

Innovative “Smart City” Technologies Presented by Market Leaders at a Silicon Valley Event

Event Organized by the BIRD Foundation, Israel Economic Mission to the West Coast and Silicom Ventures, Hosting Cisco, IBM, GreenRoad, Panoramic Power, AeroScout and NICE Systems

Santa Clara, CA (December 14, 2010) - The Israel-U.S. Binational Industrial R&D Foundation (BIRD) in cooperation with the Israel Economic Mission to the West Coast and Silicom Ventures organized an event showcasing innovative technologies and initiatives related to the evolving Smart City space. The event, which took place on November 9, 2010 in Mountain View, CA, was titled “Smart Cities-A World in Transition” and focused on international business opportunities in Public Safety, Transportation, Water and Energy related to Smart Cities.

“With over 50% of the world population now residing in urban areas, leading cities are utilizing information and communication technologies to overcome challenges posed by rapid urbanization”, said Ms. Michal Miasnik, West Coast Representative of the BIRD Foundation. “BIRD views the Smart City sector as strategic and looks forward to supporting and investing in projects that promote innovative technological solutions in this area.”

Ms. Elizabeth Zornes, Senior Director Smart+Connected Communities at Cisco stated: "Cisco's vision for Smart+Connected Communities is to transform physical communities into connected communities that run on networked information to help drive broad economic, social and environmental sustainability. The creation of Smart+Connected Communities will be an important societal transformation over the next 10 years; with governments and communities around the world creating new possibilities for the way their populations, live, work, play and learn. Cisco is already collaborating on Smart+Connected Communities in countries such as the USA, Canada, South Korea, India, Portugal, Russia and Vietnam."

Ms. Sigal Admony-Ravid, the Israeli Consul for Economic Affairs elaborated, "As the urban population is growing, cities around the world are striving to be more efficient, sustainable and equitable. Whether it is energy, transportation, security or education – the name of the game is advanced IT solutions. The technologies that Israeli companies provide play an important role in this transformation. The Israel Economic Mission encourages this forward looking discussion and the vast cooperation opportunities that it carries.”

According to Mr. Yuval Bar-Gil, CEO of AeroScout, “Whether looking to improve public services, transportation, education or healthcare, Real-Time Location Systems are key to enhancing Smart City initiatives. AeroScout’s Unified Asset Visibility solutions are suitable for all types of city environments, both indoor and outdoor, and include numerous applications that are beneficial to Smart Cities such as tracking vehicles, staff and public safety assets.”

Mr. Eric Weiss, Senior Vice President, Worldwide Marketing at GreenRoad explained “GreenRoad takes a unique approach to overcoming the challenges rapid urbanization poses to infrastructure, focusing its efforts on the user of the transportation infrastructure -- the driver. GreenRoad’s proprietary technology-based service, GreenRoad 360™, provides drivers and fleet managers with real-time, comprehensive feedback, online reporting, analysis and coaching on their abilities, maneuvers and patterns. GreenRoad 360 positively impacts both conscious and unconscious driving behaviors –the key to creating more fuel-efficient and safer drivers. As a result, GreenRoad helps address key problems faced by cities across the world, including pollution, traffic congestion and vehicle crashes.”

Mr. Garrett Rowe, Managing Consultant, IBM Global Business Services Unit shared with the audience: “To compete in this new economic environment, cities will need to better apply advanced information technology, analytics and systems thinking to develop a more citizen-centric approach to services. By doing so, they can better attract, create, enable and retain their citizens’ skills, knowledge and creativity.”

About the BIRD Foundation

The BIRD (**B**inational **I**ndustrial **R**esearch and **D**evelopment) Foundation works to encourage cooperation between Israeli and American companies in the various areas of technology, and provides free assistance in locating strategic partners from both countries for developing joint products. During its 33 years, the BIRD Foundation has invested in more than 800 projects, which have yielded direct and indirect revenues of about \$8 billion.

The BIRD Foundation supports projects without receiving any rights in the participating companies or in the project itself. The financial assistance is repaid as royalties from sales.

The Foundation provides support of up to 50% of a project’s budget, beginning with R&D and ending with the initial stages of sales and marketing. The Foundation shares the risk and does not demand that the investment be repaid if the project fails to reach the sales stage.

The BIRD Foundation works in full cooperation with the Chief Scientist’s Office at the Ministry of Trade, Industry and Labor in Israel, and with the U.S. Commerce Department’s National Institute of Standards and Technology (NIST).