



Ministry of Industry,
Trade & Labor



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סחר חוץ | ADMINISTRATION



The Israel Export &
International Cooperation Institute



Business Support on Your Doorstep

ISRAEL

Inspired by *innovation*

at IBC Exhibition, Amsterdam

RAI Exhibition and Congress Center

Israel Pavilion • Hall 5 • Stand B09

September 10-14, 2010



Come see tomorrow's digital world today



Actus' mission is to allow you to Monitor, Enrich and Repurpose broadcasts from any point in the world. Our products answer media companies' requirements to access and archive multiple distributed channels, analyze ratings, and automatically track and repurpose content.



ADI develops innovative and groundbreaking products for the digital video industry.

ADI's IRDS, Multiplexers, Decryptors and Transcoders for DVB systems are installed in broadcasting centers worldwide.

Receives multiple TSs from any infrastructure, and supports all front-ends: cable, satellite, IP and ASI.



Bluebird TV designs, builds and supports innovative video delivery networks covering production through consumption across TV, Web and mobile, as well as broadcast studios and post-production facilities. Bluebird TV is a certified video partner of Cisco Systems, Inc.



Broadtec's MYTV integrated broadcast management system incorporates sophisticated play list scheduling, planning, logistics, rights management, commercials, media production and inventory. Broadtec's MYTV is the all-inclusive software that reduces play list production time by half, and significantly improves the efficiency of content's commercials and play list management.



Celeno is a leading vendor of standards-based Wi-Fi silicon solutions capable of distributing multiple HD video streams to standard set-top boxes, smartbooks, tablets, television sets and other Wi-Fi enabled consumer devices, with full home coverage and carrier grade robustness.



Channelot is a leading provider of mobile TV and digital TV integrated transmitter and repeater stations. Our products are full and feature-rich implementations of the low- and medium-power TV transmission site in a fully integrated single package.



The **Discretix** Downloadable Secure Player eliminates service providers' dependency on pre-installed applications, accelerating the deployment of new premium content services. Suitable for all connected devices and operating systems, the secure player is approved by content owners. Discretix content protection solutions are trusted by some of the world's largest semiconductor and device manufacturers.



Idioma Ltd. is the provider of LiveSearchTV, an on-screen live Linear TV search service for home viewers. Idioma is a leading broadcast monitoring company that has been providing solutions to customers like Nielsen, GFK and TNS since 2001.



justAd.TV is a startup enabling cable, IPTV and satellite providers to exploit the power of Internet advertising for non-linear TV experiences. Our easily deployable solutions and patent-pending technology fits into existing TV provider networks, involves minimal costs, and provides quick ROI.



Kaltura provides the world's first Open Source Online Video Platform. Over 60,000 publishers use Kaltura's flexible platform to enhance their websites with advanced video functionalities, including publishing, management, syndication, monetization and analysis, as well as content uploading and remixing.



Orca Interactive is a leading provider of IPTV middleware and content discovery solutions that power next-generation TV. Established in 1996, Orca Interactive is based in Ra'anana, Israel, and is a subsidiary of Viaccess, a wholly-owned unit of France Telecom SA.



PeerTV's solution enables content providers, ISPs and operators to deliver OTT (Over-the-Top) TV services, including live channels and VOD, and free public content over the open Internet. The PeerTV solution combines the Peerstation Internet-based set-top boxes and MX 3.0 middleware, which integrate easily with leading complementary components such as CDN (content delivery networks) and DRM.



Delivering next-generation gaming straight to your TV without a console, **Playcast** provides a Games-on-Demand service for cable and IPTV operators. Its system streams AAA game titles as standard MPEG stream to set-top boxes.



Pontis is the creator of the Marketing Delivery Platform (MDP™), the first real-time contextual Marketing & Selling solution for core mobile and TV services. The solution automates marketing processes, defining objectives and planning the customer dialogue, up to the execution of the sales transaction. Pontis enables operators to package and offer individual customers a personalized product and price based on their attributes, historical and real-time behavior, and responsiveness to offers.



Racana offers an easy and efficient solution for every stage of the digital content lifecycle. The fully hosted, web-based SaaS solution facilitates the cooperation among service providers, distributors, rights holders, publishers, content owners and aggregators, to digitize, manage, control, deliver, and monitor digital assets across all distribution platforms and devices.



Screenpeaks provides public and international broadcasters, such as Voice of America and Radio Netherlands World Service, with Visual Radio channels on digital TV platforms. Screenpeaks Visual Radio automatically converts metadata as well as RSS/ Twitter feeds into visual content displayed on TV.



SeamBI offers content owners the ability to generate incremental revenue by digitally inserting Dynamic Product Placements into video content. Once a Dynamic Product Placement avail is created, content owners can seamlessly interchange sponsors throughout the lifecycle of the production.



TangoTec is a system vendor of next generation networking solutions for IP-based entertainment distribution over any existing infrastructure (coax/powerline/phone-line/cat5/6/ wireless) for residential, commercial and enterprise applications. TangoTec solutions provide up to 1Gbps of IP-based "any media" connectivity for Triple Play services (IPTV/HDTV, VoIP, Internet, etc.), without the need to install new cables.



Tvinci provides an Over-the-Top video platform that enables the management of content, enhancement of user experience and monetization through subscriptions, Pay-per-View and ads. It enables content owners and operators to generate revenues online from premium content displayed across connected devices.



WaveBreak products are targeted to deal with the interface between the viewer and the TV by creating a personalized viewing experience, enabling pinpoint, passive gesture control of the TV, and facial recognition in all living room conditions. The company's unique and state-of-the-art accurate technology was developed especially for the TV market. WaveBreak was established in 2007.

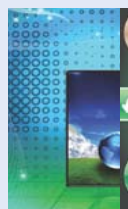
Israel: Vital Player in a Digital World

Israel has more than 700 new media companies whose offerings span the range of new media possibilities. They are active in Internet applications and services, e-commerce and marketing, online advertising, entertainment and video, search and social networks.

They are also dynamic players in broadcast, digital and cable TV, IPTV and satellite services, strong in content creation, delivery and management, and have a potent presence in gaming. Revenue statistics for the group are impressive: Nearly \$2 billion in 2008 derived from a mix of direct exports and value-added sales recorded abroad.



The sector has developed rapidly over the past few years. While some companies, such as Adsmarket, Answers.com, BigBand, ICQ, Incredimail, NDS, Orca, Optibase, Pilat Media, Sintec Media, SpeedBit and Waves are large, most are smaller, with more than 400 classified as start-ups. They are characterized by innovation and entrepreneurship, with low production costs aiding competitiveness, and a willingness to adapt solutions to customer requirements.



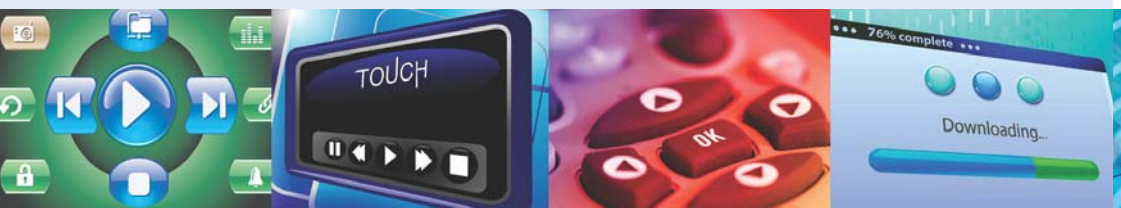
Many multinational new media companies maintain R&D facilities in Israel. These include AOL, eBay, Google, Harmonic, Informatica, Open TV, PayPal, Thomson (VideoCodes), Yahoo and Ybrant.

Other technology giants with a strong local presence include Apple, Cisco, Ericsson, HP, Intel, IBM, Microsoft, Motorola and Nokia-Siemens.

About The Israel Export & International Cooperation Institute (IEICI)



The Israel Export & International Cooperation Institute, a non-profit organization supported by the government of Israel and the private sector, facilitates business ties, joint ventures and strategic alliances between overseas and Israeli companies. Charged with promoting Israel's business community in foreign markets, it provides comprehensive, professional trade information, advice, contacts and promotional activities to Israeli companies, and complementary services to business people, commercial groups, and business delegations from abroad.



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