

# BIRD Foundation Newsletter

## November 2012



**Dr. Eitan Yudilevich**  
**Executive Director**

### November 2012

Superstorm Sandy has just reminded us again how powerful and destructive mother-nature can be. As I write these words, people on the East Coast are still suffering the results of the storm. Our hearts are with them.

A strong feeling of impotence is accompanied by the realization that a well organized human society can significantly reduce the loss of human life and material damages. Much more enraging are those damages caused by humans against other humans. However, sometimes it seems that these are as inevitable as hurricanes and earthquakes. Societies must learn to protect themselves against disasters from both natural and human sources. Modern societies have learned that advanced technology can be a game-changer in this respect.

The new Homeland Security (HLS) initiative, launched by BIRD some months ago, is dedicated exactly to these types of technologies. The Ministry of Public Security (MOPS) in Israel and the Department of Homeland Security (DHS) in the U.S. composed a joint list of Science and Technology (S&T) Priority Topics, which we have been distributing since the end of June 2012. The letter accompanying the document states: "We hope that this will lead to new projects that advance the mutual interest of both our Nations and provide us with tangible results and innovative solutions for security needs." The MOPS-DHS S&T Priority Topics can be found on BIRD's website ([www.birdf.com](http://www.birdf.com)).

The list includes four categories: (1) First Responders; (2) Disaster Management; (3) Cyber Security; (4) Explosives Detection. In each category there are several specific topics, totaling 24 topics in all.

This HLS initiative is also strongly connected to the increasing emphasis on Cyber Security, both in Israel and in the U.S. In this regard, we have shared our efforts with the newly formed National Cyber Bureau in Israel and with NIST's National Cybersecurity Center of Excellence. Also, BIRD is leading the Smart Grid Cyber Security panel at the upcoming Eilat-Eilat Renewable Energy Conference.

Companies are welcome to submit proposals to our next cycle (see details below in this newsletter). One can expect that the recent events and subsequent lessons-learned will further accelerate the adoption of advanced systems, as described in the MOPS-DHS S&T Priority Topics document.

Eitan Yudilevich, Ph.D.  
Executive Director

## Latest Investments

### **BIRD - Israel- U.S. Binational Industrial R&D Foundation to invest \$7.15 million in eight new projects**

July 2, 2012

The approved projects involve innovations in the areas of medical devices, food technologies, digital media, homeland security and energy.

## Spotlight on BIRD Projects



**Presstek, Inc.**, a leading supplier of digital offset printing solutions to the printing and communications industries, demonstrated at Drupa 2012 (Dusseldorf) the Presstek Virtuoso Print Quality System on the Presstek 75DI digital offset press. The Presstek Virtuoso was developed with VCortex Ltd. (Israel) in a joint project supported by the BIRD Foundation, and it inspects each sheet in real time, preventing inadvertent delivery of defective sheets to the customer. Continuous and automated inspection saves time and money while producing a higher quality more stable print run. Virtuoso helps ensure that a bad press sheet never leaves the pressroom.

### **DSIT and US Seismic Collaborate to Win \$900,000 BIRD Development Grant**

July 22, 2012

DSIT Solutions Ltd. and US Seismic Systems Inc. were awarded a \$900,000 grant from the BIRD Israel-U.S. Binational Industrial Research and Development Foundation. The grant is being awarded for the joint development of the next generation integrated passive/active threat detection system for underwater site protection. The BIRD Foundation provides funding money for projects involving joint innovation and development between American and Israeli companies.

## BIRD Events and Updates

### **DOE Visit to Israeli Companies**

October 17, 2012



Left to Right: Gil Shamaï, Pentalum, Rob Sandoli, DOE, Dan Birns, DOE, Sagie Tsadka, Pentalum

Representatives of the Department of Energy (DOE) who came to Israel to attend BIRD Energy Executive Committee meeting, visited several of the Israeli companies who received grants from BIRD Energy. Among the companies they visited was **Pentalum Technologies**, who together with 3Tier (Seattle, WA), have been granted up to \$800,000 under the 2011 Binational Industrial Research and Development (BIRD) Energy program to develop and test an advanced commercial LIDAR-based system for wind sensing that is optimized for forecasting of wind and wind power in wind farms.

## BIRD Energy Reception

October 16, 2012

Following BIRD Energy Executive Committee Meeting, a reception was held at the Menachem Begin Heritage Center in Jerusalem to honor the DOE delegation and the U.S. Israel Energy cooperation.



**Left:** Mr. Rob Sandoli, Director, International Program, Office of Energy Efficiency & Renewable Energy, DOE  
**Right:** Dr. Eitan Yudilevich, Executive Director, BIRD Foundation



**Left:** Dr. Shlomo Wald, Chief Scientist, Ministry of Energy & Water Resources  
**Right:** Mr. Yoram Shkedi, VP Operations, Virdia



## Seminar: Accelerating U.S. - Israel Neuroscience & Neurotechnology Collaborations

September 12, 2012 Washington D.C.

On September 12, 2012, the BIRD Foundation together with the U.S.- Israel Binational Science Foundation (BSF) and the U.S.- Israel Science and Technology Foundation (USISTF) hosted a conference titled: "Accelerating US-Israel Neuroscience & Neurotechnology Collaborations."

Sessions focused on: Memory and Brain Training, Brain Computing and Brain Machine Interface, Trauma and Stroke, Post Traumatic Stress & Recovery, Brain Cancer and Neurodegenerative Diseases.

The objectives of this conference were to showcase the potential and current collaborations between the United States and Israel in Neuroscience and Neurotechnology in both the academic and industrial sectors and to foster future cooperation. The conference was a great success with 200 people in attendance throughout the day and about 180 watching on-line.



**Left to Right:**

**Dr. Yair Rotstein**, U.S. - Israel Binational Science Foundation (BSF); **Dr. Eitan Yudilevich**, Israel- U.S. Binational Industrial R&D Foundation (BIRD); **Mr. Zack Lynch**, Executive Director, Neurotechnology Industry Organization (NIO); **Ms. Limor Nakar-Vincent**, BIRD Foundation; **Ms. Ann Liebschutz**, U.S.-Israel Science and Technology Foundation (USISTF)

The conference took place at the National Academies of Sciences Building in Washington, D.C. followed by a cocktail reception at the Israeli Embassy.



**Left to Right:** Dr. Eitan Yudilevich, Dr. Baruch Binah, Ms. Debbie Bauchwald, Congressman Chaka Fattah



## Cyber Defense Symposium

June 4, 2012, Santa Clara, CA

As part of our efforts to promote collaboration between U.S. and Israeli companies in the Security space, The Israel-U.S. Binational Industrial R&D Foundation (BIRD) in cooperation with the Israeli Economic Mission to the West Coast, Silicom Ventures, Bank Leumi and IVN, organized an event showcasing innovative technologies related to Cyber Security and Cloud Security.

Keynote speakers included the following government officials and industry leaders:

- Pat Calhoun, SVP/GM Network Security, McAfee
- Keith Tresh, Chief Information Security Officer, State of California
- Hadi Nahari, Chief Security Architect, NVIDIA
- Nir Zuk, Founder & CTO, Palo Alto Networks

During the event six companies from the U.S. and Israel provided corporate overviews.

Presenting companies included OneID, SkyBox Security, Dome9, WatchDox, OPSWAT and Endace.

## BIRD Foundation Promotes Homeland Security Cooperation



## An Opportunity to Submit U.S.- Israel Joint Homeland Security Proposals to the BIRD Foundation

The Ministry of Public Security (MOPS) in Israel and the Department of Homeland Security (DHS) in the U.S. composed a joint list of Science and Technology (S&T) Priority Topics.  
The list includes four categories:

- (1) First Responders
- (2) Disaster Management
- (3) Cyber Security
- (4) Explosives Detection

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## BIRD Upcoming Events

### **BIRD Board of Governors Meeting**

[December 19, 2012 – Tel-Aviv](#)

Approval of funding for new projects between Israeli and U.S. companies

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### **5th International Renewable Energy Conference & Exhibition which will take place in Eilat, Israel**

[November 27-29, 2012](#)

BIRD Foundation is organizing a session at the Eilat-Eilat Renewable Energy Conference in the topic of Smart Grid Cyber Security on Wednesday, November 28, 2012, at 10:40 am - 11:40 am.

Smart Grid Cyber Security is a critical concern for utilities, suppliers, customers and governments all around the world. The Smart Grid Cyber Security panel discussion at the Eilat-Eilat Energy Conference 2012 will address the following questions:

- What are the threats facing Smart Grid Cyber Security and what should we be concerned about?
- What are the current weak points in the Smart Grid's security and what is the plan to address them?
- What are the key technology enablers and advances being developed for Smart Grid Cyber Security and who are the Israeli companies involved in this market?
- How will the future look like, and what Israel should do to prepare against future threats.

The panel will be moderated by Dr. Eitan Yudilevich, Executive Director of the BIRD Foundation and will include the following speakers:

- Mr. Ilan Barda, CEO, RADiFlow
- Mr. David Hamilton, Director, Clean Energy Business Incubator Program (CEBIP)
- Mr. Boaz Landsberger, Israel Electric Industry
- Mr. Nimrod Luria, CTO, Foresight

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### **Personalized Medicine World Conference- January 28-29, 2013 in Silicon Valley**

The 5th Annual Personalized Medicine World Conference on January 28-29 in Silicon Valley provides an opportunity to learn from and engage in dialogue to further the field of personalized medicine. PMWC 2013 will bring together CEOs, entrepreneurs, researchers, clinicians, regulators and payers to present the latest progress and next challenges for the implementation of personalized medicine within a framework to address the coverage barriers. Featuring the premier leaders in the field, the Conference offers an opportunity to share best practices and build on lessons learned.

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## Submission Dates

The BIRD Foundation's Board of Governors (BOG) meets twice a year.  
June and December, in the U.S. and in Israel respectively.

The following are the deadlines for submission:

Executive Summary: **March 10, 2013**

Final Proposal: **April 10, 2013**

Decisions: **June 2013**

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## BIRD on Facebook



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**Binational Industrial R&D**



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