



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

BIRD Celebrates 30 Years of Successful High-Tech Innovation

Foundation funds high-tech joint ventures between U.S. and Israeli companies

Tel Aviv, Israel (May 24, 2007) – BIRD, the Israel-U.S. Binational Industrial R&D Foundation, has supported U.S./Israeli innovation and business partnerships for 30 years.

On June 19, BIRD will celebrate its anniversary 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 Future of Technology Cooperation: A U.S.-Israel Perspective," at the National Academy of Sciences Building in Washington, D.C.

This is a unique opportunity to hear senior government and industry leaders from Israel and the U.S. discuss successful technology cooperation, and to that end four BIRD case studies will be discussed. The companies and projects include:

- GE/DxRay, which are developing "two color" CT (Computed Tomography) capability;
- Opgal/Kollsman, a cooperation that led to the revolutionary EVS system, which greatly assists in the landing of business jets on low-visibility runways;
- CByond-ACMI (now called Gyrus ACMI), two firms that developed a compact endoscope with an integral miniature camera and internal LED illumination; and
- RaySat/iDirect, which developed a satellite antenna for in-vehicle entertainment.

The program will also include the following speakers & guests:

- John Negroponte, Deputy Secretary of State, U.S. Department of State
- Sallai Meridor, Israeli Ambassador to the U.S., Embassy of Israel
- Robert Cresanti, Under Secretary of Commerce for Technology, U.S. Department of Commerce
- Dr. Eli Opper, Chief Scientist, Israel's Ministry of Industry, Trade and Labor
- Dr. Orna Berry, Chairperson, Israel Venture Association
- Yoel Gat, Chairman and CEO, RaySat™

Keynote speakers include **Dr. Mark M. Little**, Senior Vice President and Director, GE Global Research and **Dr. Vinton G. Cerf**, Vice President and Chief Internet Evangelist, Google.

In addition, **Alexander "Andy" Karsner**, the Assistant Secretary for Energy Efficiency and Renewable Energy (EERE), recently confirmed his participation in this topical event. **Karsner** manages the Department of Energy's (DOE) \$1.47 billion applied science, research, development, and deployment portfolio, which promotes marketplace integration of renewable and environmentally sound energy technologies.

For more information, in the United States please contact Limor Nakar-Vincent at limorn@birdf.com, 312-923-1095;

About the BIRD Foundation

The BIRD (Binational Industrial Research and Development) 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 30 years, the BIRD Foundation has invested in more than 740 projects that have yielded direct and indirect revenues of roughly \$8 billion. The BIRD Foundation supports projects without receiving any rights in the participating companies or in the projects themselves. Any financial assistance is repaid as royalties from sales. The Foundation provides support of up to 50 percent 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 Employment in Israel, and with the U.S. Commerce Department's National Institute of Standards and Technology (NIST).