)

Encouraging news for the Israeli car industry which has suffered from the global financial crisis and the collapse of General Motors: Senior representatives of Japanese multinational corporation Toyota are scheduled to visit Israel soon in a bid to look into options of cooperation with Israeli companies.

The Israeli firms will present the guests with the new generation of car development, including software for efficient fuel consumption, technologies for safety management and driver risk management, etc. The representatives' visit to Israel will last about a week.

Toyota Info Technology Center is a Toyota subsidiary in charge of locating technologies and new developments in various technological fields, such as software, communication, man-machine interface, and more.

The company employs nearly 200 researchers, engineers and scientists, and works in a three-stage process: Location, research and the development of a prototype.

As part of the visit, the senior representatives will meet with some 10 Israeli companies, which have been selected in advance after an examination of their areas of profession and their suitability to the company's demands.

According to the **Israel Exports Institute**, the technologies presented by Israeli companies are the next generation in car developments, some being used by industries in different fields, including life sciences, communication, software, internal security and more, with the aim of implementing an application and integration of these technologies and integrating them into the car industry.

The companies Toyota's representatives are expected to meet with include **Road Guard, Green Road and Netzer Haishanei Tnua.**

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August

Japanese Envoy, Pres. Peres See North Korea-Iran Similarities

Japan is concerned with the developments in North Korea, according to Ambassador Yutaka Iimura, Special Envoy of the Japanese Government to the Middle East, who told President Shimon Peres on Thursday, "The regime is very isolated and dangerous, and the fact that they have carried out two nuclear tests is a severe existential threat to the neighboring countries."

Iimura is visiting the region "to accelerate the process of economic development."
President Peres replied that he agrees with this observation, and pointed out that "North Korea attempted to help Syria become a nuclear state." He added that he sees "great similarities between the North Korean and Iranian regimes – both are wallowing in corruption, the use of force, and starvation of their people. The combination of these characteristics and their nuclear aspirations make them dangerous."
In his meeting with the Japanese emissary, President Peres noted that Thursday marked 64 years since the United States' atomic bombing of Hiroshima. "I see a real chance for peace in the Middle East," Peres said, but "if we miss this opportunity, the Middle East will become nuclear."

Ambassador Iimura is scheduled to visit Jericho on Friday for a first-hand look at the Corridor to Peace and Prosperity, the flagship project in a Japanese program that has contributed over $1 billion to the Palestinian Authority since 1993. President Peres is an initiator of the project.
The program is based on the establishment of a packing-house for export of agricultural produce and support of modern, technological farming.

Ambassador Iimura's visit is part of a regional diplomatic tour that also includes Syria, Egypt and Jordan. Japan is the current Chairman of the U.N. Security Council's Sanctions Committee for Iran, for the period ending 31 December 2009.
(IsraelNN.com)

HAREL - HERTZ
Investment House Ltd.

N-trig and Fujitsu Partner to Help Make Hands-On Computing Faster and More Fun

Technology Partnership Demonstrates Strong Technological Development to Stimulate Multi-Touch Computing for OEM and ISV Market Growth

N-trig and Fujitsu Microelectronics Europe (FME) announced they have reached an agreement to co-operate on N-trig's next-generation chipset, to be developed by N-trig and manufactured by Fujitsu Microelectronics. The combined efforts of the two technology leaders will provide both the consumer and enterprise markets with the best pen and multi-touch computing experience with multiple simultaneous touch points being recognized.

N-trig's DuoSense® technology, which combines pen and multi-touch capabilities, is utilizing Fujitsu's extensive silicon technology solutions and long, reliable history of high-quality products and established production facilities to offer end-users the most efficient and natural means to Hands-on computing™. By providing enhanced feature sets for OEMs and ISVs, this partnership will help meet rapid market growth as demand increases for multi-touch-enabled systems.

"We are delighted to be working with N-trig and are committed to bringing our customers the very best technological differentiators to help fuel innovation and development. N-trig has an excellent reputation as a provider of innovative pen and multi-touch devices" said **Dirk Weinsziehr VP of Marketing and Engineering at FME**. "Fujitsu offers its leading-edge technology and related assets to all custom IC users. A worldwide support programme is fully prepared and proven."

"Fujitsu's cutting-edge technology enables us to substantially increase our performance and maintain our leadership position in the industry, which in turn is driving superior interactions with Hands-on computing" said Yaki Luzon, VP R&D and Engineering, N-trig. "We are committed to continuing to strengthen and advance our supply chain as the Hands-on computing market expands with stronger computer offerings from OEMs and new creative applications from ISVs that are attracting noteworthy consumer and enterprise attention."

The next-generation chipset will provide increased processing power while reducing power and mechanical footprint, allowing significant miniaturization, and access to additional market

segments for the PC industry. The new chipset will enable 10 or more simultaneous touch points at very high refresh rates.

N-trig's DuoSense technology is available on the Dell Latitude XT/XT2, HP TouchSmart tx2 and will be offered on additional designs this year.

About Fujitsu Microelectronics Europe

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

http://emea.fujitsu.com/microelectronics.

About N-trig

N-trig is revolutionizing the way people interact with computers by providing the industry's first dual-mode pen and touch input device. N-trig's DuoSense technology is the only combined pen, touch, and multi-touch interface for today's advanced computing world. N-trig's DuoSense dual-mode digitizer uses both pen and zero-pressure capacitive touch to provide a true Hands-on computing experience for mobile computers and other digital input products over a single device. DuoSense enables greater mobility and usability in the next generation of computing devices and notebook PCs, enabling new market opportunities for OEMs and ODMs to introduce computer products that offer a more intuitive and interactive experience. N-trig's digitizers are easily integrated, support any type of LCD, and keep devices slim and light. N-trig's technology can be implemented in a broad range of products from small notebooks to large format LCDs and can support a variety of applications including mobile, notebooks, convertible and all-in-one computing, gaming, entertainment, multimedia and more. Founded in 1999, N-trig is headquartered in Kfar Saba, Israel with offices in Austin, TX and Taipei, Taiwan.

HAREL - HERTZ
Investment House Ltd.

Better Place to Test Battery Swap Stations With Taxis in Tokyo

By Kiyori Ueno and Yuki Hagiwara.

(Bloomberg) -- **Better Place**, a U.S. developer of electric-car charging stations, will partner with a Japanese taxi company to test the feasibility of battery-swapping in Tokyo next year as it seeks to expand operations worldwide.

Better Place will use three battery-powered taxis, converted from gasoline-powered cars, and build a swapping station in the city to study battery deterioration, driving range, and timing for swapping, it said in a statement today.

The California-based venture aims to be the first developer of electric-car infrastructure and will start operating 100 battery exchange stations in Israel next year. Better Place hopes to “electrify” all taxis in Tokyo and build 100 charging stations in the next decade, Masamune Mimura, vice president of the company’s local unit, said at a press conference today.

Better Place also plans to target car-rental and car- sharing businesses, he said.

The Tokyo project, to be undertaken from January to March, will be funded by Japan’s Agency for Natural Resources and Energy, Better Place said.

HAREL - HERTZ
Investment House Ltd.

Funai Electric and Valens Semiconductor to Demonstrate HDBaseT(TM) Technology at IFA Conference in Berlin

Technology Enables the Distribution of Multimedia Content in the High-Growth HD Home Entertainment Market.

Valens Semiconductor and **Funai Electric** will jointly demonstrate Valens's **HDBaseT(TM) technology** for advanced, high-definition home entertainment consumer electronics products. Valens's VS100 chip will be activated to connect Funai's DVD Player and HD television in the booth. The demonstration will take place at next week's IFA conference in Berlin, Germany.

Valens' HDBaseT is the first technology to enable long-reach wired connectivity of uncompressed HD multimedia content via a single LAN cable. Enabling 5 Play(TM) convergence, Valens chips transfer uncompressed HD video, audio, Internet, power and controls via up to 100m/328ft low-cost LAN cable. This enables both point-to-point connectivity and full multimedia distribution with higher reliability, longer distance and lower cost cable - perfectly answering the needs of the end user.

Valens' HDBaseT delivers significant value to the entire home entertainment ecosystem, from CE/PC equipment manufacturers and audio/video connectivity product suppliers, through systems integrators and retailers, to installers and consumers.

Headquartered in Israel, Valens Semiconductor is a fabless semiconductor company and the pioneer of HDBaseT technology that enables the distribution of multimedia content in the high-growth HD home entertainment market through digital connectivity. Valens's products enable simplified long-reach wired connectivity and simultaneous distribution of uncompressed video, audio, Internet, power and controls via a single LAN cable.

Funai Electric is recognized across the world as a market leader in high quality visual entertainment products. Funai is one of the largest manufacturers of DVD Players, DVD recorders, VCR, and LCD TVs in the world with its own manufacturing facilities in China, Thailand, Poland and Japan.

Joe Okada , Associate Director of Funai said: "Funai deeply values HDBaseT technology, and what

the innovative technology brings to the consumer electronics industry. Valens's VS100 chip paves the way providers for a better and more complete entertainment experience for end users by enhancing the connectivity between HD video, audio, Internet, power over cable and control signals. We are excited to demonstrate this technology to the public at the IFA show in Berlin next week."

Commenting for Valens Semiconductor, VP Sales & Marketing Micha Risling said: "We are thrilled and deeply honored to be working closely with Funai, and demonstrating our HDBaseT technology at next week's conference. Funai is a proven and veteran leader in the electronics industry, and I believe that our joint demonstration will showcase how our technology is unique, valuable, and maximizing entertainment for the end user."

About Funai Electric Co., Ltd.

Founded by Mr. Tetsuro Funai, Fuani Electric was established in 1961 in Osaka, Japan. Funai is engaged in development/design, manufacture, marketing and distribution of audio/visual products such as LCD TVs, DVD Recorders and Blu-Ray Disc players. Funai now also produces ink-jet/laser printers, digital still cameras, and IP/Wi-Fi phones. Funai has sites in Japan, Poland, Republic of China, and Thailand.

About Valens Semiconductor

Valens Semiconductor, a fabless semiconductor company, enables the distribution of multimedia content in the high-growth HD home entertainment market through HDBaseT(TM) technology. Valens' HDBaseT technology is the new digital connectivity enabling simplified long-reach wired connectivity and simultaneous distribution of uncompressed video, audio, Internet, power and controls via a single LAN cable. Valens empowers consumer electronics (CE) manufacturers to support high-performance HD while reaping the benefits of easier integration, lower costs and longer reach. Founded in 2006, Valens is a privately held company with financial backing from leading Israel-based venture capital firms Genesis Partners and Magma Venture Partners. The company has offices in Israel and Washington State, USA and representatives in Japan, Taiwan, China and Korea.

September

Teva-Kowa Pharma to Release Generic Cancer Drugs Next Year

TOKYO (Nikkei)--**Teva-Kowa Pharma Co.** will release several generic cancer drugs in 2010, launching the first salvo in its aggressive expansion strategy that calls for some 200 generic drugs by 2015.

The company is a joint venture formed in November 2008 by midsize pharmaceutical maker Kowa Co. and Israel's Teva Pharmaceutical Industries Ltd., the world's largest generic drug manufacturer.

Teva-Kowa Pharma will begin sales in earnest next January. In addition to a stable of more than 30 generics inherited from Kowa, it will develop products on its own. The joint venture will also consider other ways of expanding its lineup, including partnerships, mergers and acquisitions, and the introduction of generics made by other companies.

One focus will be on generic versions of high-priced cancer drugs. But the company aims to cover a range of generics, including central nervous system drugs and treatments for lifestyle diseases like high blood pressure. With a broad lineup of 200 generics it will be in a position to serve as a one-stop shop for the majority of medicines required by hospitals and other medical facilities.

To handle this expansion, Teva-Kowa Pharma will also hurry to establish a marketing network, opening branches in Osaka, Nagoya and four other cities, as well as sales offices in Sapporo and elsewhere.

It will have a staff of 110 on Oct. 1, including a team of 90 medical representatives who will be assigned to the different branches and offices. By 2015 the company aims to increase its staff to around 400 and log annual sales of 100 billion yen.

(The Nikkei Business Daily Sept. 24 edition)

HAREL - HERTZ
Investment House Ltd.

Sparkling pomegranate wine from Israel

Sparkling beverage already launched in Japan and England, where it drew in rave reviews. Wine will be sold in Israel starting September.

Just in time for the Jewish New Year sparkling pomegranate wine will be marketed in September. After three years of development, **Rimon Winery from Moshav Kerem Ben-Zimra**, will launch its unique sparkling pomegranate wine for the first time in Israel.
Availability is quite limited in the meantime, with only 10,000 bottles being sold in Israel and **another 90,000 in Japan and England.**

Rimon Winery has been making wine from pomegranates for some five years now. The winery has thus far sold four different types of wines, including one lightly sparkling one. Following a long development process, the winery decided – for the first time in the world – to make sparkling wine from pomegranates.
"Sparkling wine has a sweetish taste, and the bubbling brings out the taste of the pomegranates even more," explained winery Owner and CEO Avi Nachmias.
Last month, the sparkling wine, which has a 14.8% alcohol content, was marketed in Japan and England where it received rave reviews and will be on shelves in Israel starting September. The price per bottle will be NIS 120 ($31).

"The idea to make sparkling wine was born while working in the vineyard. It is a very healthy sparkling wine that is rich in anti-oxidants and also includes vital elements for the body that are created in the fermentation process. It is good for people who suffer from heart disease, arteriosclerotic vascular disease, and other diseases," explained Nahmias

(Oshrat Nagar-Levitt)

HAREL - HERTZ
Investment House Ltd.

Alvarion's solution enables uninterrupted live telecasting of the Tokushima Marathon in Japan

With the help of Alvarion, we implemented an unprecedented real time video transmission solution for high quality live television broadcasting.

Matsuura Kikai Seisakusho Co.

Since it was established 45 years ago, MATSUURA Kikai Seisakusho has engaged in manufacturing and processing of industrial components, manufacturing of specialized machines, machine design and more. In addition to its conventional business of manufacturing and sales of automatic direction adjustment camera platforms for satellite systems and field pickup units (FPUs), MATSUURA Kikai Seisakusho has started developing and manufacturing automatic direction adjustment camera platforms for 5 GHz FWA systems.

About Rikei Corporation

Rikei Corporation was founded in 1957 to provide best-of-breed IT solutions, systems integration and services to the public and private sectors. The company is listed as 8226 on the #2 Tokyo Stock Exchange. Rikei Corporation is committed to introducing the world's most advanced technologies into the Japanese market. Flagship customers include Japan Defense Agency, KDDI, NEC, NTT-ME and Sanyo Electric. Rikei partners include IBM and HP. Rikei Corporation has more than 200 employees with 7 branches in Japan as well as offices in the US, Hong Kong, Singapore and China.

The Challenge

The ideal method for making events such as marathons appealing, is live telecasting. Matsuura Kikai Seisakusho needed a high-quality solution that would enable Cable Television Tokushima, a local TV station, to broadcast the marathon live on cable TV and the Internet. Matsuura Kikai Seisakusho faced several challenges including the need to photograph runners in motion and the

generally costly and extensive equipment required for high-quality live telecasting suitable for TV, such as satellite broadcasting vans. Consequently, they sought a cost-effective wireless solution that could ensure uninterrupted, real time broadcasting on-the-move.Consequently, they sought a cost-effective wireless solution that could ensure uninterrupted, real time broadcasting on-the-move.

The Solution

Matsuura Kikai Seisakusho combined their automatic GPS-based tracking system with Alvarion's BreezeACCESS VL product line to provide Cable Television Tokushima with an advanced solution for real time transmission of the marathon. The solution - which comprised a BreezeACCESS VL base station; two mobile stations combined with the GPS tracking systems on a broadcasting van and bicycle; two mobile stations on the rooftops of both the Tokushima and Matsuura buildings;and cameras installed at the start and finish lines - enabled turning flat-panel antennas on themobile stations, towards the base station.

Before broadcasting, the areas where transmission could be interrupted by obstacles such as buildings were identified by Matsuura Kikai Seisakusho based on GPS and wireless transmission quality data including RSSI (Receive Signal Strength Indication) and SNR (Signal-to-Noise Ratio). The data was then utilized to enable uninterrupted live transmission during the marathon.

The Result

- Cost-effective, top quality connectivity between the base station and mobile stations
- Live, uninterrupted broadcasting of the Tokushima Marathon on the TV and Internet
- Transmission from every part of the course including narrow streets and paths
- Real time interviews with runners while they participated in the marathon

About Alvarion

Alvarion (NASDAQ: ALVR) is the largest WiMAX pure-player with the most extensive WiMAX customer base and over 250 commercial deployments around the globe. Committed to growing

the WiMAX market, the company offers solutions for a wide range of frequency bands supporting a variety of business cases. Through its OPEN WiMAX strategy, superior IP and OFDMA know-how, and proven ability to deploy end-to-end turnkey WiMAX projects, Alvarion is shaping the new wireless broadband experience.

Astellas says suing Teva over Vesicare generic drug

TOKYO, Sept 24 - Astellas Pharma Japan's second-largest drugmaker, said it is taking legal action against Israel's Teva Pharmaceutical Industries > in New York over a possible patent violation.

Vesicare is Astellas' third-biggest product in terms of sales.
Astellas said it decided on the move because Teva has applied for U.S. approval of a generic version of Astellas' Vesicare treatment for overactive bladder, which would infringe its U.S. patent.

Officials at Teva's Tokyo office were not available for comment.
Astellas' U.S. patent on solifenacin succinate, the generic name for Vesicare, is valid until 2018, an Astellas spokesman said.

In the business year ended in March, the drug racked up 31 billion yen in sales in North America, accounting for nearly half of the company's Vesicare sales worldwide and about 3 percent of its revenue of 966 billion yen.

HAREL - HERTZ
Investment House Ltd.

RiT Technologies Strengthens Presence in Asia: Establishes New Representative in Singapore

RiT Technologies announced that it has entered into a Representative Agreement with Singapore-based company to act as RiT's representative in Singapore and several other Asian regions. This representative contractor will provide support for RiT's partners and end-users, and will assist RiT in carrying out sales and marketing efforts throughout the region.

The agreement was undertaken as part of RiT's strategy of increasing local representation in key growth markets. During the past several years, RiT has also entered into representative agreements in Chinaand India, steps that have begun to pay off through increased penetration into these strategic regions.

"As a rapidly-growing market with high expectations for quality and reliability, Singaporerepresents a significant untapped opportunity for our solutions," commented Avi Kovarsky, RiT's President and CEO. "With local representation, we will be able to offer local service and accountability as well as the best infrastructure solutions on the market, a combination that we believe will appeal to customers in the region. In addition, we plan to carry out joint sales and marketing activities targeting the representative's large contact network, increasing our ability to identify opportunities and close new business."

About RiT Technologies

RiT is a leading provider of intelligent solutions for infrastructure management, asset management, environment and security, and network utilization. RiT Enterprise solutions address datacenters, communication rooms and workspace environments, ensuring maximum utilization, reliability, decreased downtime, physical security, automated deployment, asset tracking, and troubleshooting. RiT Environment and Security solutions enable companies to effectively control their datacenters, communications rooms and remote physical sites and facilities in real-time, comprehensively and accurately. RiT Carrier solutions provide carriers with the full array of network mapping, testing and bandwidth qualification capabilities needed for access network installation and service provisioning. RiT's field-tested solutions are delivering value in thousands of installations for top-tier enterprises and operators throughout the world.

HAREL - HERTZ
Investment House Ltd.

Tower Semiconductor Announces Co-Development of 700V Power Platform

Tower Semiconductor announced co-development of a 700V power platform to address next-generation industrial LED lighting requirements. The collaboration will combine GrandTek's 700V technology capability with Tower's advanced power management process and leading design kits to deliver the industry's most complete 700V foundry solution. An ultra low mask layer count will be achieved to provide the most cost-effective solution in a voltage regime with very few foundry providers.

As an indication of strong market demand for 700V, SemiHow, a Korean-based fabless company has already signed on as an early adopter to use Tower's 700V power platform for AC to DC conversion targeting the industrial LED market. Tower expects to realize product revenue from SemiHow in the second quarter of 2010.

Tower Semiconductor (is a global specialty foundry leader and its fully owned subsidiary Jazz Semiconductor, a Tower Group Company is a leader in Analog-Intensive Mixed-Signal (AIMS) foundry solutions. Tower and Jazz manufacture integrated circuits with geometries ranging from 1.0 to 0.13-micron and provide industry leading design enablement tools to allow complex designs to be achieved quickly and more accurately.

HAREL - HERTZ
Investment House Ltd.

October

Access and Emblaze Mobile Unveil ELSE INTUITION(TM)

ACCESS CO., LTD., a global provider of advanced software technologies to the mobile and beyond-PC markets, and Emblaze Mobile Ltd., a technology design house for cutting-edge mobile devices, today unveiled ELSE INTUITION(TM), a groundbreaking mobile platform jointly developed by ACCESS and Emblaze Mobile.

ELSE INTUITION(TM) combines ACCESS Linux Platform(TM) v3.0, ACCESS' flagship mobile Linux® platform, with a state-of-the art user experience, innovative user interface and a suite of services provided by Emblaze Mobile. In addition, the two companies previewed the first ELSE(TM), the first mobile device based on the ELSE INTUITION(TM) platform, jointly developed by ACCESS and Emblaze Mobile.

ELSE INTUITION(TM)**: A Revolutionary User Experience**

ELSE INTUITION(TM) is a complete mobile platform developed by ACCESS and Emblaze Mobile. Thanks to the combination of ACCESS Linux Platform v3.0 and an advanced user interface engine, jointly developed by Emblaze Mobile and ACCESS, ELSE INTUITION(TM) delivers a highly compelling and differentiated user experience, coupled with state-of-the-art hardware, accelerated 2D/3D graphics and elegant transition effects. ELSE INTUITION(TM) takes advantage of ACCESS Linux Platform v3.0 to provide advanced flexibility and configurability, enabling users to run multiple applications simultaneously, switching between them with ease. All data and content, including contacts, appointments, videos and photos can be rendered anywhere, not just within a single dedicated application, giving users faster, easier and more consistent access to their information.

HAREL - HERTZ
Investment House Ltd.

ELSE: A New Category of Mobile Device

The first ELSE(TM), the first mobile device deploying the ELSE INTUITION(TM) platform, presents an entirely new category of mobile device that allows for a complete, fully-functional user experience. The device actually becomes the application, providing functionality that for the first time is able to match that of standalone off-the-shelf dedicated devices, such as digital cameras, top-ranked MP3 players, best-in-class GPS devices, and more, while maintaining an exceptional ease and simplicity of use.

The first ELSE(TM) is being previewed at ACCESS Day, ACCESS' annual ecosystem and partner event in Tokyo, Japan on October 22, 2009. The companies have already been actively promoting the first ELSE(TM) to top-tier mobile operators worldwide, and operator evaluations are currently underway. The complete global unveiling of the ELSE INTUITION(TM) platform and the first ELSE(TM) device will be announced separately.

Amir Kupervas, CEO, Emblaze Mobile, said, "Our vision is to create a revolutionary mobile solution that will change users' experience in the mobile arena. Imagine a device that is not a phone surrounded by gimmicks you will not use; where the camera literally replaces your digital camera; you get real-time push email wherever you are on the globe; almost every song and film in the world is one click away; and any one of its multitude of features is reached with no more than one light gesture of your finger and not buried deep inside folders within folders. If you imagine this, you imagine the first ELSE(TM) and the capabilities created with ELSE INTUITION(TM). And yes - it is definitely something ELSE. Our relationship with ACCESS and the privilege to leverage ACCESS Linux Platform has allowed us to fulfill our vision and bring it to fruition."

Tomihisa Kamada, president, co-CEO and co-founder of ACCESS, said, "Our goal of providing a complete solution for enabling the creation of advanced mobile devices aligned well with this innovative vision from Emblaze Mobile. ELSE INTUITION(TM) provides a perfect showcase for the flexibility and customizability of ACCESS Linux Platform. It underscores our ability to tailor and adapt our technology to suit our clients' requirements and to work directly with our clients to achieve their goals. Emblaze Mobile came to us with a thought-provoking concept to shake up

the mobile industry, and I am delighted that ACCESS has been able to provide the software to make it happen."

ACCESS Linux Platform

The first ELSE(TM) and ELSE INTUITION(TM) are powered by ACCESS Linux Platform v3.0, which is compliant with LiMo Foundation specifications and employs ACCESS' world-leading NetFront(TM) Browser. The ACCESS Linux Platform v3.0 Advanced UI Engine enables development of state-of-the-art user interfaces with advanced graphical effects, and allows complete modification of applications' "look and feel" without requiring changes to the applications' code. The ACCESS Linux Platform v3.0 Advanced UI Engine also supports full hardware graphics acceleration via OpenGL® ES 2.0. The ACCESS Linux Platform v3.0 application suite and complete set of middleware enable the unique advanced services now made available by ELSE INTUITION(TM).

About ACCESS

ACCESS CO., LTD. is a global company providing leading technology, software products and platforms for Web browsing, mobile phones, wireless handhelds and other networked devices. ACCESS' product portfolio, including its NetFront(TM) Browser, ACCESS Linux Platform(TM) and Garnet(TM) OS, provides customers with solutions that enable faster time to market, flexibility and customizability. The company, headquartered in Tokyo, Japan, operates subsidiaries and affiliates in Asia, Europe and the United States. ACCESS is listed on the Tokyo Stock Exchange Mothers' Index under the number 4813.

About Emblaze Mobile

Emblaze Mobile Ltd. is a technology design house for cutting-edge mobile handsets. Founded in 2001 and headquartered In Israel, Emblaze Mobile develops next generation innovative cellular devices, utilizing state of the art Israeli technology and cooperating with global wireless players for manufacturing and global distribution. Emblaze Mobile is a wholly owned subsidiary of the

Emblaze Ltd., a group of technology companies, publicly traded on the London Stock Exchange (LSE: BLZ) since 1996.

Toshiba and N-trig Team Up to Make Multi-Touch Computing Fun, Easy and Accessible

N-trig, providers of **DuoSense** ® solution combining pen and capacitive multi-touch in a single device, in collaboration with Toshiba, announced the launch of the new Satellite U505 notebook with multi-touch capabilities for consumers. This is further fueled by Microsoft's launch of its new Windows 7 operating system, set to be released on October 22. Go to http://www.youtube.com/watch?v=DQ0txf4rOFA, to view a video demonstration of the fun multi-touch capabilities on the new Toshiba Satellite U505 multi-touch enabled notebook.

The DuoSense solution enabled in the Toshiba Satellite U505 multi-touch notebook, in conjunction with the launch of the Windows 7 operating system, opens up a wealth of new computing opportunities for different types of users, including adults, teens and children, to interact directly on their screen and further break down the barriers for a more intuitive and accessible hands-on computing experience. The DuoSense multi-touch solution provides a new approach to computing enabling a more creative and fun experience that supports today's busy digital lifestyle.

Toshiba's Satellite U505 further validates the market trend towards touch screen computing, bringing the first consumer multi-touch enabled notebook to the marketplace. Built with N-trig's DuoSense digitizer, the Toshiba Satellite U505 boasts a 13.3" screen and runs on Windows 7.

"Toshiba's clear vision for the consumer, combined with our strong multi-touch solution, significantly changes the way that consumers of all ages can now interact with their notebooks," said Amichai Ben-David, CEO of N-trig. "With our DuoSense solution, users now have a new range of options to interact directly with their computers, enabling them to play instruments and

games, to schedule their daily calendar, or even finger-paint directly on the screen. We believe that this type of interaction will become the standard for all computers."

YouTube video demonstrates different types of multi-touch software applications:

The video demonstrates how N-trig DuoSense multi-touch solution is creating new standards and supports new applications designed to improve the human interface and give people a more user friendly experience:

About N-trig

N-trig is revolutionizing the way people interact with computers by providing the industry's first dual-mode pen and touch input device. N-trig's DuoSense technology is the only combined pen, touch, and multi-touch interface for today's advanced computing world. N-trig's DuoSense dual-mode digitizer uses both pen and zero-pressure capacitive touch to provide a true Hands-on computing ® experience for mobile computers and other digital input products over a single device. DuoSense enables greater mobility and usability in the next generation of computing devices and notebook PCs, enabling new market opportunities for OEMs and ODMs to introduce computer products which offer a more intuitive and interactive experience. N-trig's digitizers are easily integratable, support any type of LCD, and keep devices slim and light. N-trig's technology can be implemented in a broad range of products from small notebooks to large format LCDs and can support a variety of applications including mobile, notebooks, convertible and all-in-one computing, gaming, entertainment, multimedia and more. Founded in 1999, N-trig is headquartered in Kfar Saba, Israel with offices in Austin, TX and Taipei, Taiwan.

HAREL - HERTZ
Investment House Ltd.

MITSUBISHI ELECTRIC SELECTS eASIC FOR DISPLAY WALL CUBES

Nextreme NEW ASICs Enhance Video System Performance by 50%

eASIC Corporation, a provider of NEW ASIC devices, announced that Mitsubishi Electric Corporation (Kyoto Works), a leading global manufacturer of display wall systems, has selected eASIC's Nextreme NEW ASICs for its Seventy Series Display Wall Cube Systems. Mitsubishi Electric used eASIC's Nextreme devices to replace existing gate-arrays and improve the video processing system performance by 50%.

Mitsubishi Electric is one of a number of manufacturers that are aggressively looking to increase performance and functionality by replacing legacy gate arrays with eASIC's Nextreme NEW ASICs, and sustain their competitive edge in an uncertain economy. Traditional product upgrade paths for legacy gate arrays and standard cell ASICs are becoming increasingly unattractive in today's harsh economic times due to long development and manufacturing times and high risk associated with state-of-the-art ASICs. eASIC's breakthrough Nextreme NEW ASICs feature a 5-week turnaround time from tape-out to prototypes, low up-front development costs, making them a very attractive alternative to gate array and standard cell ASICs.

"We are excited to have a path to developing ASIC solutions quickly that are low in up-front development cost, quick to develop and gets us to market in rapid time to fully exploit our market opportunities." said Mr. Shigenori Shibue, Manager Development Section Image & Information Systems Department at Mitsubishi Electric Corporation, Kyoto Works. "We see eASIC's Nextreme as a platform that we can use to create new high performance product derivatives quickly to respond to changing market needs, yet still be very competitive in volume production." added Mr. Shibue.

Mitsubishi Electric's Cube® Seventy Series is the latest in a strong line of Display Wall Systems that spans over twenty product variants with up to 80" display. Cube Display Wall Systems are used by specialist system integrators for their performance, longevity, reliability and ease of

maintenance in mission-critical applications like utility control rooms, power stations, traffic control centers and crisis management suites.

"We are thrilled to be able to offer customers like Mitsubishi Electric a low risk alternative to designing ASICs," said Jasbinder Bhoot, Vice President of Worldwide Marketing at eASIC Corporation. "Helping our customers to deliver competitive solutions quickly, in turn helps their customers to loosen the grip on their purse strings. We are focusing on doing our part in helping revive our stagnant economy, one customer at a time" added Bhoot.

About eASIC

eASIC is an US-Israeli fabless semiconductor company offering breakthrough NEW ASIC devices aimed at dramatically reducing the overall cost and time-to-production of customized semiconductor devices. Low-cost, high-performance and fast-turn ASIC and System-on-Chip designs are enabled through patented technology utilizing Via-layer customizable routing. This innovative fabric allows eASIC to offer a new generation of ASICs with significantly lower up-front costs than traditional ASICs.

Privately held eASIC Corporation is headquartered in Santa Clara, California. Investors include Khosla Ventures, Kleiner Perkins Caufield and Byers (KPCB), Crescendo Ventures, Advanced Equities Incorporated and Evergreen Partners.

HAREL - HERTZ
Investment House Ltd.

Israeli soap chain expanding in Japan

Sabon Shel Paam, known abroad as 'Sabon', opens two mores stores in Tokyo, Osaka at $2 million investment

Israeli soap and skincare product company **Sabon Shel Paam (Old Fashioned Soap)** has opened two new stores in Japan at an investment of some $2 million under the brand "Sabon".

The first store is located at the **Hanshin Department Store in Osaka**, Japan's third largest city.

The second Sabon store is located at the **Lumine shopping** center in Tokyo's Shinjuku district.

The company already has three active stores in Tokyo, including one opened some four months ago at the **Roppongi Hills shopping** and entertainment center.

The chain plans to have some 40 stores up and running in Japan and throughout East Asia by 2015.

Sabon Shel Paam is a chain that offers soap and skin-care products as well as home products, and was established in 1997 by Sigal Kotler-Levi and Avi Piatok.

The chain currently has 80 branches around the world, with 30 running in Israel and 50 in the United States, Italy, Canada, Romania, Poland, Holland, Belgium and Japan.

HAREL - HERTZ
Investment House Ltd.

November - December

Statement by the Press Secretary/Director-General for Press and Public Relations, Ministry of Foreign Affairs, on the Decision of the Government of Israel Regarding the Suspension of New Construction at the Settlements

November 26, 2009

1. The Government of Japan takes the Israeli Government's decision to suspend new settlement construction for a period of ten months as a positive move in the right direction.

2. As it has reiterated, the Government of Japan considers both parties' (Israel and Palestinians) implementation of the obligations of previous agreements essential. In this regard, Japan hopes that the Government of Israel will freeze settlement activities including "natural growth" in the West Bank which includes East Jerusalem.

3. It is incumbent on both Israel and the Palestinians to make more efforts to realize the two-state solution. Japan strongly hopes that the peace negotiations will be resumed under the agreement of both parties.

HAREL - HERTZ
Investment House Ltd.

Japan To Build Solar Plant in Jericho, Palestine

The Japanese government has agreed to assist the Palestinian Authority with two solar energy projects totaling $23 million, according to the Palestinian Maan News Agency.

Part of the funds, $16.7 million, will be used to assist in alleviating the Authority's financial difficulties, with the remaining $6.3 million going to construct a photovoltaic solar energy plant in Jericho, just above the Dead Sea.

The solar power plant will be the first of it's kind in the P.A. and will supply electric power to the city's electric power grid as well as for a future industrial area to be built with Japan in the Jordan Valley, as part of a "peace and prosperity" initiative.

Until now, a great deal of the electricity used by the Palestinians has come from Israel's national power grid. By installing a solar energy plant in a city like Jericho, which is just north of the Dead Sea, and in an area of concentrated sunlight, the plant should be able to supply power to more than 20,000 residents in what is said to be the lowest permanently inhabited city on earth.

The agreement was signed between Palestinian Prime Minister Salam Fayyed, and Japan's envoy to the PA, Naofumi Hashimoto. While being the first large scale solar energy project planned for the Palestinians located in the West Bank, it could be followed by another project involving the Dead Sea, if the proposed "Red-Dead" canal project is begun, and the Palestinian Authority participates in its construction. The canal is planned to supply electricity and desalinated drinking water, a portion of which will be used by the Palestinians, as well as by Israel and Jordan.

Hopefully, these funds will be used for the good of the Palestinian people and not be squandered or siphoned away by the PA's leaders as was often the case in the past, especially when PLO leader Yassir Arafat became the PA's first Chairman in 1994, following the signing of the Oslo Accords.

During the period between 1994 and the Second Intifada in September, 2000 millions of dollars in aid from a number of countries were said to have disappeared into the personal bank accounts of Arafat and other Palestinian officials.

The agreed solar energy project will hopefully the start of a number of clean tech development projects that will help to improve the Palestinian economy as well as their quality of life.

HAREL - HERTZ
Investment House Ltd.

Israel, Japan Unite For First Time to Study Brain, Stem Cells

For the first time, top Israeli scientists will partner with Japanese scientists to conduct brain and stem cell research.

The research conducted over the next three years will be the fruit of a joint effort between Israel's Ministry of Science and Technology and Japan's Science and Technology Agency.

Israel's researchers are representatives of the Weizmann Institute, Haifa's Technion, and Tel Aviv University. Their Japanese counterparts will join them for four brain and stem cell-related research projects – two on the brain, two on stem cells – in which each country will invest $600,000.

"Israel is one of the world's leading countries in stem cell research, which is among the breakthrough fields in the medical world of today," noted Israel's Minister of Science and Technology, Rabbi Prof. Daniel Hershkowitz. "Utilizing stem cells allows us to grow new tissue in place of damaged tissue in any part of the human body, thus drastically reducing the need for organ transplants."

Rabbi Dr. Hershkowitz emphasized that cooperation with Japan will even further increase Israel's recognition as a pioneer in the field of stem cell research.

(Israelnationalnews.com)

HAREL - HERTZ
Investment House Ltd.

ADM Inc. of Japan takes-over EXPLAY from liquidator

ADM of Japan has taken over Israeli Start-up company from official liquidator

Harel-Hertz was the Investment Banker to the transaction

Explay IP has been bought byADM for an amount of $550k (according to the TheMarker Newspaper) via a bid organized by the Tel-Aviv court nominated liquidator.

ADM also committed to keep the company R&D Center in Israel and further invest in the company , the necessary amounts in order to complete the company's commercial goals

A new Japanese parent company was established for that purpose and shall be headed by ADM President's Mr. Ryo Shima.

EXPLAY LTD.founded in 2001, is a venture company that develops an ultra-compact nano-projector engine for portable devices such as cellphone, PDA and PMPs. EXPLAY''s nano-projector engine, small enough to fit in your pocket or be embedded in mobile devices. The innovative projection technology enables projecting images onto any available surface and reaps the full potential of your mobile devices. With projected displays ranging in screen size from 7" to 30", mobile content will never be the same again. EXPLAY''s has reinvented the principles of projection to overcome the light source inadequacies and image generation inefficiencies. The patent pending projection architecture is based on two "efficiency boosters" a new image generator and an innovative scalable laser light source. EXPLAY is developing a matchbox-size projection engine with target optical efficiencies nearly ten times higher than those currently available. The ultra-compact, highly efficient projection engine is targeted for portable, hand-held devices such as cellular phones, PDAs, and PMP devices. Consumer demands for large, high-resolution images, while compact enough to be portable, are increasing due in large part to the vast amount of mobile video and multimedia content available wirelessly and in the newer generation of handheld portable devices.

HAREL - HERTZ
Investment House Ltd.

About ADM

Founded in 1975 ADMINC. (simply referred to as ADM hereinafter) is a semiconductor trader that purchases and offers for sale electronic components including analog ICs, DSPs (digital signal processors) and mixed signal ICs.

Started out as a distributor of Analog Devices, Inc. selling analog ICs mainly to industrial fields and have expanded our functions to the consumer products market as in flat-panel TVs, telecommunications sector as in mobile phones and further to automobile business, which is expected to grow in the future.In addition, we have been improving the range of goods on offer of new semiconductor makers as in the sensor sector and take advantage of our know-how on analog and digital technologies built through the sale of products to strive for the provision of goods best suited to the individual customer needs and accommodating customers' production plans.

ADM emplys 88 employees (as of March 2009) and is presided by Mr. Ryo Shima. ADM is committed to becoming a "technical solution provider in signal processing" that links humans with digital devices.

Nippon Oil enters Israeli Market with ENEOS products

Fromat Ltd shall distribute Nippon Oil AUTOMOTIVE LUBRICANTS AND OIL in Israel

Mr. Simcha Reshef ,President of Fromat said that representing Eneos of the Nippon Oil Group is a giant step forwards in Fromat strategy to facilitate the best variety of lubricants and oil to the car industry and the automotive sector.

Mr Tomouki Nishifuji General Manager at Nippon Oil Europe said , during the launching ceremony, that the entry into the Israeli Market avails Nippon OIL and Eneos to serve better the leading Japanese Car Manufacturers who enjoy the lion share in the Israeli imports of cars. Motorbykes and earth moving equipments.

HAREL - HERTZ
Investment House Ltd.

Teva-Kowa To Acquire Shiga-Based Drugmaker

TOKYO (Nikkei)--Generic drug manufacturer Teva-Kowa Pharma Co. said that it will purchase a majority stake in midsize competitor Taisho Pharmaceutical Industries Ltd., possibly by year-end.

Teva-Kowa reached an agreement to buy the interest from major shareholders, including the Shiga Prefecture-based Taisho Pharmaceutical's founding family and an Osaka-based venture capital firm.

Teva-KOWA, Teva's joint venture in Japan with KOWA Co, will purchase at least 66.7 percent of Taisho's outstanding shares.

Financial terms were not disclosed, but Israeli media reported the deal was worth as much as $100 million. The transaction is expected to close by the end of 2009, Teva said.

Taisho, a privately held company with revenues of more than $130 million, manufactures and markets over 200 generic products to pharmacies, clinics, hospitals and wholesalers. It also has a manufacturing facility and research and development capabilities, Teva said.

"Taisho will bring invaluable local expertise and know-how to support our growth plan in Japan," Shlomo Yanai, Teva's president and chief executive officer, said in a statement.

Yanai said the deal will "serve as a springboard for Teva-KOWA's operations in Japan".

Teva noted that Japan is the second largest pharmaceutical market in the world, valued at $80 billion, but with a low level of generic penetration

The two drugmakers together have about 260 products, and their combined annual sales are just short of 20 billion yen. By making Taisho Pharmaceutical a subsidiary, Teva-Kowa is expected to become the fifth- or sixth-ranked domestic manufacturer of generic drugs.

Teva-Kowa is a joint venture between Kowa Co. and Israeli firm Teva Pharmaceutical Industries Ltd., the world's largest generic drug producer. Sales will begin next month, but its lineup consists of just 37 generics inherited from Kowa, and its medical representatives number just 90.

Teva-Kowa hopes to expand its offerings by handling Taisho Pharmaceutical's 220 or so drugs, including circulatory disease generics. It may eventually integrate the sales personnel of both firms, who total about 150.

By aggressively taking on cancer drugs and other products, Teva-Kowa aims to generate sales of 100 billion yen in 2015.

Teva-Kowa Pharma To Market Generic Drugs Starting In January

TOKYO (Nikkei)--Teva-Kowa Pharma Co. announced that it will begin selling a line of 37 generic drugs on Jan. 5, including a generic version of the blood pressure treatment amlodipine.

Teva-Kowa Pharma is the joint venture formed in November 2008 between midsize pharmaceutical maker Kowa Co. and Israel's Teva Pharmaceutical Industries Ltd., the world's largest generic drug manufacturer.

In preparation for marketing, Teva-Kowa has established sales offices in 13 locations nationwide and fielded an army of roughly 90 medical representatives.

The first group of generics will all be drugs inherited from Kowa, but the joint venture will also handle products sold overseas by Teva and develop some of its own generics, including off-patent hypertension drugs. By 2015, Teva-Kowa Pharma plans to have a lineup of 200 products and sales of 100 billion yen.

"We aim to have (annual) sales of 100 billion yen and a 10% share (of Japan's generics market) by 2015," Nobuyoshi Inoue, president of the joint venture, said

(The Nikkei Dec. 16 morning edition)

HAREL - HERTZ
Investment House Ltd.

Takeda Sues Teva over Generic Insomnia Medicine

Takeda Pharmaceutical Co., Asia's biggest drugmaker, sued **Teva Pharmaceutical Industries Ltd.**, alleging infringement of a U.S. patent for the insomnia treatment **Rozerem**.

Takeda, based in Osaka, Japan, and its Deerfield, Illinois- based unit asked for unspecified damages and a court injunction against infringing sales by Teva in a complaint filed today in federal court in Wilmington, Delaware.

Teva infringed the patent by seeking approval from the **U.S. Food and Drug Administration** to sell copies of the sleeping pills, Takeda's **lawyers** said in the complaint. Takeda said it is the exclusive licensee of the patent, which expires in 2017.

Teva, based in Petah Tikva, Israel, is the world's largest maker of generic drugs, with more than $11 billion in **sales** last year. Teva contends the Takeda patent is invalid because the claimed invention is obvious.

Denise Bradley, a Teva spokeswoman in North Wales, Pennsylvania, said the company had no comment on the lawsuit.

The case is Takeda Pharmaceutical Co. Ltd. v. Teva Pharmaceuticals USA Inc., 09CV841, U.S. District Court, District of Delaware (Wilmington).

HAREL - HERTZ
Investment House Ltd.

InfoGin and NexM Communications Inc. Partner to Power the NTT Resonant "goo" Portal on Mobile

The Newly Launched Service Ensures the Best Mobile Browsing Experience on any Japanese Mobile Phone

InfoGin the pioneer and market leader in providing next generation mobile browsing solutions, and its strategic partner, **NexM communications** announced the successful deployment of InfoGin's Intelligent Mobile Platform(TM) (IMP(TM)) at **NTT Resonant Inc.** InfoGin's flagship technology enables operators and content providers to retain full control over the mobile service ecosystem by expanding service offerings, increasing revenues while reducing costs, and retaining and building subscriber loyalty.

NTT Resonant operates its highly popular "goo" portal. "goo" is one of Japan's most popular Internet search engines and content portals; its features include a search engine (which is the core service), information and communication services, and personal utilities, among others.

The newly launched commercial service enables NTT Resonant mobile users in Japan to search for any mobile or Web content while enjoying a flawless browsing experience. With the implementation of InfoGin's IMP(TM) - a server-side solution that takes full advantage of the features and capabilities of every mobile device - mobile users do not encounter problems or limitations while browsing the Web.

"We are proud to partner with InfoGin to deploy the IMP(TM) at NTT Resonant, providing Web to mobile content adaptation and extending the wide range of 'goo' services to mobile. We strongly believe that 'goo' users will enjoy the true Internet experience for mobile, which is our ultimate goal," noted, **Arai Hitoshi, CEO of NexM.**

Eran Wyler, CEO & Founder of InfoGin, commented: "We are honored to be chosen to power NTT Resonant's mobile 'goo' portal services. According to recent industry reports, more than 69.2 million Japanese are accessing the Internet from their mobile devices and the value of the digital content market is projected to increase to 50 trillion yen within the next 10 years. InfoGin's

technology provides the best possible user experience when browsing the Web on mobile devices. The successful deployment with NTT Resonant in Japan is a further testimony to InfoGin's leadership and innovation in the content adaptation space across the globe."

About InfoGin

InfoGin is the pioneer and market leader in providing telco-grade mobile browsing solutions for carriers and content providers. With over nine years of research & development, InfoGin is entirely focused on delivering the real Web's richness to any mobile device while ensuring a superb browsing experience. InfoGin has played a major role in designing, shaping, and implementing the mobile vision and product offerings of some of the world's top-tier carriers, content providers and Internet players.

With today's surge of mobile data usage, carriers and content providers face three key challenges: control of operational costs, ownership of subscribers, and generation of additional revenues from value added services and advertising. InfoGin's innovative technologies address these challenges with a complete suite of solutions ranging from intelligent automatic Content and Functionality Adaptation, Browser-based, feature-rich Content Overlay toolbars, Personalization Services, Optimization and Acceleration - to Professional Editing and Development tools - enabling full control over the delivered information.

By deploying InfoGin's solutions, carriers can benefit not only from an unprecedented reduction of traffic load, but also gain new revenue streams from premium services and advertising with the advantage of being able to offer subscribers the ultimate browsing experience on any mobile device. InfoGin's platform is commercially deployed since 2002 with top-tier carriers, content providers and Internet mega players. Customers report a significant increase in mobile web use, data revenues and expanded service offerings.

InfoGin was founded in April, 2000 and is headquartered in Kfar-Saba, Israel.

About NexM Communications Inc.

NexM Communications Inc. is a subsidiary of SOFTBANK BB Corp., and provides unique mobile solutions to Japanese market in corporation with InfoGin.

Major Japanese Semiconductor Device Manufacturer Purchases Sela's New Xact TEM/STEM Sample Preparati

A major Japanese semiconductor device manufacturer has purchased and qualified Sela's new **Xact sample preparation system**. The system has been fully operational and qualified since Q2 2009, with high reliability.

The Xact system is the first **TEM/STEM sample preparation system** using Adaptive Ion Milling (AIM) technology. Exceeding traditional ion beam technologies, Sela's new AIM technology can reduce sample thickness routinely to 30 nanometers and thinner over a large area with high precision, artifact-free quality at higher throughput with precise end-point detection.

The customer reports the Xact system proved multiple advantages for TEM imaging including highest quality samples, automated operation, high throughput, ease of use, and was quick to install and qualify. These capabilities reduce TEM lab turnaround time and enhance productivity.

Commented Colin Smith, Sela CEO, "Xact is an ideal tool for dedicated TEM/STEM specimen preparation. There is an expanding need to improve the quality and robustness of TEM sample preparation. Xact specifically addresses limitations of FIB and other technologies. We are pleased this major Japanese device maker thoroughly evaluated and endorses Xact as tool of choice for TEM sample preparation."

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About Sela

Sela, Ltd. is a leading supplier of automated SEM and TEM sample preparation equipment for the semiconductor industry. Sela's new Xact system incorporates proprietary Adaptive Ion Milling to create leading edge quality samples for TEM that meet needs for industry technology roadmap for multiple generations. Sela's proprietary Microcleaving technology for SEM is unique in its ability to create precision cross-sections without water, chemical or mechanical contact, and to enable analysis of mirror images of a targeted feature. Camtek Ltd of Migdal Haemek, Israel, announced its acquisition of Sela, Ltd. on September 24, 2009.

Multicore processor co Plurality raises $12m

Plurality is one of several start-ups seeking to improve the performance of multicore processers.

Israeli multicore processor developer Plurality Inc. has raised $12 million in its second financing round at a company value of $30 million, before money. **The investors were strategic investors from Japan's electronics industry**. The company has raised $21 million to date, including $8.5 million in its first financing round from Libot Group Ltd. and private investors, including Yitzhak Tshuva, in July 2008.

At the start of the decade, multicore processors became part of people's daily lives. However, even though the technology has been mainstream for several years, there are still some shortfalls in multicore processors' operational ability. Plurality is one of several start-ups seeking to improve their performance.

Plurality was founded in 2004 on the basis of research by two of its founders, CTO Dr. Nimrod Bayer and director Dr. Ran Ginosar, on 256-core processors.
Plurality has a two-part business model. It licenses its intellectual property for use with current processors manufacturing by industry giants. It also supplies high-performance processors to the

data center market on the basis of cooperation agreements with computer and communications systems companies.
(Globes Nov 09)

LG Electronics, Samsung Electronics, Sony Pictures Entertainment and Valens Semiconductor to Launch the HDBaseT Cross-Industry Alliance

Companies Invite Key Players to Join the Newly Formed Alliance
HDBaseT™ Technology Enables the Whole-home Distribution of Uncompressed HD Multimedia Content to Address the Needs of Home Entertainment and Related Commercial Applications

LG Electronics, Samsung Electronics, Sony Pictures Entertainment and Valens Semiconductor announced that they intend to launch a cross-industry alliance to promote and standardize the HDBaseT™ technology for whole-home distribution of uncompressed HD multimedia content.

The HDBaseT Alliance will engage key players across the consumer electronics and the content industries. Working together, they will create a global standard for advanced digital media distribution. The Alliance's standardization activities will cover the entire value chain of the digital media ecosystem and the various market segments: TV sets, projectors, professional AV equipment, home theater, content providers, IT companies and more.

As the consumption of and demand for high quality HD content increases, so does the interest of the end user in extending their entertainment experience to their entire home. Consumers are looking for a way to connect TVs and other display equipment with entertainment devices, such as a Blu-ray DVD player, for in-home converged distribution of HD multimedia content. Some of the existing technologies are limited in terms of bandwidth and cannot support uncompressed video. The demand for in-home converged distribution of HD multimedia content and the lack of adequate existing technologies are driving the industry toward an HD digital connectivity

standard such as HDBaseT, which increases distance of uncompressed HD multimedia content transfer, expands distribution, simplifies installations and lowers overall system cost.
"As the demand for high-quality HD content distribution in the entire home is already huge, we are hoping that HDBaseT will play the trigger role in advancing this market, since HDBaseT enables simultaneous multi-room distribution of uncompressed HD Multimedia as well as data, control and power over a single CAT5e cable," said ByungJin Kim, research fellow, LG Electronics.

“HDBaseT is an advanced solution for securely delivering high definition video content within the home network,” said Mitch Singer, CTO, Sony Pictures Entertainment.

“We firmly believe that in today’s industry a standard must have broad consensus and support from the major players in the industry. For this purpose, we are actively working with such leading companies across the value chain to assure broad support and active participation in the newly formed HDBaseT Alliance,” said Dror Jerushalmi, CEO, Valens Semiconductor.

Key players in the consumer electronics industry have been introduced to HDBaseT technology and it is expected that other global market leaders will join the HDBaseT Alliance and together work to finalize the standard.

The four founding companies say that the Alliance is expected to release new details about more global leaders joining the Alliance in the upcoming weeks. The HDBaseT Alliance plans to attend the 2010 International Consumer Electronics Show held January 7-10 in Las Vegas, Nevada.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of USD44.7 billion, LG is comprised of five business units –- Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is the world’s leading producer of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines.

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About Samsung Electronics Co., Ltd

Samsung Electronics Co., Ltd. (KSE: 005930.KS and LSE/GDR: SMSN) is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US$96 billion. Employing approximately 164,600 people in 179 offices across 61 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs.

About Sony Pictures Entertainment Inc.,

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation (NYSE: SNE). SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution, operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in more than 130 countries..

About Valens Semiconductor

Valens Semiconductor, a fabless semiconductor company, is the company who invented the HDBaseT technology. Founded in 2006, Valens is a privately held company with financial backing from leading Israel-based venture capital firms Genesis Partners and Magma Venture Partners. The company has offices in Israel, Japan and Washington State, USA and representatives in Taiwan, China and Kor

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Zoran Powers JVC's New HD Media Player for HD Camcorders

VaddisHD™ Processor Delivers High Definition Video Pipeline Enabling Multi-Standard Decoding

Zoran Corporation (NASDAQ: ZRAN) announced that its VaddisHD™ processor enables playback of high definition video in JVC's new HD Media player models CU-VS100 shipping to retail this month in the U.S., Europe and Asia.
JVC's new HD media player enables consumers to play their HD camcorder (AVCHD) content on any television set.

"We chose to work with Zoran because of its long-term leadership position in the DVD market and its recent innovative technology contributions to the growing HDTV market. We wanted JVC's new HD media players to deliver state-of-the-art high definition video to consumers at affordable price points and we are pleased that they are now shipping to market with all these capabilities. We look forward to working with Zoran to continue to deliver new products to the growing HD camcorder (AVCHD) market segment," said Mr. Tsuzuki, General Manager at JVC's Products Planning department, Digital Imaging division.

"Zoran's VaddisHD™ high definition multimedia processor is optimized for supporting an advanced HD playback experience for consumers. We expect that the performance it delivers in JVC's new HD media player will be very satisfying for all the consumers reached through JVC's long-established sales channels," said Anthony Simon, vice president marketing, Zoran Corporation's Home Entertainment division.
With an integrated dual processor and Audio DSP, Zoran's VaddisHD™ processor enables the most advanced applications through its multi-standard decoding for high definition video. The VaddisHD™ family of solutions also incorporates Zoran's latest HDXtreme® video processing and scaling technology delivering best-picture quality to many major brand television models.

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About JVC

JVC (Victor Company of Japan, Limited) is a worldwide leader in the development and manufacture of sophisticated audio and video hardware and technologies, including camcorders, high-definition projectors and other advanced electronics for consumers and professionals. JVC also produces and distributes music, movies and other entertainment products. Headquartered in Yokohama, JVC was founded in 1927.

About Zoran Corporation

Zoran Corporation, based in Sunnyvale, California, is a leading provider of digital solutions in 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, DVD, digital camera, multimedia mobile phone, 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, England, France, India, Israel, Japan, Korea, Sweden and Taiwan.