



BIRD Israel-U.S. Binational Industrial Research and Development Foundation

BIRD Foundation to Invest \$13 Million in 15 Advanced, Development Projects in Telecommunications, Life Sciences, HLS and Environment Protection

Dr. Eitan Yudilevich, BIRD's Executive Director: "By examining this impressive list of projects, one can get a sense of new market and technology trends."

Washington, D.C., June 20, 2007- At its Board of Governors meeting held today in Washington, D.C., the BIRD (Israel-U.S. Binational Industrial Research and Development) Foundation approved investments totaling approximately \$13 million, in 15 new, joint U.S.-Israeli projects with a combined budget of more than \$36 million.

BIRD, the Israel-U.S. Binational Industrial R&D Foundation, has supported U.S. - Israeli innovation and business partnerships for 30 years. It has invested in more than 740 projects that have yielded direct and indirect revenues of roughly \$8 billion.

On June 19, BIRD celebrated its 30th anniversary during a stimulating and successful Seminar held at the National Academy of Sciences Building in Washington, D.C. The event, "**The Future of Technology Cooperation: A U.S.-Israel Perspective,**" was organized in cooperation with The National Institute of Standards and Technology, The National Academy of Sciences, Israel's Office of the Chief Scientist, and the Embassy of Israel during an all-day event.

The 30th anniversary celebration provided a unique opportunity to hear senior government and industry leaders from Israel and the U.S. discuss successful technology cooperation. Keynote speakers included **Dr. Mark M. Little**, Senior Vice President and Director, GE Global Research and **Dr. Vinton G. Cerf**, Vice President and Chief Internet Evangelist, Google. Successful BIRD case studies were also presented.

Dr. Mark M. Little, who leads GE Global Research, discussed global trends and challenges, due to growing population and life expectancy, that will demand more electricity, clean water and access to quality and affordable healthcare. He also mentioned growing security concerns and the need to protect the environment, saying that our actions today drive our future. "Eco-magination is a big thing at GE," said Little, "GE has some 45 ecologically oriented products and counting. They include a cleaner coal burner, a hybrid locomotive train, and more than \$5 billion GE has already spent on getting energy from wind".

Dr. Vinton Cerf, Google's "Chief Internet Evangelist," closed the program. He said that in 1997 there were 50 million Internet users and today, there are 1.1 billion of them. "Even so", Cerf said, "that number represents barely 17% of the entire world, leaving plenty of opportunities for innovation and more Internet penetration, especially in the underdeveloped parts of the world." Dr. Cerf's striking talk included a summary of "Unsustainable and Sustainable Trends". Among the unsustainable trends he mentioned



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increasing carbon emissions and the percentage of the world population that lives in poverty. The sustainable trends include increasing computing power, network capacity, storage capacity and increasing lifetime and productivity.

Investments in projects that were approved by the BIRD Foundation reflect these global needs and trends, and cover areas such as Telecommunication and Life Sciences/Medical Devices, as well as emerging areas, such as environmental protection and nanotechnology for water treatment.

Participating Israeli companies include promising young firms such as AeroScout, ColorChip and AgentVi, as well as more mature Israeli companies, such as BigBand and Opgal. Many of the American corporations are mid-size entities that have less than \$100 million in revenues and fewer than 500 employees. Larger corporations engaged in the projects funded by BIRD this time include B. Braun Medical and Donaldson Company. The latter deals with innovative nanotechnology solutions for life sciences and water treatment.

Dr. Yudilevich emphasized that BIRD is proactively looking for quality cooperation projects in the broad area of sustainable development, which includes renewable energy, water treatment and environmental protection.

Israeli Company	U.S. Company	Project	Area
AeroScout	Time Domain Corporation	UWB-WiFi solution for buildings, factories, hospitals and other applications פתרון משולב WiFi-UWB לבתי חולים, מפעלים ועוד	Communications/ Real Time Location
AgentVI	Vicon	Complete video security for primary and secondary schools. מערכת אבטחה חכמה לבתי ספר	Homeland Security
Aran Research Development & Prototypes	Edwards Life Sciences	Device for acute reduction of pulmonary pressures התקן למניעת בצקת ריאות בחולי לב	Life Sciences/ Medical Devices
BigBand Networks	Camiant	Switched Digital Video capability for increased content delivery, including HDTV יכולת מיתוג של וידאו דיגיטלי לנפח תוכן מוגבר, כולל HDTV	Communications/ Entertainment
Biotechnology General	Sirogenesis	Prevention of chronic respiratory morbidity in premature infants with respiratory distress syndrome תכשיר לטיפול בפגים הסובלים מתעוקה נשימתית	Life Sciences/ BioTechnology

Color-Chip	Molex - Fiber Optics Division	Plugable Transceiver for Telecom and Datacom applications חיבור מתקדם לסיבים אופטיים עבור יישומי טלפוניה ונתונים	Communications/ Fiber Optics
Evogene	OrFuel	Improved oil yielding plant varieties for the production of Biodiesel in non arable lands	Renewable Energy/ Biotechnology
Medical Spectroscopy	Applied Analytics	Intravascular continuous Glucose and Lactate monitoring system מערכת זמן-אמת לניטור מרכיבים חיוניים בדם	Life Sciences/ Medical Devices
OMAT	Cincinnati Machine	Dynamic Preventive Maintenance (DPM) for Machine Tools מערכת התראה ומניעת נזקים במכונות-כלים ובמרכזי עיבוד שבבי.	Electronics/ Manufacturing
Opgal	E.D. Bullard	Gas leak management solutions for the reduction of environmental and safety hazards פתרון לניטור דליפות גז לצמצום נזקים סביבתיים ולהגברת הבטיחות	Electro-optics/ Environmental Protection
R&D Supports	VBDC - Virginia BioSciences Development Center	Flexible and friendly brace for wrist fractures סד לטיפול בשברים במפרק היד	Life Sciences/ Medical Devices
SoftExpress	Fulcrum IT Services	Live broadcast of video to mobile device or PC through 3G cellular שידור חי של ווידאו בין מכשירים סלולאריים ומחשבים אישיים	Communications/ Mobile Applications
UC Care	Apical Instrument	Accurate treatment of prostate cancer מכשיר משולב לאבחנה ולטיפול ממוקד בסרטן הערמונית	Life Sciences/ Medical Devices
Vascular Technologies	B.Braun Medical	Vein Entry Indicator Device התקן זעיר המאפשר החדרה מדויקת של מחטים לכלי הדם	Life Sciences/ Medical Devices
Zephyr ProteomiX	Donaldson Company	Nanocomposites for ethanol production, water waste treatment and other applications מערך ננומטרי של מולקולות עבור ייצור אתנול, טיפול בשפכים ושימושים אחרים	Biotechnology/ Nanotechnology