



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

## **BIRD Foundation's Innovative Projects Thrive in D.C.**

*Local firms' case studies will be discussed at 30<sup>th</sup> Anniversary Celebration on June 19*

Tel Aviv, Israel (June 7, 2007) – BIRD, the Israel-U.S. Binational Industrial R&D Foundation, has supported U.S./Israeli innovation and business partnerships for 30 years. Its projects are comprehensive in scope, and include successful and forward-looking collaborations in the D.C. and Northern Virginia technology corridor.

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 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. BIRD shares the risk and does not demand repayment if the project fails to reach the sales stage.

On June 19, BIRD will celebrate its anniversary 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 the future of innovation.

BIRD is highly involved in fostering projects in the homeland security area. In 2005, BIRD approved a development project for **MATE (Media Access Technologies)**, an Israeli company with a marketing office in McLean, Va., and **American Dynamics**, to create an innovative and intelligent video-analysis DVR for the homeland security market.

After a year of joint research, the two companies unveiled Behavior Watch Snap-In™, an Active X control that seamlessly integrates Behavior Watch video analytics with the Intellex Network Client GUI (Graphic User Interface). The ingenuity of this project is to provide the end user with a complete solution to detect a variety of behaviors, as well as to record and manage the video in a single-seat operation. This high-level integration reduces training, response time and equipment costs while preserving unparalleled ease of use.

Another local BIRD project concerns itself with the critical need to provide communications-on-the-move for military and government, which, until recently, had to rely on products that were clumsy, very expensive and rare.

**RaySat**, an Israeli company with offices in Vienna, Va., together with **iDirect Technologies** in Herndon, Va., jointly developed a system that is smaller and much more affordable. It is based on an antenna called StealthRay, which can track a satellite from a speeding vehicle while providing a reliable high-speed connection for data, voice and video information. RaySat has sold such antennas to many countries, including government organizations in the U.S., and the product is currently going through stringent testing by other entities.

A lucrative project, partially funded by the BIRD Foundation, involves **Kamada**, a leading Israeli a biopharmaceutical company, and **American Red Cross**, based in D.C., which jointly developed the Alpha 1 Antitrypsin (AAT) for the treatment of different respiratory conditions.

AAT by IV is already marketed in several countries and is currently in Phase III of its clinical trials in the U.S. It is used as a replacement therapy for genetically deficient patients suffering from emphysema. Kamada's device is the only ready-to-use AAT product that does not require reconstitution with water before infusion, and it does not include any stabilizers or other added substances.

In addition to discussing innovative projects, the event on June 19 is packed with top-notch speakers and industry experts. 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.

The program also includes 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
- Alexander "Andy" Karsner, the Assistant Secretary for Energy Efficiency and Renewable Energy (EERE),
- Dr. Orna Berry, Chairperson, Israel Venture Association
- Yoel Gat, Chairman and CEO, RaySat™

For more information, in the United States please contact Limor Nakar-Vincent at [limorn@birdf.com](mailto:limorn@birdf.com), 312-923-1095.

**Complimentary registration can be done through the web site: [www.birdf.com](http://www.birdf.com)**

### **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.

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).