



The Israel Export & International Cooperation Institute



מינהל | FOREIGN TRADE  
סחר חוץ | ADMINISTRATION



מתימו"פ  
מרכז התעשייה הישראלית למחקר ופיתוח  
Israeli Industry Center For R&D

Israel Mobile Innovation

# 2011

## Solution Catalogue

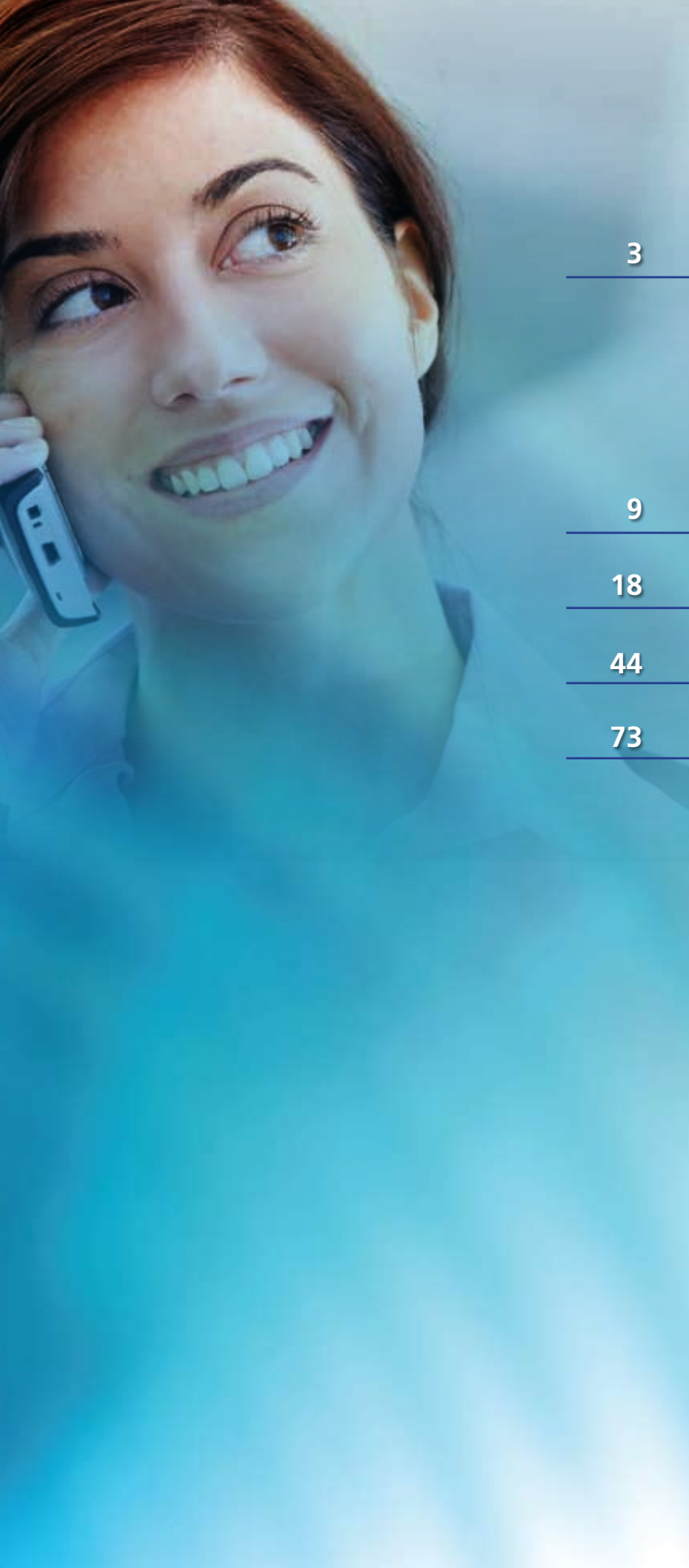


Come Meet Us at Hall 2: 2B05, 2C72, 2C75 in



**MOBILE™**  
WORLD CONGRESS

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Category	Sub Category	Company
<b>Infrastructure &amp; Network</b>	Cellular Network	<a href="#">Allot</a>
		<a href="#">Amos Spacecom</a>
		<a href="#">Comarcom</a>
		<a href="#">GoNet Systems</a>
		<a href="#">IPgallery</a>
		<a href="#">ITS Telecom</a>
		<a href="#">Optiway</a>
	<a href="#">Runcom</a>	
	<a href="#">SerVision</a>	
	Wi-Max	<a href="#">Amos Spacecom</a>
<a href="#">Runcom</a>		
<a href="#">SerVision</a>		
<a href="#">Siklu</a>		
Backhauling	<a href="#">Amos Spacecom</a>	
	<a href="#">FibroLAN</a>	
	<a href="#">RADWIN</a>	
	<a href="#">Saguna Networks</a>	
	<a href="#">Siklu</a>	
	<a href="#">Telco Systems</a>	
Switching & Routing	<a href="#">Eurotech Communications</a>	
	<a href="#">ITS Telecom</a>	
	<a href="#">Siklu</a>	
P2P / P2M	<a href="#">Amos Spacecom</a>	
	<a href="#">FibroLAN</a>	
	<a href="#">ITS Telecom</a>	
	<a href="#">Siklu</a>	
	<a href="#">WavelP</a>	
Broadband Wireless Solutions	<a href="#">Amos Spacecom</a>	
	<a href="#">FibroLAN</a>	
	<a href="#">GoNet Systems</a>	
	<a href="#">ITS Telecom</a>	
	<a href="#">RADWIN</a>	
	<a href="#">Runcom</a>	
	<a href="#">Siklu</a>	
	<a href="#">WavelP</a>	
<a href="#">Wireless Links</a>		
Broadband, DSL	<a href="#">Amos Spacecom</a>	
	<a href="#">Telco Systems</a>	

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Category	Sub Category	Company
Infrastructure & Network	IP Infrastructure	<a href="#">Amos Spacecom</a> <a href="#">IPgallery</a> <a href="#">Telco Systems</a>
	Network Monitoring & Optimization	<a href="#">Allot</a> <a href="#">Flash Networks</a> <a href="#">Mer Telecom</a> <a href="#">QuadManage</a> <a href="#">Saguna Networks</a>
	Network Maintenance & Assurance	<a href="#">Mer Telecom</a> <a href="#">QuadManage</a>
	Wi-Fi / My-Fi	<a href="#">GoNet Systems</a> <a href="#">Optiway</a> <a href="#">SerVision</a>
	Indoor Coverage	<a href="#">Optiway</a>
	Rural Coverage Solutions	<a href="#">Amos Spacecom</a> <a href="#">Comarcom</a> <a href="#">GoNet Systems</a> <a href="#">Mer Telecom</a> <a href="#">RADWIN</a> <a href="#">TechnoSpin</a>
	Service Delivery Platform	<a href="#">Allot</a> <a href="#">Amos Spacecom</a> <a href="#">Ceedo</a> <a href="#">Discretix</a> <a href="#">Flash Networks</a> <a href="#">IPgallery</a> <a href="#">M.E. MediaMarket</a> <a href="#">Telco Systems</a> <a href="#">TriPlay</a>
	TV / IPTV	<a href="#">Amos Spacecom</a> <a href="#">Discretix</a> <a href="#">TriPlay</a> <a href="#">Tvinci</a>
	Power Solutions	<a href="#">TechnoSpin</a>

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Category	Sub Category	Company
Value Added Services & Enablers	Messaging, Mobile E-mail & IM	<a href="#">Ceedo</a>
		<a href="#">Dasur</a>
		<a href="#">Eurotech Communications</a>
		<a href="#">IXI</a>
		<a href="#">MobiApp</a>
		<a href="#">TeleMessage</a>
		<a href="#">TriPlay</a>
	Billing & Payments	<a href="#">QuadManage</a>
		<a href="#">GSTAT</a>
		<a href="#">MIND CTI</a>
Customer Care & Self CC	<a href="#">Feedbox</a>	
	<a href="#">GSTAT</a>	
	<a href="#">MCE Systems</a>	
	<a href="#">MIND CTI</a>	
	<a href="#">Phonaris</a>	
CRM & Customer Base Analysis	<a href="#">GSTAT</a>	
	<a href="#">MIND CTI</a>	
Churn Prevention	<a href="#">Feedbox</a>	
	<a href="#">MCE Systems</a>	
Converged Communications & IMS	<a href="#">BoomeRing</a>	
	<a href="#">IPgallery</a>	
	<a href="#">ITS Telecom</a>	
Business Applications	<a href="#">BoomeRing</a>	
	<a href="#">Feedbox</a>	
	<a href="#">IPgallery</a>	
	<a href="#">IXI</a>	
	<a href="#">MailVision</a>	
	<a href="#">OneSmartStar</a>	
	<a href="#">Perfecto Mobile</a>	
	<a href="#">pic2world</a>	
	<a href="#">SerVision</a>	
	<a href="#">TelcoSystems</a>	
	<a href="#">TeleMessage</a>	
<a href="#">Wireless Links</a>		
Mobile Advertising	<a href="#">AtlasCT</a>	
	<a href="#">Waze</a>	
	<a href="#">3GVision</a>	
	<a href="#">Ceedo</a>	
	<a href="#">CrazeProductions</a>	
	<a href="#">OneSmartStar</a>	
<a href="#">Perfecto Mobile</a>		

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Category	Sub Category	Company
Value Added Services & Enablers	Mobile Content Distribution	<a href="#">pic2world</a>
		<a href="#">TriPlay</a>
		<a href="#">3GVision</a>
		<a href="#">Bit2go</a>
		<a href="#">CrazeProductions</a>
	Mobile Internet	<a href="#">Discretix</a>
		<a href="#">Logia Group</a>
		<a href="#">M.E. MediaMarket</a>
		<a href="#">3GVision</a>
		<a href="#">Allot</a>
VoIP	<a href="#">Flash Networks</a>	
	<a href="#">MailVision</a>	
	<a href="#">Perfecto Mobile</a>	
	<a href="#">Screenovate</a>	
	<a href="#">BoomeRing</a>	
	<a href="#">Eurotech Communications</a>	
Roaming Solutions	<a href="#">IPgallery</a>	
	<a href="#">ITS Telecom</a>	
Content Delivery & Adaptation	<a href="#">MailVision</a>	
	<a href="#">MIND CTI</a>	
	<a href="#">BoomeRing</a>	
	<a href="#">MailVision</a>	
	<a href="#">3GVision</a>	
	<a href="#">Bit2go</a>	
	<a href="#">Ceedo</a>	
	<a href="#">CrazeProductions</a>	
	<a href="#">Discretix</a>	
	<a href="#">IPgallery</a>	
	<a href="#">Logia Group</a>	
	<a href="#">M.E. MediaMarket</a>	
	<a href="#">MCE Systems</a>	
<a href="#">pic2world</a>		
<a href="#">Saguna Networks</a>		
<a href="#">Skiller</a>		
<a href="#">TeleMessage</a>		
<a href="#">Tvinci</a>		

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Category	Sub Category	Company
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<b>Applications</b>	Multimedia, Video & Content	<a href="#">AtlasCT</a>
		<a href="#">Bit2go</a>
		<a href="#">Ceedo</a>
		<a href="#">CrazeProductions</a>
		<a href="#">Discretix</a>
		<a href="#">IPgallery</a>
		<a href="#">Logia Group</a>
		<a href="#">pic2world</a>
		<a href="#">TriPlay</a>
		<a href="#">Tvinci</a>

Music & Games	<a href="#">CrazeProductions</a>
	<a href="#">Logia Group</a>
	<a href="#">pic2world</a>
	<a href="#">Skiller</a>
	<a href="#">TriPlay</a>
<a href="#">Tvinci</a>	

Location Based Services	<a href="#">Accel</a>
	<a href="#">Aerotel</a>
	<a href="#">AtlasCT</a>
	<a href="#">CellGuide</a>
	<a href="#">Cellint</a>
	<a href="#">IPgallery</a>
	<a href="#">Logia Group</a>
	<a href="#">MobiApp</a>
	<a href="#">OriginGPS</a>
	<a href="#">pic2world</a>
	<a href="#">SerVision</a>
	<a href="#">Waze</a>
	<a href="#">Wireless Links</a>

Social Networking	<a href="#">AtlasCT</a>
	<a href="#">Bit2go</a>
	<a href="#">IPgallery</a>
	<a href="#">MobiApp</a>
	<a href="#">pic2world</a>
	<a href="#">Skiller</a>
	<a href="#">TriPlay</a>
<a href="#">Waze</a>	

Remote Maintenance	<a href="#">Ceedo</a>
	<a href="#">Perfecto Mobile</a>

Telemedicine	<a href="#">Aerotel</a>
	<a href="#">Optiway</a>

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Category	Sub Category	Company
<b>Applications</b>	Security & HLS	<a href="#">SerVision</a>
		<a href="#">FibroLAN</a>
		<a href="#">Optiway</a>
		<a href="#">Wireless Links</a>
<b>Handsets &amp; Devices</b>	Mobile Handsets	<a href="#">Accel</a>
		<a href="#">Aerotel</a>
		<a href="#">AtlasCT</a>
		<a href="#">Ceedo</a>
		<a href="#">CellGuide</a>
		<a href="#">Dasur</a>
		<a href="#">Discretix</a>
		<a href="#">IXI</a>
		<a href="#">MailVision</a>
		<a href="#">MCE Systems</a>
		<a href="#">OriginGPS</a>
		<a href="#">Perfecto Mobile</a>
		<a href="#">pic2world</a>
		<a href="#">RCS</a>
		<a href="#">Runcom</a>
Smartphone		<a href="#">Ceedo</a>
		<a href="#">Dasur</a>
		<a href="#">Discretix</a>
		<a href="#">IXI</a>
		<a href="#">MailVision</a>
		<a href="#">MCE Systems</a>
		<a href="#">Perfecto Mobile</a>
		<a href="#">Phonaris</a>
		<a href="#">pic2world</a>
		<a href="#">RCS</a>
Mobile Computing		<a href="#">CellGuide</a>
		<a href="#">Ceedo</a>
Clients		<a href="#">Ceedo</a>
		<a href="#">Dasur</a>
		<a href="#">MailVision</a>
Remote Maintenance / OTA		<a href="#">Phonaris</a>
Data Transfer & Backup		<a href="#">Ceedo</a>
		<a href="#">MCE Systems</a>
Security & AV		<a href="#">Runcom</a>

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18	 <b>Accel</b> Telecom	<u>Accel</u>	<ul style="list-style-type: none"> <li><u>Applications</u></li> <li><u>Handsets &amp; Devices</u></li> </ul>	<ul style="list-style-type: none"> <li><u>Location Based Services</u></li> <li><u>Mobile Handsets</u></li> </ul>
19	 <b>Aerotel</b> Medical Systems	<u>Aerotel</u>	<ul style="list-style-type: none"> <li><u>Applications</u></li> <li><u>Handsets &amp; Devices</u></li> </ul>	<ul style="list-style-type: none"> <li><u>Location Based Services</u></li> <li><u>Telemedicine</u></li> <li><u>Mobile Handsets</u></li> </ul>
20	 <b>Allot</b> communications	<u>Allot</u>	<ul style="list-style-type: none"> <li><u>Infrastructure &amp; Network</u></li> <li><u>Value Added Services &amp; Enablers</u></li> </ul>	<ul style="list-style-type: none"> <li><u>Cellular Network</u></li> <li><u>Network Monitoring &amp; Optimization</u></li> <li><u>Service Delivery Platform</u></li> <li><u>Mobile Internet</u></li> </ul>
21	 <b>Amos</b> by Spacecom	<u>Amos</u> <u>Spacecom</u>	<u>Infrastructure &amp; Network</u>	<ul style="list-style-type: none"> <li><u>Backhauling</u></li> <li><u>Broadband Wireless Solutions</u></li> <li><u>Broadband, DSL</u></li> <li><u>Cellular Network</u></li> <li><u>IP Infrastructure</u></li> <li><u>P2P / P2M</u></li> <li><u>Rural Coverage Solutions</u></li> <li><u>Service Delivery Platform</u></li> <li><u>TV / IPTV</u></li> <li><u>Wi-Max</u></li> </ul>
22	 <b>AtlasCT</b> Atlas Cartographic Technologies Ltd.	<u>AtlasCT</u>	<ul style="list-style-type: none"> <li><u>Applications</u></li> <li><u>Handsets &amp; Devices</u></li> <li><u>Value Added Services &amp; Enablers</u></li> </ul>	<ul style="list-style-type: none"> <li><u>Location Based Services</u></li> <li><u>Multimedia, Video &amp; Content</u></li> <li><u>Social Networking</u></li> <li><u>Mobile Handsets</u></li> <li><u>Mobile Advertising</u></li> </ul>
23	 <b>Bit2go</b>	<u>Bit2go</u>	<ul style="list-style-type: none"> <li><u>Applications</u></li> <li><u>Value Added Services &amp; Enablers</u></li> </ul>	<ul style="list-style-type: none"> <li><u>Multimedia, Video &amp; Content</u></li> <li><u>Social Networking</u></li> <li><u>Content Delivery &amp; Adaptation</u></li> <li><u>Mobile Content Distribution</u></li> </ul>

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24	 <b>BoomeRing</b> <small>SIMPLE. CELLULAR MOBILITY</small>	<u>Value Added Services &amp; Enablers</u>	<ul style="list-style-type: none"> <li><u>Business Applications</u></li> <li><u>Converged Communications &amp; IMS</u></li> <li><u>Roaming Solutions</u></li> <li><u>VoIP</u></li> </ul>
25	 <b>Ceedo</b>	<u>Applications</u>  <u>Handsets &amp; Devices</u>  <u>Infrastructure &amp; Network</u>  <u>Value Added Services &amp; Enablers</u>	<ul style="list-style-type: none"> <li><u>Multimedia, Video &amp; Content</u></li> <li><u>Remote Maintenance</u></li> <li><u>Clients</u></li> <li><u>Data Transfer &amp; Backup</u></li> <li><u>Mobile Computing</u></li> <li><u>Mobile Handsets</u></li> <li><u>Smartphone</u></li> <li><u>Service Delivery Platform</u></li> <li><u>Content Delivery &amp; Adaptation</u></li> <li><u>Messaging, Mobile E-mail &amp; IM</u></li> <li><u>Mobile Advertising</u></li> </ul>
26	 <b>CellGuide</b>	<u>Applications</u>  <u>Handsets &amp; Devices</u>	<ul style="list-style-type: none"> <li><u>Location Based Services</u></li> <li><u>Mobile Computing</u></li> <li><u>Mobile Handsets</u></li> </ul>
27	 <b>Cellint</b>	<u>Applications</u>	<ul style="list-style-type: none"> <li><u>Location Based Services</u></li> </ul>
28	 <b>COMARCOM</b> <small>Special Antennas Solutions</small>	<u>Infrastructure &amp; Network</u>	<ul style="list-style-type: none"> <li><u>Cellular Network</u></li> <li><u>Rural Coverage Solutions</u></li> </ul>
29	 <b>CRAZE TV</b>	<u>Applications</u>  <u>Value Added Services &amp; Enablers</u>	<ul style="list-style-type: none"> <li><u>Multimedia, Video &amp; Content</u></li> <li><u>Music &amp; Games</u></li> <li><u>Content Delivery &amp; Adaptation</u></li> <li><u>Mobile Advertising</u></li> <li><u>Mobile Content Distribution</u></li> </ul>
30	 <b>SlideIT</b>	<u>Handsets &amp; Devices</u>  <u>Value Added Services &amp; Enablers</u>	<ul style="list-style-type: none"> <li><u>Clients</u></li> <li><u>Mobile Handsets</u></li> <li><u>Smartphone</u></li> <li><u>Messaging, Mobile E-mail &amp; IM</u></li> </ul>

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31	 <b>Discretix</b>	<a href="#">Applications</a> <a href="#">Handsets &amp; Devices</a> <a href="#">Infrastructure &amp; Network</a> <a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li>• <a href="#">Multimedia, Video &amp; Content</a></li> <li>• <a href="#">Mobile Handsets</a></li> <li>• <a href="#">Smartphone</a></li> <li>• <a href="#">Service Delivery Platform</a></li> <li>• <a href="#">TV / IPTV</a></li> <li>• <a href="#">Content Delivery &amp; Adaptation</a></li> <li>• <a href="#">Mobile Content Distribution</a></li> </ul>
32	 <b>EuroTech Communications</b>	<a href="#">Infrastructure &amp; Network</a> <a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li>• <a href="#">Switching &amp; Routing</a></li> <li>• <a href="#">Messaging, Mobile E-mail &amp; IM</a></li> <li>• <a href="#">VoIP</a></li> </ul>
33	 <b>Feedbox</b>	<a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li>• <a href="#">Business Applications</a></li> <li>• <a href="#">Churn Prevention</a></li> <li>• <a href="#">Customer Care &amp; Self CC</a></li> </ul>
34	 <b>FibroLAN</b>	<a href="#">Applications</a> <a href="#">Infrastructure &amp; Network</a>	<ul style="list-style-type: none"> <li>• <a href="#">Security &amp; HLS</a></li> <li>• <a href="#">Backhauling</a></li> <li>• <a href="#">Broadband Wireless Solutions</a></li> <li>• <a href="#">P2P / P2M</a></li> </ul>
35	 <b>Flash Networks</b>	<a href="#">Infrastructure &amp; Network</a> <a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li>• <a href="#">Network Monitoring &amp; Optimization</a></li> <li>• <a href="#">Service Delivery Platform</a></li> <li>• <a href="#">Mobile Internet</a></li> </ul>
36	 <b>GoNet Systems</b>	<a href="#">Infrastructure &amp; Network</a>	<ul style="list-style-type: none"> <li>• <a href="#">Broadband Wireless Solutions</a></li> <li>• <a href="#">Cellular Network</a></li> <li>• <a href="#">Rural Coverage Solutions</a></li> <li>• <a href="#">Wi-Fi / My-Fi</a></li> </ul>
37	 <b>GSTAT</b>	<a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li>• <a href="#">Billing &amp; Payments</a></li> <li>• <a href="#">CRM &amp; Customer Base Analysis</a></li> <li>• <a href="#">Customer Care &amp; Self CC</a></li> </ul>

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38		<u>IPgallerY</u>	<ul style="list-style-type: none"> <li><u>Multimedia, Video &amp; Content</u></li> <li><u>Location Based Content</u></li> <li><u>Social Networking</u></li> </ul>
			<ul style="list-style-type: none"> <li><u>Infrastructure &amp; Network</u></li> <li><u>Cellular Network</u></li> <li><u>IP Infrastructure</u></li> <li><u>Service Delivery Platform</u></li> </ul>
			<ul style="list-style-type: none"> <li><u>Value Added Services &amp; Enablers</u></li> <li><u>Business Applications</u></li> <li><u>Content Delivery &amp; Adaptation</u></li> <li><u>Converged Communications &amp; IMS</u></li> <li><u>Mobile Content Distribution</u></li> <li><u>VoIP</u></li> </ul>
39		<u>ITS Telecom</u>	<ul style="list-style-type: none"> <li><u>Broadband Wireless Solutions</u></li> <li><u>Cellular Network</u></li> <li><u>P2P / P2M</u></li> <li><u>Switching &amp; Routing</u></li> </ul>
			<ul style="list-style-type: none"> <li><u>Value Added Services &amp; Enablers</u></li> <li><u>Converged Communications &amp; IMS</u></li> <li><u>VoIP</u></li> </ul>
40		<u>IXI</u>	<ul style="list-style-type: none"> <li><u>Handsets &amp; Devices</u></li> <li><u>Mobile Handsets</u></li> <li><u>Smartphone</u></li> </ul>
			<ul style="list-style-type: none"> <li><u>Value Added Services &amp; Enablers</u></li> <li><u>Business Applications</u></li> <li><u>Messaging, Mobile E-mail &amp; IM</u></li> </ul>
41		<u>Logia Group</u>	<ul style="list-style-type: none"> <li><u>Applications</u></li> <li><u>Location Based Services</u></li> <li><u>Multimedia, Video &amp; Content</u></li> <li><u>Music &amp; Games</u></li> </ul>
			<ul style="list-style-type: none"> <li><u>Value Added Services &amp; Enablers</u></li> <li><u>Content Delivery &amp; Adaptation</u></li> <li><u>Mobile Content Distribution</u></li> </ul>
42		<u>M.E. Media Market</u>	<ul style="list-style-type: none"> <li><u>Infrastructure &amp; Network</u></li> <li><u>Service Delivery Platform</u></li> </ul>
			<ul style="list-style-type: none"> <li><u>Value Added Services &amp; Enablers</u></li> <li><u>Content Delivery &amp; Adaptation</u></li> <li><u>Mobile Content Distribution</u></li> </ul>







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43	  End to End SIP solutions	<a href="#">AudioCodes</a> <a href="#">MailVision</a>	<a href="#">Handsets &amp; Devices</a>  <a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li><a href="#">Clients</a></li> <li><a href="#">Mobile Handsets</a></li> <li><a href="#">Smartphone</a></li> <li><a href="#">Business Applications</a></li> <li><a href="#">Mobile Internet</a></li> <li><a href="#">Roaming Solutions</a></li> <li><a href="#">VoIP</a></li> </ul>
44	 מתימו"פ MATIMOP מרכז התעשייה הישראלית למחקר ופיתוח Israeli Industry Center For R&D	<a href="#">Matimop</a>		
45	 Mobile Customer Experience	<a href="#">MCE Systems</a>	<a href="#">Handsets &amp; Devices</a>  <a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li><a href="#">Data Transfer &amp; Backup</a></li> <li><a href="#">Mobile Handsets</a></li> <li><a href="#">Smartphone</a></li> <li><a href="#">Churn Prevention</a></li> <li><a href="#">Content Delivery &amp; Adaptation</a></li> <li><a href="#">Customer Care &amp; Self CC</a></li> </ul>
46	 Wireless Solutions Integrator	<a href="#">Mer Telecom</a>	<a href="#">Infrastructure &amp; Network</a>	<ul style="list-style-type: none"> <li><a href="#">Network Maintenance &amp; Assurance</a></li> <li><a href="#">Network Monitoring &amp; Optimization</a></li> <li><a href="#">Rural Coverage Solutions</a></li> </ul>
47	 Billing & Customer Care	<a href="#">MIND CTI</a>	<a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li><a href="#">Billing &amp; Payments</a></li> <li><a href="#">CRM &amp; Customer Base Analysis</a></li> <li><a href="#">Customer Care &amp; Self CC</a></li> <li><a href="#">VoIP</a></li> </ul>
48	 Networks ToGo	<a href="#">MobiApp</a>	<a href="#">Applications</a>  <a href="#">Value Added Services &amp; Enablers</a>	<ul style="list-style-type: none"> <li><a href="#">Location Based Services</a></li> <li><a href="#">Social Networking</a></li> <li><a href="#">Messaging, Mobile E-mail &amp; IM</a></li> </ul>
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## Accel Telecom Ltd.

[www.accel.co.il](http://www.accel.co.il)

### Our Technology:

#### Applications

Location Based Services

#### Handsets & Devices

Mobile Handsets

### ■ Solution at a Glance

In today's telecom market, both operators and customers are faced with many challenges and seek multiple solutions for managing their communication needs safely in a vehicle. The challenges are enhanced by regulations forcing customers not to hold their cell phones while driving, the desire of cellular operators to generate increased ARPU from existing customers and the fear of electrical emissions within the car. All of these challenges demonstrate the need for a better and smarter solution for communicating while driving.

Accel Telecom is proud to offer the first fixed car phone based on 3G technology. The AccelCarfonetm is a sleek device; it increases in-car safety compared to all other technologies offered in the market and includes multiple innovations such as adding critical services for the driver (navigation, media hub, WiFi and more).

### ■ Business Benefits & Customer Challenges

What does the user want when in a vehicle?

- A perfect sound quality while talking on the phone
- A navigation application to guide the driver quickly and safely to the destination
- A simple and easy interface to allow a safe usage while driving

Using our device will allow operators to benefit from increased ARPU, lower churn rate and a unique platform to enable VAS suited for the car environment.

### ■ Our Offering

Accel Telecom is proud to present the new CarfonetmCP100:

**CP100:** 3G car phone with GSM and UMTS support, based on proven 3G technology from Qualcomm, with a GPS support, J2ME and a large color TFT LCD.

**Additional optional features:** BT, SD card reader, browser, WiFi, Media player, car fleet management etc.

All Carfone series products enjoy the following benefits:

- Loud, clear and echo-free voice call
- External (wind-shield mounted) antenna for enhanced mobile reception and minimal in-car emissions
- The ability to support critical VAS based on J2ME such as off-board navigation

### ■ Unique Differentiators

The carfonetm series is specifically designed for the vehicle environment, both in the technical aspects (electrical aspects, sturdiness, audio quality, UI and screen technology, Radio performance) the design of the phones benefits from years of experience in this market.

Company Reference and strategic Business Partner

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## Aerotel Medical Systems (1998) Ltd.

[www.aerotel.com](http://www.aerotel.com)

### Our Technology:

#### Applications

Location Based Services

Telemedicine

#### Handsets & Devices

Mobile Handsets

### ■ Solution at a Glance

Aerotel Medical Systems is a world leading manufacturer of modular, home and mobile telecare and telemedicine solutions designed to transfer essential data over the telephone, mobile phone and the Internet.

Aerotel provides an end-to-end solution, including diagnostic devices, hardware platforms, telehealth communications hubs, and receiving software solutions. Aerotel's solutions ensure optimal performance and maximum reliability for continuous, long-term monitoring.

Our disease management package includes remote monitoring devices designed for a variety of remote diagnostic, emergency services and monitoring applications, serving the homecare, eHealth and telemedicine markets.

Our solutions provide peace of mind, improve quality of life and enhanced level of care for patients and physicians. At the same time they offer significant cost savings and new revenue opportunities for service providers.

### ■ Business Benefits & Customers Challenges

- Caring for the ageing population through ambient assisted living (AAL) environments
- Reducing healthcare costs by offering remote monitoring at home
- Responding to the growing need for personal safety with tele-assistance solutions

### ■ Our Offering

Home and mobile personal telemedicine systems, Personal electrocardiogram (ECG) monitors, Mobile personal safety and location systems, Personal emergency response systems (PERS), Homecare hubs (PSTN, cellular and IP-based), telemedicine receiving systems.

### ■ Unique Differentiators and New Products

- Innovative easy to use and easy to implement mobile and home-based telecare and telehealth solutions for anywhere, anytime monitoring
- Cost-effective, high-quality, user-friendly solutions
- A flexible company offering a wide range of telecare and telemedicine solutions tailored to customers needs

### ■ Company References, Strategic Customers and Business Partners

Aerotel has a client base in over 50 countries around the globe. Winner of the "Price Performance Leadership Award" by Frost & Sullivan.

### ■ Opportunities for R&D Cooperation

We are open for cooperation in joint R&D programs and have gained significant experience with multi-national and EU funded R&D projects. Main areas for cooperation: mobile health solutions, wearable sensors, personal telemedicine systems.

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## Allot Communications

[www.allot.com](http://www.allot.com)

### Our Technology:

#### Infrastructure & Network

[Cellular Network](#)

[Network Monitoring & Optimization](#)

[Service Delivery Platform](#)

#### Value Added Services & Enablers

[Mobile Internet](#)

### ■ Company Profile

Allot Communications is a leading provider of service optimization and revenue generation solutions for fixed and mobile broadband service providers worldwide. Allot's 3GPP-compliant solutions transform broadband pipes into smart networks that can rapidly deploy value added Internet services. Allot's unique multi-dimensional awareness (application, subscriber, device, network) and PCEF features, allow Allot's carrier-grade solutions to fully integrate with 3GPP PCC infrastructure and to provide the network intelligence vital to managing broadband service delivery, enhancing user experience, containing operating costs, and maximizing revenue. Allot authors the MobileTrends Report which tracks global IP application and bandwidth usage and growth within mobile networks.

### ■ Solution at a Glance

Allot Service Gateway solutions for mobile broadband service providers improve your bottom line in two ways:

- With network services that help you cut costs
- With subscriber services that help you generate revenues

These network and subscriber services are based on Allot's integrated solutions for: Reporting and Analytics that enable you to understand how your service network is being used.

Policy Control & Charging that provide the tools to manage service delivery and quality and to charge for service use.

Service Enablement that leverages Allot's unique brand of traffic intelligence and traffic steering capabilities to deploy an ever-growing variety of network and subscriber services developed by Allot or by 3rd parties.

Allot Service Gateway solutions comprise state-of-the-art hardware platforms and service software, managed by a centralized system.

Dynamic Actionable Recognition Technology (DART) is at the core of every Allot solution. DART integrates Allot's vast experience in IP traffic identification and policy enforcement into a highly effective technology toolkit for managing bandwidth consumption and service performance in wireline and mobile broadband networks. DART provides traffic awareness per application, per subscriber, per network topology, and per device, plus the ability to act upon this valuable intelligence by mapping these elements directly into policy enforcement rules. As a result operators can regulate bandwidth consumption, service delivery, and quality of experience based on network conditions, subscriber profiles and desired outcomes.

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## Amos Spacecom

[www.amos-spacecom.com](http://www.amos-spacecom.com)

### Our Technology:

#### Infrastructure & Network

Backhauling

Broadband Wireless Solutions

Broadband, DSL

Cellular Network

IP Infrastructure

P2P / P2M

Rural Coverage Solutions

Service Delivery Platform

TV / IPTV

Wi-Max

#### ■ Solution at a Glance

Spacecom is offering a wide range of Pan African satellite services, including:

- Cellular backhaul, Rural telephony
- Broadband VSAT networks
- e-government, e-learning, e- health
- Direct To Home (DTH) Multi-channel platforms
- DSNG, Video Distribution & Contribution

#### ■ Business Benefits & Customers Challenges

High quality reception using small antennas, High elevation angle, strong EIRP, flexibility in providing connectivity to remote rural areas both for Rural telephony, broadband, e-government , e-learning, e-health.

#### ■ Our Offering

Pan African, High power, High elevation, Growth capabilitiesSpacecom is the operator of the AMOS satellites constellation consisting of AMOS-2 and AMOS-3 co-located at 4°W orbital position. The AMOS platform delivers broadband , rural telephony, broadcasting services to Europe, the US and the Middle East.

The AMOS-5 is scheduled for launch to the 17°E Orbital position in mid 2011, expanding both coverage areas and capacity, while delivering a fixed pan-African C-band beam and three steerable Ku-band beams – all covering the African continent with connectivity to Europe and the Middle East and supporting multiple transponders in both C-band and Ku-band.

#### ■ Unique Differentiators

Pan African High Power, High quality reception using small antennas, High elevation angle, strong EIRP, flexibility in providing connectivity to remote rural areas both for Rural telephony, broadband, e-government, e-learning, e-health.

#### ■ Company References and Strategic Business Partners

We provide satellite services to Governments Service providers and Mobile operators, in Europe ME and Africa in countries such as Romania, Hungary, Ukraine, Croatia, Poland, Slovenia, Check Republic, Germany, England, and South Africa, Nigeria, Angola, Zambia etc.

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## AtlasCT

[www.atlasct.com](http://www.atlasct.com)

### Our Technology:

#### Applications

Location Based Services

Multimedia, Video & Content

Social Networking

#### Handsets & Devices

Mobile Handsets

#### Value Added Services & Enablers

Mobile Advertising

### ■ Solution at a Glance

- Rich and award-winning line of location-based applications for the end-users (VAS)
- Maps and LBS APIs for developers as a CSP branded developers zone, enabling more apps in portal and increased usage of data, SMS and MMS.
- Established location-based services to enable the CSP offer B2B and B2C services based on mobile positioning, tracking & locating, turn-by-turn navigation and mobile local search.

### ■ Business Benefits & Customers Challenges

#### Benefits for the customer (Operators, Vendors):

- Increase in revenues generated from VAS (higher ARPU)
- Improved innovative image and brand awareness
- Advantage over less capable competitors and appeal to the high-end data & VAS consumers

#### Benefits for the end-users:

- Rich location-based apps compatible with most devices in the market
- Amazing UI, award-winning apps with cool social capabilities
- Reliable location-based services based only on 100% map coverage

### ■ Our Offering

#### Applications

- "reLive!" (relive.abmaps.com) – Award-winning Trips and Photos Geo-tagging mobile application
- "City Cruiser" – Worldwide 3D GPS Navigation application for mobile phones inc.

#### Social Networking capabilities

- "Mobile Angel" – Application for tracking children/elders inc. push SMS geo-fencing
- "ComeTogethr" – Mobile location-based social networking application

#### Developers tools

- Web API – AJAX API's for rich Web 2.0 map-based applications
- HTML5 API – For mobile web apps with interactive maps
- iOS (iPhone) API – Maps & Turn-by-turn navigation
- Java ME API (Nokia, Sony-Ericsson, Samsung, Motorola) - For location-based applications.
- Cross-platform HTTP API – For On-Portal map-based apps (WAP, IPTV, MMS etc.)

#### Platforms and servers

- Atlas GIS – Back-end solutions and services providing maps, geo-coding (address to point), reverse geo-coding (nearest address), routing (turn-by-turn)
- Atlas LBS – Location-based services platform providing positioning, users management, social-networking, messaging, users-generated multimedia and content management and geo-tagging.

### ■ Unique Differentiators

- Superior technology – Global benchmark and award winning products
- Experience in the global market – Proven ability to launch and operate a robust and scalable worldwide service which serves millions of users
- Complete line of products – Independence from 3rd party technology providers (1 stop shop for Maps and LBS)
- Cross platform products – Reaching the mass market of billions of mobile and web users worldwide

### ■ Company References and Strategic Business Partners

**Key Customers:** Nokia, Yellow Pages IL (Private), Ituran (NASDAQ: ITRN), Dun & Bradstreet IL (NYSE: DNB)

**Key Partners:** NAVTEQ, Tele Atlas

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Bit2go

[www.bit2go.com](http://www.bit2go.com)

## Our Technology:

### Applications

Multimedia, Video & Content

Social Networking

### Value Added Services & Enablers

Content Delivery & Adaptation

Mobile Content Distribution

## ■ Solution at a Glance

Bit2go has launched a breakthrough middleware connecting the WWW and the mobile environment. Bit2go provides a creation and deployment layer that eliminates the need for any integration from content sources, enabling the reuse of any content from any website to any mobile device by any available means of input/output, such as SMS, WAP, MMS, App, etc.

## ■ Business Benefits & Customers Challenges

Our core competencies enable us to address “white spaces” in the mobile ecosystem and deliver innovative mobile services and applications that were unattainable. Using our unique patented technology dramatically minimizes duration, complexity and cost of the development and deployment of mobile artifacts, while delivering superior user experience.

## ■ Our Offering

Bit2go’s strategy is locating gaps in the mobile ecosystem and bridging them. They have already launched in orange Israel products

- BAPS: Bit2go API Studio a programming free graphical tool that enables mobile application developers to build an API that interacts with any WWW content, eliminating the need for any predefined or documented form of integration
- Bit2cell, an innovative “white label” toolbar (for browsers IE, FF and Chrome) which enables the delivery of web content (text, pictures, links) and video clips from any website to any user’s mobile device with a single button click. Bit2cell bridges the gap of the customer’s need for on demand consuming of mobile content
- friends2go (for facebook) and Twitch (Twitter), operator’s premium services that bridge the failure of operators to exploit the mass diffusion of social networks.

## ■ Unique Differentiators

Bit2go with its patented technology has several advantages over all types of competition:

- Real-time Middleware between the WWW and the mobile environment.
- No dependency upon content source technology and capabilities.
- Proven carrier grade solutions.
- No limitations over I/O format enable the delivery of superior end user’s experience.
- Uncontested flexibility and diversity.
- Low cost and Quick time to market

## ■ Company References and Strategic Business Partners

orange Israel  
Bit Interactive

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## BoomeRing Communication (2005) Ltd. [www.boomerling.com](http://www.boomerling.com)

### Our Technology:

#### Value Added Services & Enablers

[Business Applications](#)

[Converged Communications & IMS](#)

[Roaming Solutions](#)

[VoIP](#)

### ■ Solution at a Glance

- Free roaming technology – unique roaming solution which eliminates roaming costs in more than 150 countries. Based on cooperation between BoomeRing and a Mobile Network Operator (MNO) which enables fixed-line, international & alternative operators to terminate inbound & outbound calls to users roaming abroad & increase ARPU. The solution is applicable both for postpaid & prepaid market segments.
- Complete solution for hosting providers and enterprises, seamlessly integrates mobile, VoIP and fixed communication.
- Environment aware roaming – seamless roaming between WiFi & cellular networks including sophisticated handoff mechanism.
- Cost control & savings – unique mobile least cost routing implementation.
- Simplify the user experience.

### ■ Business Benefits & Customers Challenges

- Increased ARPU, pay as you grow business model & low risk deployment.
- Provide added value service that is easy to sell, simple to deploy & cost effective.
- Offer low-cost roaming, international & local calling solution for mobile users.
- Usability – no change in end-user behavior – enhances functionality for communication.
- Compatibility – implemented with almost any PBX type, Soft-Switch and handset operating systems.
- Over the air (OTA) deployment and configuration.

### ■ Our Offering

Complete unified communication services platform including:

- Business Communication Server.
- CLIENT software or SIM Tool Kit application installed within a mobile phone.
- Provisioning tool that generates CLIENT on the fly.
- Cost control & savings.
- Simplicity – least cost routing capabilities & standard call handling features for mobile users.
- Flexible Business Model & superior ROI.

### ■ Unique Differentiators

- Unique roaming services at significantly reduced prices including free roaming in more than 150 countries.
- Enables fixed operators to terminate inbound & outbound calls to users roaming abroad & increase ARPU.
- Identifying optimal network connection for each call.
- Seamless roaming between WiFi & cellular including sophisticated handoff mechanism.
- Comprehensive solution – Server side, CLIENT side, Provisioning tools.
- Flexible Business Model & superior ROI.
- Compatibility – Variety of mobile operating systems, PBX types & Soft-switch vendors.
- Focus on usability.

### ■ Company References and Strategic Business Partners

**Main partners** – AudioCodes, Nice Systems.

**Strategic Customers** – Bezeq (Israel), Accenture (Italy), IBM (Israel), Bezeq International (Israel), Algonet (Greece).

**Company references** – Verint, Teva, Alvarion, Dialogic, Microsoft, GE, EMC.

**Investors** – Mediatek Group.

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## Ceedo Technologies (2005) Ltd.

[www.ceedo.com](http://www.ceedo.com)

### Our Technology:

#### Applications

Multimedia, Video & Content

Remote Maintenance

#### Handsets & Devices

Clients

Data Transfer & Backup

Mobile Computing

Mobile Handsets

Smartphone

#### Infrastructure & Network

Service Delivery Platform

#### Value Added Services & Enablers

Content Delivery & Adaptation

Messaging, Mobile E-mail & IM

Mobile Advertising

### ■ Solution at a Glance

Ceedo delivers workspace virtualization solutions that extend the reach of business computing to unmanaged PCs beyond the corporate domain. Ceedo's unique PC software delivery platform can virtualize standard Windows applications, mobilize them through a cloud-based application marketplace and manage them on an isolated virtual workspace that runs from a USB device or PC.

### ■ Business Benefits & Customers Challenges

By enabling the user's application workspace to run on any device, Ceedo allows fixed and mobile operators to provide their subscribers, employees, contractors and partners with flexible and secure access to mission-critical applications immediately. Whether it is improving business continuity during PC failures and natural disasters or simplifying IT support for distributors and points-of-sale, Ceedo dramatically reduces the TCO and complexity of providing computing resources to traditionally unmanaged machines.

### ■ Our Offering

In addition to opening up a new frontier for value-added subscriber services based around the PC desktop, the solution allows operators' internal IT organization to reduce the TCO and fixed cost investments required to support distributed computing scenarios. Ceedo enables operators to quickly provision teleworkers, contractors and partner points of sale with a pre-configured virtual workspace that allows them to start working immediately – on any Windows PC – with instant access to office, CRM, ERP and other essential applications, including one-click remote access through VPN or Citrix.

### ■ Unique Differentiators

Ceedo's platform provides the first PC software delivery solution designed specifically for telecom operators. Using Ceedo, operators can own a rich content and services window right on the subscriber's PC. Ceedo's solution integrates with existing infrastructure and can be deployed with an initial cloud-hosted offering for extremely fast roll-out.

### ■ Company References, Strategic Customers and Business Partners

Ceedo's products have been deployed on over 4 million devices worldwide, where they are managed and used daily by consumers, enterprises and service providers. Key partners include McAfee, RSA, Avaya, Citrix and SafeNet. Customers include major banks (Intesa San Paolo, Monte dei Paschi di Siena, Carige, Carilo), insurance companies (Deutscher Ring, Generali, Suva) and large enterprises across Europe.

Schedule a Meeting at





CellGuide Ltd.

[www.cell-guide.com](http://www.cell-guide.com)

## Our Technology:

### Applications

Location Based Services

### Handsets & Devices

Mobile Computing

Mobile Handsets

## ■ Solution at a Glance

CellGuide's technology offers a cost-effective host-based GNSS solution for mobile, wireless and other mass-market consumer devices. CellGuide's ACLYS single-die solution provides an integrated RF front-end and a GPS digital baseband in a single chip. ACLYS offers ultra low-power GPS solution for devices such as PNDs, PMPs, mobile phones, netbooks, tablets, MIDs and digital cameras.

CellGuide's GPSense firmware runs on a variety of commonly available application and multi-media processors which in combination with ACLYS radically reduces the size of dedicated GPS silicon and the power required to operate at 1 Hz tracking. In addition, Cellguide's GPSense engine is chip agnostic and could use pseudo-ranges from any GNSS receiver thus creating a fully featured location and navigation engine.

## ■ Business Benefits & Customers Challenges

Our ACLYS GPS IC enables positioning in any host based platform for various location based services and navigation applications for both recreational and business users. This together with our GPSense location firmware provides an "Open Engine" architecture enabling multi beacon inputs for better user experience and seamless location.

## ■ Our Offering

**CellGuide has two product lines:**

1. Host Based GPS ACLYS chip and GPSense Firmware
  - a. Single die GPS baseband and RF front end in a single package
  - b. GPSense GPS Engine running on the host processor
  - c. Assisted GPS including SUPL 1.0, Self Assist, and Long Term Ephemeris
2. ACLYS digital baseband IP
  - a. Enable integration of the GPS baseband into host processor
  - b. GPSense GPS Engine running on the host processor
  - c. Interface to external GPS RF

## ■ Unique Differentiators

**Advanced GNSS architecture**

- Industry best partitioning between GPS HW accelerators and host Firmware
- Low cost GPS solution with competitive performance
- Unique and fully patented IP
- Central system location engine enabling inputs from various positioning sources (e.g. Sensors, Assisted GPS, WiFi, HiMap, others)

## ■ Company References and Strategic Business Partners

- Telechips
- Ricore Electronics
- Geodesic

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Cellint

[www.cellint.com](http://www.cellint.com)

## Our Technology:

### Applications

[Location Based Services](#)

#### ■ Solution at a Glance

Cellint provides the best road traffic information service world wide. It generates the data by tracking anonymous mobile phones in vehicles, through standard interface at the MSC level. The system doesn't load or risk the network in any way. The data is provided to the end users through various exciting end-user applications, comprised of text messages, voice information, mapping information and any combination of them. This highest quality of the traffic information, never achieved before, together with the perfect applications generate significant revenues for the operator and maintain customers' loyalty.

#### ■ Business Benefits & Customers Challenges

Mobile operator leverages its infrastructure and installed base of customers to generate the best possible traffic information service, with data quality equivalent to road sensors. Traffic information is the most desired service among drivers, and more than 80% are ready to pay for good traffic data. Monetization is done either on subscription base (up to 5Euro/month, or through airtime/sms/mms fees).

#### ■ Our Offering

Cellint deploys and enables the mobile operator to sell the traffic service to its subscribers without any up-front cost, only for revenue share. Cellint sales the traffic information to other market segments, such as the car manufactures and government agencies and pays the mobile operator revenue share as well.

#### ■ Unique Differentiators

1. Cellint's technology is using pattern matching analysis based on mapping the cellular network over the roads, not on cell tower location (i.e. triangulation), like all other technologies. As a result the traffic information is more accurate and reliable by orders of magnitude, as was validated by several road agencies in the US and Europe.
2. Cellint's applications provide a complete solution to all the daily needs of the drivers, like traffic, speed traps, alerts and planning.
3. Due to its high accuracy, this traffic information also replaces road sensors for managing the roadways by road agencies. The mobile operator can receive its revenue share from this US\$ 6 billion market.

#### ■ Company References and Strategic Business Partners

Cellint's systems were deployed in the US, Europe and Israel with great success. Several Departments of Transportation, Road agencies and mobile operators tested its data quality and provided great written reports.

Cellint collaborates with several market leaders, such as NSN, NAVTEQ/Nokia, IBM..

#### ■ Opportunities for R&D Cooperation

On data extraction from cellular networks with vendors and operators and mobile applications for drivers with location based service providers.

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## Comarcom Ltd.

[www.Comarcom.com](http://www.Comarcom.com)

### Our Technology:

#### Infrastructure & Network

Cellular Network

Rural Coverage Solutions

#### ■ Solution at a Glance

Established back in 2003, Comarcom Ltd. is a privately owned firm which offers a one-of-a-kind family of very high gain, narrow beam, dual polarization antennas called "VEGA" and "VEGA Mx" (patented) which is designed and proven to enable the Cellular Operator to extend and improve coverage to difficult to service areas.

The VEGA solutions save the Operator extensive investments when compared to any other available solution. This is achieved with minimal CAPEX and short ROI.

#### ■ Business Benefits & Customers Challenges

- VEGA enables a strong signal where needed with minimum unwanted interference all around.
- VEGA enables coverage of distant remote villages and campuses, without having to erect & maintain costly BTS there.
- VEGA antennas are used to cover long stretches of Highways and railroads minimizing number of Base Stations along the highway.
- Indoor service can be provided without the cost of expensive indoor systems by illuminating the target building from a nearby BTS
- VEGA antennas provide dominant signal to upper floors of high buildings that suffer from dropped calls due to swift hand-offs.
- VEGA antennas are a low CAPEX solution to 3G UMTS cell shrinkage issues, limited capacity due to EIRP limits and spatial interference.
- VEGA antennas are a perfect solution for remote islands and ferries routes coverage
- VEGA used with Repeaters increase signal and reduces antenna oscillation issues while allowing less interference to enter the system.

#### ■ Our Offering

Very High gain narrow beam dual polarization antennas for all cellular applications including LTE at 700 – 800 MHz, iDEN, GSM, GSM-R and CDMA at 800/900MHz. • GSM, CDMA and DECT over 1800-1900MHz. • 3G-UMTS over 2.1GHz and 4G/LTE at 2.3 – 2.8.GHz.

#### ■ Unique Differentiators

- There is no other such product on the world market.
- VEGA is not just an antenna- it represents an inexpensive solutions to existing coverage difficulties.
- ROI is almost immediate.
- Cellular Operators can quickly & easily solve previously difficult and costly coverage situations.
- Improving & extending coverage enables the Operator to reduce churn & provide service to new customers in underserved areas.
- Operator save CAPEX and OPEX when using the VEGA solutions compared to the same challenging coverage situations alternative solutions.

#### ■ Company References and Strategic Business Partners

Leading Operators & Carriers in over 25 Countries world wide including Vodafone Turkey, Avea Turkey, Turkcell, Cellcom Israel, Pelephone, Partner, MTS Russia, Comcel Colombia, Porta Ecuador, Viettel Vietnam, Smart Cambodia, Sibir Telekom Russia, Vimpelcom Russia, Tigo Colombia, Claro Argentina & many others.

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## Craze Productions

<http://crazedigital.com>

### Our Technology:

#### Applications

Multimedia, Video & Content

Music & Games

#### Value Added Services & Enablers

Content Delivery & Adaptation

Mobile Advertising

Mobile Content Distribution

#### ■ **Solution at a Glance**

Content of music and movies for mobile.

#### ■ **Business Benefits & Customers Challenges**

One of the best catalogues in world available for mobile. One of the best catalogues in world available for mobile.

#### ■ **Unique Differentiators**

- 7000 full motion picture
- over 10.000 video clips
- access to over 150.000 life style clips ( 3 minutes)
- over 4000 TV hours mainly of music content

#### ■ **Our Offering**

Craze offers a complete solution: Full length Feature Films, TV shows, Music TV shows, Celebrity Bios, Songs, Ring tones, Complete songs, all tied in – one with the other. Craze is willing to work all kinds of deals with cellular networks and manufacturers.

#### ■ **Our Offering**

Rare combination of high tech and content.

#### ■ **Company References and Strategic Business Partners**

Yahoo, Blinkx, Itunes

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## Dasur

[www.dasur.co.il](http://www.dasur.co.il)

### Our Technology:

#### Handsets & Devices

Clients

Mobile Handsets

Smartphone

#### Value Added Services & Enablers

Messaging, Mobile E-mail & IM

### ■ Solution at a Glance

SlideIT is the fastest, easiest and most entertaining means to enter text on touch screen devices. Just Slide along the letters and “magically” the words will appear, there is no need to be accurate. It has more than 2 million users, and supports more than 30 languages.

### ■ Business Benefits & Customers Challenges

Touch screen market for handheld device is in full expansion, its only disadvantage is the difficulty to enter easily text. Dasur keyboards are the solution to this major problem. The transition to Touch Screen devices made the keyboards smaller and we need a better engine and mathematic algorithm to distinguish between letters. The increasing demand for more text and emails writing requires a better, faster, easy and fun ways to do it.

### ■ Our Offering

With our solution using your Thumb or Stylus you can Slide along the letters and “magically” the words will appear, there is no need to be accurate. Features such as: Sliding, Tapping Prediction, Disambiguation and Graffiti are successfully combined. Loved by Users, suitable for writing text in all applications. Can be adapted to any OS in a short time.

### ■ Unique Differentiators

Dasur solution is based on our unique, patented and powerful pattern recognition engine, and its unique features make it much more powerful than the competitor’s solutions. Our solution exist and work for 3 years, 2 milion people all over the world downloaded it from our website or from On-Line stores and use it in their mobiles phone with great success. Our smarter solution requires less “Foot print” and CPU processing. SlideIT solution is the only one which combines sliding with tapping, while predicting desired words at the same time as you slide.

### ■ Company References and Strategic Business Partners

**Company references** – Our solution is already installed and work successfully on huge install base

**Main partners** – Dasur is looking to cooperate with Cellular phones manufactures or Operators or other text input companies which would like to use and integrate our technology and solutions.

**Investors** – The company is privately owned and finances itself from sales.

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## Discretix Technologies Ltd.

[www.discretix.com](http://www.discretix.com)

### Our Technology:

#### Applications

Multimedia, Video & Content

#### Handsets & Devices

Mobile Handsets

Smartphone

#### Infrastructure & Network

Service Delivery Platform

TV / IPTV

#### Value Added Services & Enablers

Content Delivery & Adaptation

Mobile Content Distribution

#### ■ **Solution at a Glance**

Content and platform protection for smart phones, tablets, TVs, set-top boxes, e-book readers and other mobile and home entertainment devices.

#### ■ **Business Benefits & Customers Challenges**

Enables premium content to be securely deployed on smartphones and tablets, with Hollywood approved protection.

#### ■ **Our Offering**

Embedded security and Multi-Scheme DRM Client Client supporting all major DRM schemes in use (OMA DRM, CPRM, Microsoft PlayReady) and the flexibility to add new schemes as they become available.

#### ■ **Unique Differentiators**

Rapid time to market, single architecture supporting multiple DRM schemes, hardware-assisted for improved security and performance.

#### ■ **Company References and Strategic Business Partners**

Field proven across all major operating systems and platforms. Used in millions of devices. Customers include Intel, Renesas, HTC, SonyEricsson and Motorola.

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**Eurotech Communication Ltd.** [www.eurotech-communication.com](http://www.eurotech-communication.com)

**Our Technology:**

**Infrastructure & Network**

Switching & Routing

**Value Added Services & Enablers**

Messaging, Mobile E-mail & IM

VoIP

■ **Solution at a Glance**

**Gateway solutions**

Bridging the gap between Analog, Voip, ISDN to all cellular Networks GSM/CDMA/UMTS.

■ **Business Benefits & Customers Challenges**

- Low investment
- Quick ROI
- The smallest sim server systems in the world

■ **Our Offering**

- Offering to service providers and system integrators, Corporate, small businesses and SOHO'S
- A complete line of products for interconnecting Mobile networks
- VOIP, PRI, BRI & PSTN to GSM, CDMA, UMTS.
- Voip gateways & SIM SERVER, a flexible system cost wise for all users 2ch, 4 ch, 8-24ch (1U), and 32ch (3U)
- SIM SERVER 192 sims (1U) & 256 to 512 sims (3U) (Intermix of cellular types in the same box)
- New SMS SERVER for bulk message distribution

■ **Unique Differentiators**

- State of the art small and powerfull units
- Easy setup
- specialized human behaviour
- A unique sims server system

■ **Company References and Strategic Business Partners**

- Motorola
- Vodafone
- Telefonica,
- Price Waterhouse and Coopers
- Carrefour
- Tarjetta
- Beox

and many more.....

Schedule a Meeting at





## Feedbox

<http://kenolog.com>

### Our Technology:

#### Value Added Services & Enablers

Business Applications

Churn Prevention

Customer Care & Self CC

### ■ Solution at a Glance

Feedbox is a cellular based console that enables retailers, restaurants and other service providers to gather and analyze crucial customer feedback in real time from multiple points of sale/contact. Real time feedback is gathered through a simple, intuitive, and friendly user interface directly at the point of contact, while the service experience is still fresh. The customer management solution immediately identifies satisfaction degradation in specific locations, at any service point or branch. This instant insight into customer satisfaction levels is a powerful tool for any company who sees service as a key factor in its relationship with customers and a main driver in its success.

The solution provides a live, accurate status of customers' level of satisfaction, according to metrics that are pre-defined and measured at the time of the customer experience. These results are then relayed back in real time to the program manager in an easily understandable and actionable dash board format, via a secure web platform that offers wide flexibility in data analysis and report generation. The Feedbox system is scalable to an unlimited number of contact points, and offers a flexible GPRS package that that can be tailored to both medium and large scale companies.

### ■ Business Benefits & Customers Challenges

- Prevent customer churn by keeping your finger on service levels in real time
- Reduce operating expenditures related to customer experience measurements through our low cost system.
- Connects management with customers, and enables more efficient decision leading to improved service and sales.

### ■ Our Offering

- Smart feedback (through the Feedbox console) - deployed at every point of contact
- Strong and powerful data analysis and reporting system, providing managers with a clear picture of short and long term customer satisfaction, using an intuitive dashboard and graphical tools.
- On-line reports, alerts and additional information are available via the web or mobile phone

### ■ Business model

A combination of one-time installation fee with an ongoing monthly service fee.

### ■ Unique Differentiators

- Real Time information on customer satisfaction
- Powerful analysis and reporting interface through dashboard and custom reports
- Reduces expenditure on customer satisfaction measurement

### ■ Company References and Strategic Business Partners

- Holmes Place – A leading chain of fitness clubs
- Negev – Israel's leader in design concepts for both construction industry and interiors
- Betili – Home styling retail chain in Israel
- Sixth gear – large mechanical services company
- Numerous large shopping malls in Israel
- One of the leading banks in Israel

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## FibroLAN

[www.fibrolan.com](http://www.fibrolan.com)

### Our Technology:

#### Applications

Security & HLS

#### Infrastructure & Network

Backhauling

Broadband Wireless Solutions

P2P / P2M

### ■ Solution at a Glance

For mobile backhauling applications, FibroLAN is now offering the Falcon SE product line. These products provide powerful features that allow significant OPEX savings through easy commissioning, simple service provisioning and advanced monitoring tools (including SLA assurance and alarming).

This Synchronous Ethernet Based platform is optimized for taking the mobile (or cell tower) operator through the normally painful and costly migration from legacy to future (3G/4G/LTE) technologies in a seamless and cost efficient manner. Same device can be set to run multi GE over bonded Copper E1/T1s, multi GE and E1/T1s multiplexed over fiber point-to-point or rings and finally E1/T1s CES across the network. All with the same HW, and fully remotely configurable and upgradeable.

### ■ Our Offering

Delivery of the Falcon SE product line - full systems (HW+SW), via local or global partners, integration in customer's environment, possibly product adaptations, service support programs.

### ■ Unique Differentiators

#### Ultimate protection of investment:

- Technology migration (2G/3G/4G)
- Reduced OPEX
- Scalability and future proofing

### ■ Company References and Strategic Business Partners

**Major partners:** Alcatel-Lucent, Nokia-Siemens-Networks

**Major customers:** Telstra, Cellcom, Orange (IL), Union Fenosa/Gas Natural, Bezeq  
Many other smaller (T2/3) carriers and distributors.

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## Flash Networks

[www.flashnetworks.com](http://www.flashnetworks.com)

### Our Technology:

#### Infrastructure & Network

Network Monitoring & Optimization

Service Delivery Platform

#### Value Added Services & Enablers

Mobile Internet

### ■ Solution at a Glance

Flash Networks' Harmony™ Web & Media Optimization and Traffic Management provide operators with comprehensive, end-to-end, policy-based solutions that successfully manage traffic growth, while enhancing user experience even during the busy-hour period. Flash Networks' Harmony Content Control enables safer, more productive mobile use of the open Internet for consumer or business use. Already deployed in top-tier providers worldwide, content control from Flash Networks is field-proven, empowering both parents and employers. Flash Networks' Harmony My-i is a phone-top toolbar that provides a user-friendly interface to access personalized and targeted content while browsing the open Internet. My-i Toolbar enables operators to offer a differentiated and branded user experience across mobile Internet devices, to increase awareness of new mobile data services by promoting operator and third party content, and to generate revenues from targeted advertising.

### ■ Business Benefits & Customers Challenges

- Increase adoption, revenues, and ARPU
- Improve network utilization due to reduced load
- Delay and reduce investment in network expansions while optimizing subscriber QoE
- Reduce CAPEX and OPEX through data reduction and centralized real-time encoding
- Low-cost and low-footprint solution – 15% of the hardware requirements of competing solutions
- Increase revenues through growing on-portal video adoption and targeted advertising
- Clientless solution ensures support for thousands of devices
- Higher user satisfaction, stronger brand loyalty, and reduced churn
- Single, unified policy to manage all enforcement points
- Rapid introduction and modification of access control policies to meet regulatory and policy requirements
- Increase operator value and brand visibility over the open Internet
- Generate a differentiated, unified, and sticky user experience across multiple devices
- Maintain a close relationship with subscribers with the ability to push information and notifications

### ■ Our Offering

The Harmony Mobile Internet Services Gateway is a telcograde solution that empowers the mobile Internet. Deployed by top-tier operators worldwide, Harmony improves quality of experience, reduces operating costs, and monetizes the open Internet.

### ■ Unique Differentiators

- Field-proven, rich Internet services portfolio
- Comprehensive patent-based web and video optimization solution
- Most advanced personalized Content (Parental) Control solution available in the market
- Cost-effective policy management solution
- High-capacity platform
- Advanced reporting solution provides business and usage reports based on mobile Internet traffic, as well as operational reports

### ■ Company References and Strategic Business Partners

- **Customers:** Skylink, Network Norway, T-Mobile USA, Verizon Wireless, M1, Globe, Smart, O2 Telefonica, Optus, Bell, Centenial, SFR, Vodafone Italy, Orange Romania
- **Partners:** Cisco, F5, IBM, NSN, Alcatel Lucent, Huawei

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## GoNet Systems

[www.gonetworks.com](http://www.gonetworks.com)

### Our Technology:

#### Infrastructure & Network

Broadband Wireless Solutions

Cellular Network

Rural Coverage Solutions

Wi-Fi / My-Fi

### ■ Solution at a Glance

GoNet Systems provides outdoor Wi-Fi infrastructure solutions for urban, 3G offload deployments. Leveraging the company's xRF adaptive beamforming smart antenna technology, GoNet MBW base stations are optimized to operate in noisy environments alongside 3G networks. The MBW base stations' multi radio mesh architecture enables cellular operators to build large-scale networks and deliver high data volumes.

### ■ Business Benefits & Customers Challenges

Data congestion on 3G networks is causing operators to "drop calls" and the trend is just beginning. Data usage is predicted to increase exponentially over the next 4 years reaching an incredible 3,600,000 TB by 2014 (Cisco VNI Mobile).

Waiting for 4G networks will not be the answer since they will not offer enough capacity and will not be adopted fast enough.

GoNet Systems solutions overcome the barriers that cause poor Wi-Fi performance in noisy urban environments. The solutions are designed for large-scale outdoor deployments using smart antenna and multi radio mesh technologies to deliver superior performance and economics.

### ■ Our Offering

- Carrier-grade outdoor Wi-Fi infrastructure that delivers superior economics and increases the coverage and capacity by x2-x4
- Mobile Broadband Wireless (MBW) base stations with xRF adaptive beamforming technology and multi-radio mesh architecture
- EMS/NMS for central monitoring and over-the-air RF optimization

### ■ Unique Differentiators

- xRF adaptive beamforming technology – the narrow beam focuses energy; increasing the BST power as well as reducing exposure to interference by 90% and increasing coverage and capacity by x2-x4
- Multi radio mesh architecture – the flexible, self-healing technology, facilitates large-scale deployments, increases reliability and delivers high data volumes
- Specialized 3G filters – the specifically designed interference mitigation filters enable collocation with 3G BTS, while maintaining top performance

### ■ Company References and Strategic Business Partners

**Company references:** APAC operators, State of Acre, Brazil; Las Vegas, Pacifica, Halfmoon Bay, US

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**GSTAT Ltd.**

[www.g-stat.com](http://www.g-stat.com)

**Our Technology:**

**Value Added Services & Enablers**

Billing & Payments

CRM & Customer Base Analysis

Customer Care & Self CC

**■ Solution at a Glance**

- Data mining-based Customer analytics changes the rules of the game
- Xeligen is a revolutionary software solution suite, which automatically executes processes run and designed by ETL and statistical experts.
- Each Xeligen software solution provides guidance to support automatic decision making.
- Xeligen automatically generates all DM model development and deployment processes.
- Xeligen reduces needs for statisticians and integration experts and dramatically increases their productivity.
- Xeligen shortens the time needed for the development and deployment of common data-mining projects from weeks to hours.
- Includes self-learning models, which enable easy generation of frequent updates.
- Does not require any statistical know-how – marketers do the work with a user-friendly GUI

**■ Business Benefits & Customer Challenges**

- Increases ARPU.
- Saves on staff resources required for marketing analysis.
- Reduces time-to-market from months to hours whilst providing recommendations based upon the individual business model.
- Better recommendations thanks to faster self-learning models

**■ Our offering**

- Reduce DM model time-to-market from months to hours.
- Reduce time-to-deployment from weeks to hours.
- Facilitate self learning models – compared with current static models.
- Can be operated by users who lack statistical and DM know-how.
- Provide recommendations on future course of action with customers in consideration of inbound and outbound activity

**■ Unique Differentiators**

- |   |   |
|---|---|
| • Development - Hours vs. Weeks                               | • Increase ARPU                             |
| • Deployment- Automatic vs. Weeks                             | • User Friendly                             |
| • Save on marketing analysis staff resources                  | • Models - Self Learning vs. Constant       |
| • Reduce time-to market from months to hours                  | • Packaged Best Practices                   |
| • Better recommendations thanks to aster self learning models | • Statisticians - No need for statisticians |

**■ Company References**

ValueClick, 888.com, Bank of Jerusalem, KCB, Citi, Shufersal, PowerCard, 013 Netvision, Israel Discount Bank, Bank Hapoalim, ICQ, Cellcom, Bezeq International, Isracard, Umtb, First International bank of Israel, Clalit, Harel, Clal Insurance, Bank Leumi

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## IPgallery

[www.ipgallery.com](http://www.ipgallery.com)

### Our Technology:

#### Applications

[Multimedia, Video & Content](#)

[Location Based Content](#)

[Social Networking](#)

#### Infrastructure & Network

[Cellular Network](#)

[IP Infrastructure](#)

[Service Delivery Platform](#)

#### Value Added Services & Enablers

[Business Applications](#)

[Content Delivery & Adaptation](#)

[Converged Communications & IMS](#)

[Mobile Content Distribution](#)

[VoIP](#)

### ■ Solution at a Glance

IPgallery, a privately held US company, founded in 2000, is a leading global supplier of converged Legacy and Next Generation / IMS Value Added Services for Voice, Video, and Data. Given IPgallery's vast know-how and understanding of the Telecom market and business goals, outstanding expertise and field proven technology, the company has a track record of Preferred Partner for worldwide quadruple play service providers, operators and system integrators.

IPgallery's deployed converged communication solutions include core network centric solutions and Value Added Services for residential and business subscribers. IPgallery's applications are cloud-based, cross platform and web activated allowing for blended Voice, Video, and Chat and Mobile applications combined with Social Networking, that provide a personalized holistic user experience for all their communication needs. IPgallery's products and solutions are deployed worldwide, including in Tier-1 service providers' networks.

### ■ Business Benefits & Customers Challenges

- Enhance quad-play support and social media capabilities
- New revenue generating features, services and applications
- Leverage investments in existing equipment
- Customer retention, stickiness, churn control
- Reduce OpEx/CapEx

### ■ Our Offering

IPgallery offers converged communications solution and value added applications that enable quad-play service providers worldwide to deliver blended content via Social Networking, Voice, Internet, Video and Mobile converged services.

IPgallery's business models include licensing (Subscriber and/or CAPS), and revenue share.

### ■ Unique Differentiators

#### **IPgallery's unique solution differentiators:**

- Browser based – No client application development and maintenance
- Web activated Over SP network, allowing for high performance, QoS, true convergence, unified access to OTT, customer care
- Cloud computing – Short Time-to-Market
- Cross platform – Supports any device over any network
- TTM – Very short Time to market due to proven experience and flexibility.
- Low Cost (Initial and over time) – Our customers pay on a 'pay as you grow' basis and we provide price competitive solutions.
- Multi-network – IPgallery excels in Hybrid Networks solutions (SS7, SIP-VoIP, INAP, etc...)
- Future-ready (Convergence, IMS)
- SCE flexibility – We provide 'Open Architecture' system with the ability to create new services on top of the provided applications.
- Field proven Carrier grade five nines System Architecture.

### ■ Company References and Strategic Business Partners

#### **Customer References (including Tier-1 carriers):**

Bezeq (Israel), One Communications (USA), MTS (Russia), Globus (Russia), Megacable (Mexico), ImproWare AG (Swiss), Melita (Malta), Globul (Bulgaria), euskatel (Spain), Telefonica (Spain), Welcome Italtia, Tier 1 Major Service Provider in India,

#### **Strategic Business Partners:**

Sun, Oracle, Ulitcom, AudioCodes

Schedule a Meeting at





## ITS Telecom

[www.its-tel.com](http://www.its-tel.com)

### Our Technology:

#### Infrastructure & Network

Broadband Wireless Solutions

Cellular Network

P2P / P2M

Switching & Routing

#### Value Added Services & Enablers

Converged Communications & IMS

VoIP

### ■ Solution at a Glance

ITS Telecom's expertise focuses on converged voice and data solutions for the residential, SOHO and SMB markets. The unique array of solutions providing connectivity over NGN networks as well as GSM, HSPA, HSPA+ CDMA, EVDO cellular networks. The modular architecture and scalability of the solutions enables

Operators and customers to easily migrate for HSPA+ and LTE based networks with improved bandwidth connectivity and provide richer value added services packages.

### ■ Our Offering

ITS Telecom, no 1 innovative company of cellular solutions. ITS Telecom is one of the few companies who carry out the vision says that by 2020, 50 milliard devices and products will be connected to the cellular network!

ITS Telecom, MXB mobile broadband access family providing data and voice connectivity for users anytime anywhere! ITS Telecom provides a comprehensive range of business and residential communications solutions over converged networks. Our innovative solutions enable the mobile operator to be a single provider to both SBM's, SoHo and residential markets. Our product lines include Voice, Data and 'All in One' communication solutions. These solutions allow both the SMB and the residential users to have a one stop shop through a single service provider.

### ■ Unique Differentiators

Our two main advantages are:

**More in One** - The option of have all of today's options: Data, Voice and PBX in one device.

**Time 2 Market** - its readiness to the up to date and future networks makes it so special compare other competitors

### ■ Company References and Strategic Business Partners

ITS TELECOM works with the biggest infrastructure supplier in North America!

Schedule a Meeting at





## IXI Mobile

[www.ixi.com](http://www.ixi.com)

### Our Technology:

#### Handsets & Devices

Mobile Handsets

Smartphone

#### Value Added Services & Enablers

Business Applications

Messaging, Mobile E-mail & IM

### ■ Solution at a Glance

IXI Mobile Technologies is a Mobile Messaging Solution Company delivering complete Mobile Social experience to users over a range of devices and software solutions especially tailored according to market segments (MVNOs, Enterprise, Tier 2 Operators).

### ■ Business Benefits & Customers Challenges

- Unified service over all mobile platforms therefore reducing roll-out and support costs
- Operators can derive new revenues out of mobile network services through accurate billing, reporting and support mobile adverts
- Always connected to friends or work environment through IM and Email services
- Can connect to pals and colleagues regardless of device used.

Revenues made from Server sales to Enterprise, MVNOs or from per-user licensed access to IXI Mobile gateway data center.

With our solutions, customers (MNOS, MVNOs and mobile distributors) can ensure accurate monetization on new mobile services ensuring sustainable growth of VAS revenue streams over data communication. The challenge of our customers in the new Mobile Social Networking Era is to offer quality messaging applications to customers while deriving new revenues from billing and advertizing.

### ■ Our Offering

- Mobile Mail and IM Applications for major OS platforms, especially designed to facilitate Mobile Advertizing and LBS capabilities
- Back-end infrastructure consisting of a Messaging Gateway enabling access to IM communities and PushMail services

### ■ Unique Differentiators

Full End to End Solutions enabling Operators to manage, control data flow on all data messaging applications thus increasing Value Added Services revenues, such as advertizing and banner alerts, on top of monthly licensing of Messaging services.

### ■ Company References and Strategic Business Partners

Working with the following companies:

- Swisscom
- Vodafone
- 1&1
- MVNO alliance

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## Logia Group

[www.logiagroup.com](http://www.logiagroup.com)

### Our Technology:

#### Applications

Location Based Services

Multimedia, Video & Content

Music & Games

#### Value Added Services & Enablers

Content Delivery & Adaptation

Mobile Content Distribution

### ■ Solution at a Glance

2 main offerings:

1. White labeled Android apps store including a rich and unique application catalogue and on-going app store management services.

The end-to-end solution includes:

- A store front on device (ODC and ODP) and a web interface
  - An open interface for apps developers
  - A billing solution enabling different pricing models (subscription, in-app payment etc)
  - Rich and unique applications catalogue
2. In-app payment solution for Android applications enabling the end-user to pay via the Operators bill. The developer should implement the SDK once enabling payment with all major operators.

The in-app payment solution enables the purchase of services or digital goods after an app has been downloaded and used, and thus increases the conversion rate. The solution does the management and routing of the payment, enabling carrier billing. In a sense, Logia is acting as a billing aggregator.

### ■ Business Benefits & Customers Challenges

1. Today operators have the opportunity of moving again to be at the forefront with the end-user by opening an Android apps stores; with the open Android platform, it is easier than ever.
2. One single integration of Logia's SDK opens up a stream of revenue in all available applications markets.

### ■ Our Offering

Logia offers Mobile Operators a range of solution for their Apps Stores starting from Content Aggregation, Billing aggregation to full white labeled Apps Store.

Logia Offers to developers the ability to distribute their apps to Mobile Operators Apps Stores and an in-app payment solution enabling carrier billing

### ■ Unique Differentiators

Logia has the unique combination of being both a content aggregator and a billing aggregator. We Know Content. We understand both the need of the operator and those of the developer.

### ■ Company References and Strategic Business Partners

Logia provides its services to more than 50 leading mobile operators worldwide, including Telefonica, Vodafone, Airtel, Reliance, Smart, Turkcell and others; and works in partnership with Amdocs and Ericsson.

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## M.E. Media Market

[www.cellxl.com](http://www.cellxl.com)

### Our Technology:

#### Infrastructure & Network

Service Delivery Platform

#### Value Added Services & Enablers

Content Delivery & Adaptation

Mobile Content Distribution

### ■ Solution at a Glance

Media Market provides a wide and comprehensive collection of mobile content, focusing on Trivia and Tips concepts. The content is provided on a subscription basis and gives an unlimited access to the rich world of mobile entertainment. The end user receives, beside the fun and engagement, an opportunity to win considerable prizes and rewards. In addition to being a leading content provider, Media Market offers the most advanced and cost affective mobile service delivery platform. The platform enables easy interfacing to MNOs, aggregators and content providers using the following abilities:

- Multi-point-multi protocol connectivity gateway
- Routing
- Queue management
- Reporting
- Number portability
- Management tools
- API
- Black/White list
- Services orchestration
- Devices profiling
- Applications Development and Hosting

### ■ Business Benefits & Customers Challenges

- Hosted system – low maintenance cost.
- External GW – a simple API allows external use of SMS and WAP PUSH

### ■ Unique Differentiators

- The platform allows application development and hosting of these applications.
- An A-Z solution in everything that has to do with the mobile content world.
- Low costs in servers' software. The platform is based on Linux operating system and MySql DB

### ■ Company References and Strategic Business Partners

#### References:

- Bezeq – the largest landline communication company in Israel
- Telemesser – one of the largest aggregators in israel. This company is also connected to over 50 MNOs and aggregators all over the world via this platform

#### Strategic Business Partners:

- |            |             |           |                        |
|------------|-------------|-----------|------------------------|
| • Aspiro   | • Adsmarket | • Bezeq   | • Mirs                 |
| • Dimoco   | • Adfair    | • Partner | • Pelephone            |
| • Inspired | • CPX       | • Cellcom | • Mizrahi-Tefahot Bank |

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## MailVision

[www.mailvision.com](http://www.mailvision.com)

### Our Technology:

#### Handsets & Devices

[Clients](#)

[Mobile Handsets](#)

[Smartphone](#)

#### Value Added Services & Enablers

[Business Applications](#)

[Mobile Internet](#)

[Roaming Solutions](#)

[VoIP](#)

### ■ Solution at a Glance

Recent economy change and the demand from consumers for cheaper roaming rates, force service providers to look for alternative ways to reduce their roaming cost and allowing them to offer more attractive packages for their customers. MailVision' Mobile VoIP Solutions has become a real alternative to the standard GSM Mobile Networks, by taking advantage of the data connectivity available today via WiFi and 3G Data Networks.

### ■ Business Benefits & Customers Challenges

MailVision offers an efficient solution for the broad range of Service Providers, who seek to deliver high-quality voice services over Wi-Fi and Data(3G/GPRS) networks as an alternative to the traditional Mobile Operators.

### ■ Our Offering

- Mobile SIP Clients for: iPhone,iPad, iPod Touch, Nokia S60(Symbian 9), Blackberry and Android
- Distribution Server: Management of downloads, updates, upgrades and over-the-air set up
- Over 40 Deployments in the last 12 month

### ■ Unique Differentiators

Branded SIP Mobile Clients designed to meet Service Provider requirements.

End-to-End SIP Mobile Solution (Mobile – Distribution Platform)

Sends SMS over VoIP data networks (Wi/Fi and 3G/GPRS)

Enables the users to use his current GUI hand-set for Mobile VoIP calls and SMS messaging

Client Management Server for advanced management features :

Over the air configurations, upgrades and updates and more

### ■ Company References and Strategic Business Partners

**Selected Worldwide Customers:** Motorola – USA, Intel – USA, AudioCodes – Strategic Partner, Jajah – USA, Cellcom – Israel, Bezeq – Israel, Megacable – Mexico, Globe Wireless – USA, Deloitte – Belgium, PTV- Spain, WestCall – Russia, CSL - Hong Kong, Vonage - USA, Telfonica - South America

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## MATIMOP

[www.matimop.org.il](http://www.matimop.org.il)

### Opportunities for R&D Cooperation:

[Aerotel Medical  
Systems](#)

[Cellint](#)

[IPgallery](#)

[Saguna Networks](#)

MATIMOP, the Israeli Industry Center for R&D, is a non-profit organization acting on behalf of the Office of the Chief Scientist at the Ministry of Industry, Trade and Labor, which promotes technological and R&D cooperation between Israeli and foreign industries.

MATIMOP helps implement a variety of bi-national and multi-national industrial R&D programs between Israeli and foreign enterprises from Europe, Asia, Oceania, North America and Latin America. Israeli companies participating in these programs are eligible for financial support from the Office of the Chief Scientist and foreign companies are eligible to apply to their national authorities.

In the fields of IT and telecommunications, MATIMOP facilitates the following programs:

- CELTIC is a European R&D cluster in telecommunications, operated in the framework of EUREKA, a pan-European network for industrial R&D. The cluster is led by Europe's largest telecom vendors and operators, including Alcatel, Nokia, Ericsson, Thomson, FT, BT, Telefonica, Italtel & Telecom Italia. The CELTIC Cluster offers excellent partnership opportunities with these companies.
- Eurescom is the leading private organization for collaborative R&D in European telecommunications. For its members, the European Union, and other customers, Eurescom performs multinational research projects on networks, services, applications and more. Members of Eurescom include Deutsche Telekom, France Telecom, and BT.
- SIBED – The Sweden-Israel Testbed Program is a joint program between Sweden and Israel supporting the development of technologies and applications utilizing testbed facilities. The program is implemented by VINNOVA, the Swedish Agency for Innovation Systems.
- FIT – The Finland-Israel Technology Program is a joint program for applicative R&D, focusing on the fields of information technology and telecommunications. The program is implemented by MATIMOP and TEKES - the National Technology Agency in Finland, within the EUREKA Framework.
- ITEA-2 is the strategic pan-European program for advanced pre-competitive R&D in software-intensive systems and services. ITEA-2 is one of EUREKA's main cluster programs. Major European companies, such as Philips, Thales, Siemens, Nokia, Thomson and Alcatel, participate in this program.

MATIMOP offers a platform for CTOs to meet with their counterparts at leading telecommunications companies around the world, helping to facilitate international R&D cooperation in the IT and telecommunications fields.

**Contact:** Shoshi Caspi • Phone: +972 (0) 35 11 81 31 • [shoshi@matimop.org.il](mailto:shoshi@matimop.org.il)

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## Mce systems

[www.mce-sys.com](http://www.mce-sys.com)

### Our Technology:

#### Handsets & Devices

Data Transfer & Backup

Mobile Handsets

Smartphone

#### Value Added Services & Enablers

Churn Prevention

Content Delivery & Adaptation

Customer Care & Self CC

### ■ Solution at a Glance

Mce's PC based, in-Store solution, is a set of tools for retail personnel that enables them to perform advanced sale, service and support activities on different devices in a simple, easy and intuitive way. Services include device and content management, customizing and setting up a device, selling and installing applications and content packages, diagnose issues and perform repair procedures. mce solutions empower service providers' retail personnel to offer best in class point of sale and service experience in all locations regardless to reps knowledge and experience. Improves customer experience during sale, after sale and support interactions while generating revenues and reducing operational costs

### ■ Business Benefits & Customers Challenges

Smartphones support and repair process are more complex and more expensive compared to feature phones. Mce solutions can contribute to wireless service provider savings while increasing customer experience in the following ways:

- Enable best-in-class Point of sales experience
- Migrate Customer care to the store
- Improve first contact resolution
- Reduce the number of handsets returned because of a software issue, configurations issue thus reducing No Fault Found (NFF)\No Trouble Found (NTF)
- Reduce handling time - Reduce time spent determining and fixing software and configuration errors
- Reduce call center load by migrating Customer care to the store
- Reduce Customer service and sale reps learning curve and empowering them to expert level
- Reps are no longer required to understand specific error handling and configurations for multiple, complex handsets and services
- Reduce the need to escalate support – reduce need for store reps to call the contact center to complete transactions
- Structure, monitor and control in-store and RMA processes
- Mix and match features to create custom processes
- Processes can include Sale process (new device), training, service procedure, loaner programs and more
- Standardize your offerings in-store, at customer care, in depots, on-line
- Eliminate manual human errors
- Simplify Multi-OEM and multi-Service troubleshooting by specific error handling and configurations

### ■ Our Offering

Mce offers PC based solutions for the point of sale and point of service. All mce solutions are accompanied with a dedicated connection box and a set of connection cables for all the different handsets. Solutions are customizable for customer specific requirements and tailored to fit the customer's processes.

### ■ Unique Differentiators

The only solution in the market to offer the sales and service reps all the functionalities require for the sale, service and maintenance procedures in today's Smartphone environment on all handsets, in one intuitive and simple to use operation

### ■ Company References and Strategic Business Partners

Telus – Canada; Pelephone – Israel; Wind, Canada; Videotron – Canada; Telefonica

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## Mer Telecom

[www.mer-telecom.com](http://www.mer-telecom.com)

### Our Technology:

#### Infrastructure & Network

Network Maintenance & Assurance

Network Monitoring & Optimization

Rural Coverage Solutions

#### ■ Solution at a Glance

Mer Telecom provides full turnkey solutions for wireless networks infrastructure:

- Network Planning and Design
- Site Acquisition and Permitting
- Site Design
- Site Construction and Civil Works
- Design, Manufacture, Supply and Erection of Telecom Towers
- Design and Implementation of MW Links
- Installation and Commissioning
- Core Equipment Installation and Commissioning
- Network Optimisation and Maintenance
- Renewable Energies and Hybrid Solutions for Cellular Sites
- Remote Cellular Site Control and Management

#### ■ Business Benefits & Customers Challenges

Reduce CAPEX/OPEX offering cost effective solutions for network infrastructures deployment and management

#### ■ Our Offering

- Telecommunications Towers
- Hybrid and Renewable Energy Solutions for Cellular Sites
- Cellular Sites Remote Management
- Turnkey Solutions for Network Deployment

#### ■ Company References and Strategic Business Partners

Operators: America Movil, Vodacom, Millicom, Telefonica, Orange, Airtel  
Vendors: Huawei, ZTE, Alcatel, NSN, Ericsson

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MIND

[www.mindcti.com](http://www.mindcti.com)

## Our Technology:

### Value Added Services & Enablers

Billing & Payments

CRM & Customer Base Analysis

Customer Care & Self CC

VoIP

## ■ Solution at a Glance

### Our Service Providers Solutions

MIND's convergent billing and customer care solutions enable operators to manage and bill voice, data, video and content services. Our solutions provide real-time mediation and provisioning interfaces to network elements, the flexible real-time rating required by service providers to be innovative and competitive, as well as highly scalable billing that enables various business models and payments methods, including prepaid and postpaid. MIND's modular, product-based, fast-to-deploy approach is designed to provide operators with fast time to market and a minimum of risk when deploying new services. Our cost-effective solutions significantly reduce the total cost of ownership, enable operators to obtain an immediate return on investment from their network infrastructure as well as reduced maintenance and customization costs. Today, MIND has customers in over 40 countries, deploying our convergent billing and customer care solutions in a variety of market segments.

### Our Enterprise Solutions

MIND offers its customers and partners a powerful tool that provides management decreases in network costs, increases in employee efficiency and control of the telephony budget in their organization. MIND's innovative solution PhonEX ONE enables IT and Telephony managers to control and analyze the enterprise's traffic, monitor and cut their telecom costs and detect frauds while increasing productivity and maximizing performance and return on investment.

## ■ Business Benefits & Customers Challenges

### MINDBill Billing & Customer Care:

- Enables to manage and bill an unlimited number of voice, data, video and content services and thus providing new source of revenues.
- Manages all types of services and therefore reduces the number of required solutions & simplifies the management of the network.

### PhonEX ONE Call Accounting Solution:

- Reduces OPEX through control and analysis of telecom costs.
- Prevents fraud and increases employee efficiency.

## ■ Our offering

**MINDBill Billing & Customer Care:** SW based solution that is delivered in any business model - license, managed service or complete outsourced billing service.

**PhonEX ONE Call Accounting Solution:** SW based solution that is delivered in license-based model.

## ■ Unique Differentiators

- Fully convergent pre-paid and post paid
- Scalable and flexible product based solution
- Proven on-time and on-budget deployment

## ■ Company References and Strategic Business Partners

**Existing Customers:** Billing & Customer Care: H3G Italy, Cable & Wireless, Romtelecom, Moldtelecom, SingTel, Sri Lanka Telecom, AMIS, Koc.net,

**Call Accounting Solution:** HSBC, Renault, NATO, PCW, European Parliament, BMW, Nestle, Intel, UPS

**Existing Partners:** Cisco, IBM, Dimension Data, Ericsson, Telindus, Avaya, Broadsoft.

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## MobiApp

[www.mobi-app.com](http://www.mobi-app.com)

### Our Technology:

#### Applications

Location Based Services

Social Networking

#### Value Added Services & Enablers

Messaging, Mobile E-mail & IM

### ■ Solution at a Glance

**MobiApp** develops local social mobile networks that enable people attending events to know about each other's presence on site for free.

When you enter a **MobiApp** location you will receive a notification inviting you to enter the network. Entering the network will let you know who is present at the location and will enable you to send and receive messages to whoever you wish.

### ■ Business Benefits & Customers Challenges

Retail businesses must increase revenues whether by increasing number of customers or by increasing average revenue per customer, customer loyalty and added value for retailers is mandatory.

**MobiApp** creates added value for the users and direct connection between the retail businesses to the customers.

### ■ Our Offering

We offer a system which includes customer management and real time laser marketing (personal, local, timing) for crowded area like: large entertainment centers (pubs, discos), stadiums, campuses, shopping malls, etc.

We can offer revenue sharing model or monthly retainer model.

### ■ Unique Differentiators

MobiApp's system uniqueness is in the ability to create local network that enable users to communicate without cellular provider dependency.

This enables us to offer laser marketing to the retail businesses directly with intimately relationship with the customers.

### ■ Company References and Strategic Business Partners

Maayan ventures ltd is an investor with the Israeli chief scientist.

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## One Smart Star

[www.onesmartstar.com](http://www.onesmartstar.com)

### Our Technology:

#### Value Added Services & Enablers

Business Applications

Mobile Advertising

### ■ Solution at a Glance

OSS offers a unique, innovative service for Corporate customers providing the opportunity of re-branding the Corporate and the communication access to it, centered on a short nickname of \* and four digits. This unique branded nickname serves for voice access, fax access, SMS, website and email as well as a physical address for Post Office service. This integration is achieved through existing features of the modern switching systems combined with specially developed software applications and a software database. It creates additional income to operators, increased airtime revenues and profits as well as bringing a stronger brand to operators as all these services create a single identity for the Corporation based on one short Phone number, putting the phone service in the center. The corporate customers will benefit from simpler, faster and increased interaction with their customers.

### ■ Business Benefits & Customers Challenges

**For Operators:** Increased traffic, airtime and number of calls. New Revenue Stream. Putting the Phone service in the center of communications.

**For Corporate Customers:** Create a single identity for the Corporation based on one short number. Faster and increased interaction with customers. More effective advertising.

### ■ Our Offering

- Enable a seamless, quick, easy and innovative method for corporate customers to reach companies through all operators via multiple communication methods such as Phone, SMS, Fax, Regular mail, Email, Website.
- All services are accessed using the \*xxxx (asterisk and four digits) or \*ABCD (asterisk and four letters) number. while \*xxxx do not interfere or contradict the national numbering plan
- This Star Service will ride on top of any Physical or Virtual PABx provided by Operator, or other devices, enabling for example, access to local offices of a company with multiple locations such as Taxi, Flower Delivery, Parking, etc.

### ■ Unique Differentiators

One Smart Star™ is a patent-protected innovation that enables mid to large size enterprises to achieve a compelling brand advantage by providing single point access to unified information.

One Smart Star Number™ (OSSN™ nickname) for all communication services  
No investment and no management attention from Operators  
Multiple levels of OSSN™

### ■ Company References and Strategic Business Partners

**Company references** - The One Smart Star™ system is fully deployed in Israel, Bulgaria, Georgia, Slovakia, Romania, Chile and Azerbaijan with over 3,000 OSSN™ customers and is being introduced in over 50 countries.

**Strategic Partners** - all operators, Vodafone, Orange, O2 - Telefonica, Claro, Movistar, Cosmote

**Main partners** - DigEvo, Tectoy, Amazoco, DigEvo, Wi-Media, OSS Georgia, OSS Azerbaijan OSS, Bulgaria, OSS Swiss.

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## Optiway Ltd.

[www.optiway.biz](http://www.optiway.biz)

### Our Technology:

#### Applications

Security & HLS

Telemedicine

#### Infrastructure & Network

Cellular Network

Indoor Coverage

Wi-Fi / My-Fi

#### ■ Solution at a Glance

Optiway offers affordable in-building cellular coverage with single optical fiber solutions. Optiway's solution simplifies design and dramatically reduces your project costs by multiplexing sources, with a range of different technology standards for single or multi-operators, on the same single-fiber-platform.

#### ■ Business Benefits & Customers Challenges

Today, cellular connectivity is expected virtually everywhere, especially indoors, where most cellular calls are made. Optiway offers affordable in-building cellular coverage, delivering multiple cellular technologies over a single optical fiber, simplifying projects from design to implementation and providing effortless control with a unified management system.

#### ■ Our Offering

Optiway offers affordable in-building cellular coverage with single optical fiber solutions. Optiway's solution simplifies design and dramatically reduces your project costs by multiplexing sources, with a range of different technology standards for single or multi-operators, on the same single-fiber-platform.

#### ■ Unique Differentiators

Optiway offers affordable in-building cellular coverage with a range of different technology standards for single or multi-operators, on the same single-fiber-platform. Optiway solution simplifies projects from design to implementation and provides effortless control with a unified management system.

#### ■ Company References and Strategic Business Partners

ABlresearch® 2009 "In- Building Wireless Systems: Connecting Networks and Services" Selects Optiway as one of the two IBW leading innovators: "Optiway, an Israeli DAS vendor, has introduced optical multiplexing technology into their Active DAS solution, which purports to both reduce the number of elements and to save 50 to 70% of overall costs, while maintaining power and capacity in the system"

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## OriginGPS Ltd.

[www.origingps.com](http://www.origingps.com)

### Our Technology:

#### Applications

Location Based Services

#### Handsets & Devices

Mobile Handsets

### ■ Solution at a Glance

The OriginGPS's GPS receiver modules with built-in antenna have been designed to address markets where smallest modules, performance, highest level of integration, power and flexibility are very important.

**OriginGPS's products consist of the following technologies:**

- Unique antenna design - Module integration
- Antenna-module design - Shielding for EMI
- Unique module design - Noise Free Zone System
- Floating antenna - Unique technology
- Molding technology - Improved performance & stability for components, requiring high stability in harsh conditions

### ■ Business Benefits & Customers Challenges

The OriginGPS integrated antenna-modules were specially designed to meet wide range of OEM configurations and applications.

The small size of the module and full integration feature makes it ideal for integration in:

- Cellular handsets - for navigation and location-based services.
- Handheld consumer navigation and multifunction devices.
- Precise timing devices.

OriginGPS customer's challenges are an electronics design houses, mobile and handheld manufactures and worldwide distributors.

### ■ Our Offering

OriginGPS offers three products series:

**ORG-11XX series** - Fully integrated GPS antenna-module ideal for applications require processor such as Notebooks/Netbooks.

**ORG-13XX series** - Fully integrated GPS module including antenna.

This series is a standalone device for embedded products with low system resources.

**ORG-20XX series** is program host characterize with the smallest integrated GPS modules including antenna with small size: 14mmX14mm.

### ■ Unique Differentiators

OriginGPS provides the world smallest GPS antenna-modules, optimizing integration with mobile devices, PDAs, smart phone, Netbooks / Notebooks.

Series ORG-2000 is OriginGPS smallest fully featured GPS receiver. The module provides a miniature multi-channel receiver that continuously tracks all satellites in view and provides accurate positioning data.

Featuring OriginGPS microstrip patch antenna and OriginGPS Noise-Free Zones technology the ORG-2000 offers the ultimate in high sensitivity GPS performance, capable of both autonomous and aided modes of operation.

### ■ Company References and Strategic Business Partners

Our strategic customers are an OEM manufacturer or distributors working with design houses that integrated GPS modules at their products.

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## Perfecto Mobile

[www.perfectomobile.com](http://www.perfectomobile.com)

### Our Technology:

#### Applications

[Remote Maintenance](#)

#### Handsets & Devices

[Mobile Handsets](#)

[Smartphone](#)

#### Value Added Services & Enablers

[Business Applications](#)

[Mobile Advertising](#)

[Mobile Internet](#)

### ■ Solution at a Glance

Perfecto Mobile is a developer and provider of remote device access, automation and monitoring solutions for mobile applications testing on REAL handsets via the web. Perfecto Mobile's Handset Cloud™ makes complex mobile testing simple, helping enterprises overcome the ongoing challenge of sustaining quality in an impossibly dynamic mobile market.

### ■ Business Benefits & Customers Challenges

Perfecto Mobile meets mobile web and application developers never ending pursuit to deliver high quality mobile applications and services in an extremely dynamic mobile market, bought on by the plethora of devices, cross platforms and networks worldwide. Our unique and patented technology generates saving through low TCO and fast ROI, while maintaining the highest standards of security.

- Most comprehensive Public Handset Cloud offering immediate access to hundreds of real device models (including the latest devices), operating in live networks worldwide.
- Complete test automation capabilities enabling script creation and management, script execution and reporting. No prior programming knowledge is required.
- Private cloud for enterprises
- Advanced monitoring capabilities

### ■ Our Offering

- **Public Handset Cloud** - Test mobile applications, websites or services on a multitude of REAL handsets, operating systems and mobile platforms worldwide.
- **Perfecto Mobile Private Handset Cloud** - Enterprise solution offering dedicated devices, test automation, community manager for enterprise-wide management, integration with industry standard test management solutions including HP quality center, integration layer with enterprise ALM and high security layer.
- **ATP Cloud (Acceptance Test Procedure)** - Specify, manage and monitor testing procedures over mobile devices and amongst testers (local, off-shore and/or outsource).
- **SLA Monitoring Cloud** - End-to-end monitoring of mobile services over multiple real devices, from an end-user device point of view.

### ■ Unique Differentiators

- Immediate access to new device models – Introduction of new device models takes hours with Perfecto Mobile, compared to weeks with other solutions.
- Instant, portable and scalable scripting – Scripts are easily and quickly created with no programming knowledge required. Virtual functions enable re-use of scripts across multiple devices.
- Secured and private enterprise environment - Enterprises dedicated devices and security schemes based on corporate policy and industry standards.
- Multi-layer device access & info - Native connectivity with devices enable direct installations of applications on a device, get OS log and more.
- The only 100% Web Based Service - No client installation required.
- Enhanced collaboration tools - Easy collaboration and real-time sharing of devices amongst globally distributed teams.

### ■ Company References and Strategic Business Partners

Perfecto Mobile's products are used by the world's leading players including: Wells Fargo, Nokia Ovi, Motorola, Android, Vodafone Group, Bell Canada, Rogers and Go.Live.com.

Schedule a Meeting at



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## Phonaris

[www.phonaris.com](http://www.phonaris.com)

### Our Technology:

#### Handsets & Devices

Remote Maintenance / OTA

Smartphone

#### Value Added Services & Enablers

Customer Care & Self CC

### ■ Solution at a Glance

**Phonaris For Enterprise:** A comprehensive solution which enables Enterprise or SME IT to manage their employees smartphones and tablets, in a similar manner as they do with desktops and laptops. The solution enables IT to support and manage the multi-OS smartphones environment including:

- Troubleshooting through full remote control of the device
- Deployment and management of applications
- Settings and security policy enforcement
- Tracking and limiting of wireless costs related to cellular data usage and roaming

**Phonaris For Mobile Operator Support:** The support of smartphones is becoming an increasing challenge as devices are becoming more complex along with the proliferation of 3rd party applications. Phonaris offers a solution for mobile operators and service providers which enable support call center representatives to initiate full remote control over smartphones of customers calling for support. The solution creates a new support experience for both the customer and the call center representative

### ■ Business Benefits & Customers Challenges

#### For corporate IT:

- Manage a multi-OS smartphone environment from a single console in a similar manner to other devices in the enterprise such as desktops and laptops
- Shorten helpdesk calls through full remote control
- Deploy business apps to large groups of devices
- Increase the security of sensitive corporate data on the device
- Reduce overall device TCO related to support and management
- Reduce wireless costs due to prevention of costly user mistakes related to over usage of data packages and roaming.

#### For operators, service providers and device vendors:

- Reduce support costs
- Increase user satisfaction from the support service
- Additional revenue from corporate accounts
- Differentiation and advantage when competing on corporate accounts

### ■ Our Offering

The solution can be deployed on enterprise premise or offered as a service hosted by a service provider or mobile operator. Phonaris For Enterprise supports high scalability and multi-tenant environment which makes it ideal for service providers wishing to offer their corporate customers an added value service.

### ■ Unique Differentiators

- Full remote control of smartphones including Android devices
- Not just remote control – a comprehensive solution for support, management and cost control
- Control not just smartphones but tablets as well
- Multi-OS on-device lightweight resident agent support
- Built for service providers – high scalability, multi-tenant, fully web-based console

### ■ Company References and Strategic Business Partners

Commercial trials are ongoing with several major enterprises.

Schedule a Meeting at





**pic2world**

[www.pic2world.com](http://www.pic2world.com)

**Our Technology:**

**Applications**

Location Based Services

Multimedia, Video & Content

Music & Games

Social Networking

**Handsets & Devices**

Mobile Handsets

Smartphone

**Value Added Services & Enablers**

Business Applications

Content Delivery & Adaptation

Mobile Content Distribution

■ **Solution at a Glance**

pic2world provides customers with three products such as commercial tour guide, tour contents exchange community, and automatic tour photo naming management. All products work on smartphones such as iPhone and Android phones.

■ **Business Benefits & Customers Challenges**

Professional tour contents with geomeia such as audio tour conductor, map, pictures, and text. Most popular 20 cities' tour guides are provided on smart phone Apps such as Apple Appstore and Android market. All products work independently without international dataroaming.

■ **Our Offering**

Three products: most popular 20 cities tour guides, tour contents exchange community, and automatic tour photo naming management. One geomeia tour guide platform for tourism promotion of nation, city and town.

■ **Unique Differentiators**

All tour guide contents work on smartphone devices without international dataroaming. All tour guide contents are professional ones. They can work even in the area such as National Park where people cannot communicate.

■ **Company References and Strategic Business Partners**

Tour related companies such as TripAdvisor. Tour guide community. Professional content providers & operators. Tourism promotion department of government, citie and town. Any person related with internet tour related blog or sites.

Schedule a Meeting at



# QuadManage

## QuadManage

[www.quadmanage.com](http://www.quadmanage.com)

### Our Technology:

#### Infrastructure & Network

Network Monitoring & Optimization

Network Maintenance & Assurance

#### Value Added Services & Enablers

Billing & Payments

### ■ Solution at a Glance

QuadManage provides mediation products in combination with professional services that enable telecom service providers to efficiently utilize various data generated by the network components for CDR creation, statistics, performance and maintenance, alarming and fraud management purposes.

QuadManage solution called "eMediate Overseer" leverages the unique placement of the CDF and CGF in the midst of the OSS and BSS border to gather crucial data for various BSS/OSS uses such as traffic charts, alarming, performance monitoring etc.

### ■ Business Benefits & Customers Challenges

- Accurate and Efficient Management
- CDRs of IMS charging components
- Preventive actions according to user thresholds
- Fine grain and accurate performance monitor
- Improved, updated and high availability services
- Quality of Service
- Competitive pricing

### ■ Our Offering

QuadManage develops and deploys the following four types of products:

1. **Mediation Device** - collecting events from the telecom network (core as well as application).
2. **CDR Bulider** - creating billable CDRs based upon events collected by Mediation Devices. These CDRs are sent to the SP/Operator Billing system
3. **Network Manager** - providing system Alarming, Fault and Performance management. This module can function as a standalone module providing operations team with relevant data and/or connected to OSS
4. **Preventive Maintenance** - locating performance degradation based upon Call Generator

QuadManage products are targeted for Quad Players facilitating the operation of multi-networks and the emerging IMS-based networks and fully comply with the various IMS standard bodies: 3GPP, ITU-TSPAN, and Cablelabs (CDF / CGF).

QuadManage offering is an IMS based CGF/CDF capabilities.

QuadManage software solution runs on general purpose hardware.

### ■ Unique Differentiators

QuadManage solution addresses the challenges of IMS distribution architected by leveraging the unique placement of the CDF and CGF in the midst of the network. This unique approach provide more accurate and efficient data to the operator. Usually this kind of data is being collected by the billing system for their internal purposes. QuadManage mediation products know how to extend this capability to overall system management domain.

### ■ Company References and Strategic Business Partners

- Bezeq - Israel
- Cellcom - Israel
- Intel - US
- Telefonica - LATAM
- Mega cable - Mexico
- Melita - Malta

**Strategic Business Partner:** Oracle

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data communications

## RAD Data Communications

[www.rad.com](http://www.rad.com)

### Our Technology:

#### Infrastructure & Network

[Backhauling](#)[Broadband Wireless Solutions](#)[Rural Coverage Solutions](#)

### ■ Solution at a Glance

RADWIN 2000 high capacity point-to-point wireless broadband solutions in the sub-6 GHz band

### ■ Business Benefits & Customers Challenges

#### Customer Challenges:

- Meet ever-growing demand for high-capacity broadband
- Extend connectivity to remote and rural areas
- Reduce backhaul costs

#### Business Benefits:

- RADWIN solutions enable service providers to extend their network to remote and underserved areas in the fastest, most cost-effective way
- RADWIN solutions enable service providers to meet the ever-growing demand for high capacity broadband
- RADWIN solutions enable service providers to backhaul voice and data traffic at a fraction of the cost of alternative solutions

### ■ Our Offering

RADWIN 2000 is a portfolio of carrier-class products providing high-capacity, long-range connectivity at highly competitive prices. Complying with worldwide regulations and industry standards, the RADWIN 2000 solutions are deployed globally by leading cellular carriers, service providers as well as public and private networks.

Reaching 200 Mbps net aggregate throughput and providing IP and TDM over the same link make this product ideal for today's and tomorrow's networks, preparing operators for the seamless migration from legacy TDM to all-IP networks such as LTE/4G.

#### Highlights

- Up to 200 Mbps net aggregate throughput
- Native TDM (Up to 16 E1s/T1s) + Ethernet over the same link
- Single radio supporting multiple bands (2.3-2.4 GHz, 3.3-3.8 GHz and 4.8-6.0 GHz)
- Long range - up to 120 Km/75 miles
- Advanced technologies: MIMO and OFDM
- Extremely fast and simple installation
- Excellent price/performance value

### ■ Unique Differentiators

- Mega capacity - up to 200 Mbps net aggregate throughput
- Native TDM (up to 16 E1s/T1s) + Ethernet
- Single radio for voice, video and data transmission
- Unique interference-mitigation technologies
- OFDM technology that enables operation even in non-line-of-sight conditions
- Extremely fast and simple installation
- Excellent price/performance value - fraction of cost of alternative solutions

### ■ Company References and Strategic Business Partners

Upon request on site

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## RCS Rampal Cellular Stockmarket Ltd.

[www.rcs.com](http://www.rcs.com)

### Our Technology:

#### Handsets & Devices

Mobile Handsets

Smartphone

#### ■ Solution at a Glance

RCS is a leading international distributor of mobile phones and other portable electronics.

- **Sourcing the Deal** - Hundreds of selling offers & purchase requests posted daily to RCS' trading platform.
- **Selling the Deal** - Skilled traders initiate secure deals providing financial solutions to qualifying companies.
- **Logistics** - RCS' 20 agents ensure reliable delivery.

#### ■ Our Offering

30 dedicated sales agents who speak 16 languages + 20 logistics specialists ensure the best deals, smooth delivery and secure transactions.

We offer all major brands and models of:

- Mobile phones
- Digital cameras
- Notepads, computers and computer peripherals
- LCD's
- Other portable electronics
- Original accessories

#### ■ Unique Differentiators

- Reliability / Stability
- Industry's largest sales & logistics forces
- Extensive know-how in international logistics and trading regulations
- Financial solutions
- Global Presence

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**Runcom Technologies Ltd.**

[www.runcom.com](http://www.runcom.com)

**Our Technology:**

**Handsets & Devices**

[Mobile Handsets](#)

[Security & AV](#)

**Infrastructure & Network**

[Broadband Wireless Solutions](#)

[Cellular Network](#)

[Wi-Max](#)

■ **Solution at a Glance**

Runcom provide 802.16e mobile WiMAX end-2-end solution.

■ **Our Offering**

Runcom products include: Chipsets for User Terminals and Base stations, User terminals that include: Handsets, PCMCIA cards, Video IP Phones, Indoor and Outdoor CPEs, TV over IP and Video Surveillance System, Base Stations: Indoor Pico and Remote Radio Head, ASN GTWY, VAS and NOC.

■ **Unique Differentiators**

Flexibility, the option to provide unique solutions, specific RF band development, MESH solution, Vertical integrated "all in one" from end-2-end solution including the RAN equipment and network, down to the chip (Asic) level

■ **Company References and Strategic Business Partners**

Commercial WiMAX deployment with Foris telecom in Mozambique Africa, OEM manufactures in Europe and in the Far-east.

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**Saguna Networks Ltd.**

[www.saguna.net](http://www.saguna.net)

## Our Technology:

### Infrastructure & Network

Backhauling

Network Monitoring & Optimization

### Value Added Services & Enablers

Content Delivery & Adaptation

## ■ Solution at a Glance

Saguna CODS™ is the first CDN solution totally adopted in to Mobile networks. The system is built to address the ever growing demand for Internet content and services. The system creates a storage overlay inside the RAN and automatically brings the most used content as close as possible to the users thus creating a much better user experience, dramatic OPEX reduction and solving pick hour bottle necks, at minimum cost.

## ■ Business Benefits & Customers Challenges

The two major challenges are in content delivery over mobile networks are:

- Networks are moving from Voice based to Data based services. Reduction in cost per MB (Backhaul & Radio) is hard to achieve with HSPA, LTE & WiMax while Data usage is growing exponentially.
- Unsatisfactory user experience creating service churn, and inability to attract new users.
- Saguna solution completely solves the above challenges and is totally transparent to the transport layer, the application layer and the terminal.

## ■ Our Offering

Saguna CODS™ is a based on multi node caching proxy architecture (CODS-AN™ and CODS-MR™) which are located both within the Mobile Core Network and the Mobile RAN. The nodes operate in a grid-computing scheme, performing proxy/cache decisions which are based on the type of data/ content flowing in the network, thus adding "Content Awareness" into the network. The system classifies and identifies content currently being streamed through the network and presents the ability to eliminate redundant traffic both from the MNO portal and the free Internet.

## ■ Unique Differentiators

Single system that solves the major issues related to content delivery over mobile networks. Saguna's patent pending technology supports all content types, and guarantees a very short ROI cycle of approximately 6 month. The system is scalable and can be deployed starting from only 2 nodes and growing to a several thousand node system which can deliver Tera-bits of content per second.

## ■ Company References and Strategic Business Partners

The company is engaged with Several Telecom Equipment Manufactures as well as with some of the world prominent mobile Operators.

## ■ Opportunities for R&D Cooperation

- MobileCDN (HSPA, HSPA+,LTE, WiMax)
- Mobile content optimization (HSPA, HSPA+,LTE, WiMax)
- Cache cloud

### Potential companies for cooperation

- Mobile equipment manufacturers
- Mobile operators

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## Screenovate

<http://screenovate.com>

### Our Technology:

#### Handsets & Devices

Smartphone

#### Value Added Services & Enablers

Mobile Internet

### ■ Solution at a Glance

Screenovate extends the smartphone experience into other media platforms such as TV, car media display and PC. Our patent pending software turns the Smartphone into a personal smart server - A single 'brain' that seamlessly hooks up to a range of dumb terminals and exposes different UI layers on each. Screenovate is led by seasoned entrepreneurs with proven track-record: Dr. Joshua Glazer - founder of Gteko (acquired by Microsoft in 2006) and StarNet Interactive (Acquired by IAC in 2008) and; Gilad Ben Yossef – founder of Codefidence and world-famous Linux expert.

### ■ Business Benefits & Customers Challenges

Smartphones are everywhere and getting more powerful. They are gradually pushing PCs aside as users' main computing and connectivity platform. Still, they are inherently limited in light of small size and inconvenient input / output mechanism. Screenovate solves that by seamlessly connecting the smartphone into other media platforms with better input / output capabilities. This, in turn, promotes a smartphone centric digital world. The benefits for end users are using one device with familiar operating environment and inherently synced content and configurations across all digital platforms. The obvious benefit to cell operators is increasing ARPU through sale of additional VAS, more data and more smartphones.

### ■ Our Offering

Screenovate's first product is the Smart TV - a carrier branded alternative to Google / Apple TV. The Smart TV is a box, connected to the TV via HDMI. It communicates with the smartphone via standard Wi-Fi connection and beams the smartphone onto the TV. Users can browse the Web, use smartphone apps and stream smartphone media files (movies, pictures) on the television set.

For short product clips on YouTube, please look at:

[http://www.youtube.com/results?search\\_query=screenovate&q=f](http://www.youtube.com/results?search_query=screenovate&q=f)

### ■ Unique Differentiators

Screenovate provides a software only solution based on standard communication protocols (Wi-Fi and USB), which enables easy and quick deployment by cell operators. In addition, Screenovate proprietary streaming and compression technology enables outstanding performance and it's patent pending UI technology optimizes the smartphone UI for the relevant media platforms and usage scenario.

### ■ Company References and Strategic Business Partners

The company has recently completed alpha of the its first product, the Smart TV, and is now in discussions with leading cell operators.

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# SerVision

## SerVision

[www.servision.net](http://www.servision.net)

### Our Technology:

#### Applications

Location Based Services

Security & HLS

#### Infrastructure & Network

Wi-Fi / My-Fi

Wi-Max

Cellular Network

#### Value Added Services & Enablers

Business Applications

### ■ Solution at a Glance

SerVision's video surveillance solutions are used widely in the security and transportation markets. All DVRs are optimized for transmitting the world's best quality live video over cellular (narrowband) networks. SerVision's mobile video gateways are cost-effective and multi-functional tools for remotely monitoring and managing any type of remote site or moving platform.

### ■ Business Benefits & Customers Challenges

- SerVision's uniquely optimized video compression enables high quality video transmission over all GSM and low-bandwidth networks, offering high quality live video while saving users money on costly data plans.
- SerVision's mobile video systems provide an easy-to-use centralized platform for live, on-the-go monitoring and location tracking of vehicles, people, or homes. Remote monitoring is possible from mobile devices such as laptops, cell phones and PDAs.
- SerVision's low cost solutions help fleet managers and security personnel reduce company losses resulting from theft, vandalism and other crime.

#### **Benefits:**

- SerVision gateways offer cellular operators a video based platform for selling data plans in large volume
- SerVision gateways capture, record, compress and transmit video using an internally-developed and patent protected algorithm that enables transmission of professional quality video without consuming large amounts of bandwidth (video can be transmitted at data rates as low as 9kbps!). The units' low bandwidth consumption make them ideal for cellular operators (competing products in the security market are not able to cope with cellular bandwidth constraints)
- SerVision's solutions are plug-and-play, enabling cellular operators' sales/technical staff to provide support to end users

### ■ Our Offering

- SerVision offers on-the-go video monitoring of any remotely located site or moving platform where GSM infrastructure exists.
- SerVision is open to strategic sales partnerships with major cellular operators who would like to offer live video verification to the carrier's business partners and private subscribers
- Business models can include OEM partnerships, system sales, or revenue sharing
- SerVision's CVG-M offers home-owners real-time video monitoring using the system's integrated 3G module to transmit video and audio to the user's mobile device.
- SerVision's MVG, designed for installation on police cars, buses, taxis, freight vehicles and trains, allows control centers to have full oversight of their fleet by providing live video, GPS and two-way audio access over GSM networks.

### ■ Unique Differentiators

- SerVision's expertise is in narrowband video transmission, enabling high quality video streams at data rates as low as 9kbps.
- SerVision's products utilize proprietary video compression technology that is uniquely optimized for all GSM networks.

### ■ Company References and Strategic Business Partners

- SerVision is an OEM partner of GE Security, and supplies solutions to Siemens Brazil, as well as major international companies like DHL, G4S and Loomis. Its solutions are deployed on police vehicles, buses and trains all over the world.
- Orange Israel
- T-Mobile (Germany)

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Siklu

[www.siklu.com](http://www.siklu.com)

## Our Technology:

### Infrastructure & Network

Backhauling

Broadband Wireless Solutions

P2P / P2M

Switching & Routing

Wi-Max

## ■ Solution at a Glance

Siklu develops revolutionary, millimetric-wave Gigabit Ethernet systems for service providers' backhaul networks. The company's next-generation, carrier-grade solutions are ideally suited for providing Carrier Ethernet services as well as mobile backhaul – in particular serving 2G/3G/3.5G and future WiMAX and LTE networks. Offering flexibility, scalability and easy installation, solutions from Siklu reduce Total Cost of Ownership by an order of magnitude - helping providers mitigate the backhaul burden.

## ■ Business Benefits & Customers Challenges

The backhaul network is one of the major contributors to provider recurring operational expenses. With the increase in demand for faster mobile data services, operators face the challenge of exponentially increasing the backhaul network bandwidth, while keeping backhaul expenses in check. With solutions from Siklu, Mobile Network Operators will lower transport expenses significantly, while increasing backhaul capacity and performance – meeting mobile data and HSPA requirements, smoothly rolling out new data services, and migrating to LTE and WiMAX infrastructure. Featuring software-scalable bandwidth and functionality, Siklu allows operators to gradually evolve and develop their backhaul network, satisfying customer demands and maintaining profitability.

## ■ Our Offering

Siklu offers an all-outdoor carrier-grade Gigabit-Ethernet solution, operating in both the licensed 70GHz band.

Designed to be one of the building blocks of the NG backhaul and access segment of Carrier Ethernet networks, Siklu solutions enable Layer 2 switching and include all the tools necessary to ensure QoS, policing, prioritization and OA&M capabilities - as well as software upgradable L3 networking/routing capabilities to support NG fat-IP topologies. Siklu's solutions incorporate a robust modem with real-time adaptive modulation mechanisms to provide extremely high link availability, ensuring backhaul reliability.

## ■ Unique Differentiators

- Siklu's products are based on an innovative architecture using full VLSI design and offering
- Disruptive price performance that will change the mobile backhaul landscape - the lowest price tag in market
- Silicon-based, robust, reliable and small form factor device that delivers carrier-grade Ethernet services
- Reduction of recurring frequency operational costs - operates in the licensed 70GHz spectrum
- Millimetric wave radio delivers software-scalable, high-bandwidth Gigabit throughputs

## ■ Company References and Strategic Business Partners

**Investors** - Evergreen Venture Partners, DFJ Tamir Fishman, Argonaut Private Equity

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## Skiller Ltd.

[www.skiller-games.com](http://www.skiller-games.com)

### Our Technology:

#### Applications

Music & Games

Social Networking

#### Value Added Services & Enablers

Content Delivery & Adaptation

### ■ Solution at a Glance

Skiller develops a mobile multiplayer gaming platform for skill games. This unique platform is highly dynamic and already incorporates a verity of skill games such as: Checkers, Wall Breaker, Four in a row, etc'. Skiller provides exciting gaming experience, as well as building of player networks and communities. Since this platform includes many forms of games it is suitable for any age and skill level. Our state-of-the-art technology allows games to be cross operators and geographically independent. The social characteristic of the platform creates communities of players that encourage users to compete. The platform allows users to fully interact with one another using our social features, such as messaging system, buddy list, in-game chat ,wall, avatars, personal profile and more. Skiller operates a virtual currency system which allows users to buy virtual goods in the in-app store. Skiller has also released developer tools (SDK) that allows 3rd party developers to include all social and multiplayer features in their own games. Developers can also benefit from selling Virtual currency, offer virtual goods and increase their revenues.

### ■ Business Benefits & Customers Challenges

- Bring the multiplayer and social community experience to the mobile arena.
- Increase revenue - increase RPU by integrating Skiller's virtual currency and virtual store in games and applications.
- Social elements enriches the games attraction and increase its retention.
- Provide end to end solution
- Enabling the developers to easily develop multiplayer games that include social elements

### ■ Our Offering

**For the end user:** Skiller platform gives the users the perfect mobile multiplayer gaming environment. Users can play with their friends but they can also play with strangers. The user gets free premium social games and access to skiller's virtual currency. There are variety of social elements incorporated in the platform, like: multiplayer, avatar, personal profile, buddy list, leader boards, achievements, wall, messaging system, in-game chat, virtual currency, virtual goods store, Facebook and Twitter integration and more.

**For developers:** Skiller platform allows developers to easily develop multiplayer games and incorporate many social elements in their content .

### ■ Unique Differentiators

- End to end service: client and server technology, operation, social tools, social features – we provide them all.
- No need for complex infrastructure adaptations in the operator.
- Simple integration for developers
- The most comprehensive social gaming environment

### ■ Company References and Strategic Business Partners

Skiller is now looking to partner with developers, operators, app stores and CMSs. Skiller is a privately held company.

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## TechnoSpin

[www.tswind.com](http://www.tswind.com)

### Our Technology:

#### Infrastructure & Network

Power Solutions

Rural Coverage Solutions

#### ■ Solution at a glance

TechnoSpin develops and manufactures innovative small wind turbines (up to 20 kW) that provide significant energy cost savings for Telecom base stations. TechnoSpin wind turbines can be installed on top of Telecom towers thus saving in installation costs and space.

#### ■ Business Benefits & Customer Challenges

**Customer Challenges** - As the need for connectivity continues to grow extensively, more telecommunications equipment such as cellular base stations and satellite communication devices are installed in remote and urban locations. The energy costs of operating these sites are very high and operators are seeking solutions to reduce emissions.

**Business Benefits** - Wind Power and Hybrid wind/PV are one of the key solutions for this need. TechnoSpin wind turbines provide a renewable energy source that substantially reduces the use of standard energy sources such as diesel, and provides significant costs savings.

#### ■ Our offering

TechnoSpin offers small wind turbines (up to 20 kW max power) for off-grid and grid-connected sites.

Our solution includes:

- The wind turbines (body, blades, etc.).
- Electronic devices for connecting to batteries/ diesel generator / grid.
- Technical support from experienced telecom wind energy solution manufacturer.

#### ■ Unique differentiation

TechnoSpin innovative blade design allows for:

- A low ROI period (1-3 years). The shorter ROI period is a combination of high yield and low costs.
- Superior efficiency in low and medium wind speed thus significantly increasing the number of sites that can benefit from this solution.
- Low axial load and low vibration level enable installation on top of the main telecom tower. No requirement for additional space and changes in site permits – this saves costs and significant permits processing time.

#### ■ Company references and strategic business partners

**References:** Telefonica, Nokia Siemens, Safaricom (Kenya)

**Partners:** Emerson Networks, Ganges International (India)

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## Telco Systems, a BATM Company

[www.telco.com](http://www.telco.com)

### Our Technology:

#### Infrastructure & Network

Backhauling

Broadband, DSL

IP Infrastructure

Service Delivery Platform

#### Value Added Services & Enablers

Business Applications

### ■ Solution at a Glance

Telco Systems is committed to providing network edge solutions, which enable service providers to migrate their services from a circuit-based network to a more cost effective packet network. Telco Systems' suite of products includes solutions for commercial Ethernet, residential Ethernet, and packet backhaul for mobile networks. These solutions support a wide variety of technologies including Ethernet, Pseudowire, and TDM emulation using CES, MPLS, OAM tools and extensive QoS.

### ■ Business Benefits & Customers Challenges

- Provide revenue-generating Ethernet services with end-to-end service assurance
- Lower overall cost of ownership
- Improve efficiencies in network infrastructure and operations
- Offer a practical migration path to all IP networks without jeopardizing existing revenue
- Reduce time to provision service with minimal disruption
- Consolidate services
- Achieve a secure and highly reliable transmission
- Take advantage of higher bandwidths

### ■ Our Offering

**T-Marc Ethernet Service Demarcation Devices:** Cost-effective, fully-managed carrier Ethernet demarcation devices, located at the customer premise, that provide service termination and demarcation over service providers' packet-based networks.

**T-Metro Multi-service Access and Aggregation:** The T-Metro multiservice access switch family is designed to increase service provider revenues and deliver a complete portfolio of voice data and video services. The T-Metro family of products supports a wide variety of technologies including Ethernet, Circuit Emulation, MPLS, OAM tools and Hierarchical QoS.

**T5C-XG Multilayer 10Gigabit Ethernet Service Switch:** High performance, availability and form factor are ideal for broadband triple-play service aggregation and business Ethernet services. The T5C-XG supports 24 Gigabit Ethernet plug-in (SFP) ports, two 10 Gigabit XFP ports and an expansion slot that houses two 10 Gigabit ports. T5C-XG service multiplexing capability enables the service providers to deliver multiple, isolated services on a per-port basis and/or on a perflow basis.

**EdgeGenie Service Management System:** Addresses full life cycle deployment of services in Carrier Ethernet and MPLS edge networks. EdgeGenie allows providers to not only visualize how services are being transported across the network end-to-end, but how changes to the network will affect the existing operational network and how services are being delivered.

### ■ Unique Differentiators

- Simplify service delivery to allow carriers to take control of the Ethernet edge
- Enable Ethernet edge scalability by implementing affordable MPLS-based transport technologies
- Facilitate network migration and consolidation through Ethernet synchronization and traffic engineering
- Offer a complete, purpose-built Ethernet edge solutions for carrier deployment
- Ease provisioning, optimize network resources through innovative service management platform

### ■ Company References and Strategic Business Partners

tw telecom, Time Warner Cable, Telefonica, NTT communication, BT, Alcatel-Lucent, Nokia Siemens Networks, AT&T, Level 3, RCN, Finnet, Verizon, Cogent

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## TeleMessage Ltd.

[www.TeleMessage.com](http://www.TeleMessage.com)

### Our Technology:

#### Value Added Services & Enablers

Business Applications

Content Delivery & Adaptation

Messaging, Mobile E-mail & IM

### ■ Solution at a Glance

TeleMessage offers converged messaging products and services for carriers and enterprises that deliver Text, Voice, Video and Multimedia messages to and from any communication device.

TeleMessage's solutions consist of include 3 main product lines: SMS to Voice, PC to Mobile and Messaging Gateway.

With TeleMessage you can send, receive, and manage SMS, MMS, Video, Voice, Fax and E-mail messages from the: Internet, E-Mail clients, Fixed or Mobile phones and APIs.

### ■ Business Benefits & Customers Challenges

- Messaging Gateway for Multi-channel distribution: SMS, MMS, Voice calls, Fax, Mail
- Converged Fixed/Mobile services: SMS to Voice or PC to Mobile - get presence in the PC of users, terminate SMS on Fixed phones.
- Generate new revenue sources and opportunities

### ■ Our Offering

Please find below a brief explanation of TeleMessage's main products:

- 1) TeleMessage SMS to Voice terminates SMS text messages on fixed line phones, after the text is converted to Speech; and delivered as a voice message call to the phone of the recipient. It allows termination of all fixed SMS and mistakes sent to fixed lines. In Emerging Markets, it allows less educated and rural people to get SMS messages as voice calls to their mobile phones, thereby opening many new subscribers to SMS. The service supports many languages including Hindi, Chinese, English, Spanish, Portuguese, Italian, French... and many more.
- 2) TeleMessage Messaging Gateway offers various interfaces for content providers, enterprises and other SMBs to send out messages to customers, partners and employees. Our gateway supports sending/receiving many types of messages, including: SMS, MMS, Voice calls, Faxes and Emails. It allows developers to build communication solutions & applications that combine messaging capabilities. The gateway includes the following interfaces: HTTP, SMTP, XML, SMPP, MM7, MM4, SNPP, WCTP. Very low cost entry solutions, offered also as a managed service.
- 3) TeleMessage PC to Mobile suite integrates messaging capabilities in common PC applications and web browsers. These allow to send E-Mail to SMS & MMS from Outlook, while using Contacts and Distribution lists. Send Pictures or Music from the PC to mobile directly from the web-browser or file explorer. A web portal for messaging, Excel bulk messaging, Widgets and more.

### ■ Unique Differentiators

Hosted SaaS managed service or licensed in-network solution

### ■ Company References and Strategic Business Partners

Verizon Wireless, Sprint-Nextel, Alltel, Virgin Mobile, Boost Mobile, Rogers, Bell Mobility, Telus, Cable & Wireless Caribbean, Claro Guatemala, T-Mobile Macedonia, Mirs, Bezeq Israel, Kyivstar Ukraine, AIS Thailand, Telstra Australia and more

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## TriPlay

[www.TriPlay.com](http://www.TriPlay.com)

### Our Technology:

#### Applications

[Multimedia, Video & Content](#)

[Music & Games](#)

[Social Networking](#)

#### Infrastructure & Network

[Service Delivery Platform](#)

[TV / IPTV](#)

#### Value Added Services & Enablers

[Messaging, Mobile E-mail & IM](#)

[Mobile Content Distribution](#)

### ■ Solution at a Glance

TriPlay's suite of products constitutes a proprietary and unique media delivery platform for sharing personal digital content (e.g., videos, images, music and text) across multiple devices. TriPlay's media delivery platform allows users to send and receive any digital data anywhere in the world, from any online device.

### ■ Business Benefits & Customers Challenges

- TriPlay complements and does not compete with existing offerings
- Global reach
- Uses existing infrastructure
- Offers existing users more value
- Introduces new use cases and revenue streams to existing and non-users

### ■ Our Offering

#### T-music: Adding the 'i' to any phone

Access premium music and videos from any device

- Plays on any device – any mobile phone, desktop, web and TV
- Automatically syncs over the air, constantly – no side loading
- Online or offline; downloaded or streamed media
- Keeps your music organized as is
- Features playlists, ringtones, video clips and a store
- Supports download to own (DRM or DRM free) and subscription (DRM)

#### T-backpack: Your media anywhere

Share and access photos and videos from any device

- Agnostic of the operating system, file format, screen resolution, etc.
- Media is transcoded to best fit every end device
- Files can be uploaded, transferred, viewed, played and downloaded using a dedicated client or the end device's native client

#### T-connect: The "Google Voice" of Data

Using IP network connected to multiple SMSC/MMSC gateways that allows sending and receiving of text and multimedia to any mobile/PC in the world

- Messages, media and contacts are constantly synchronized
- Confirms worldwide delivery of any data – 3.5 billion users connected
- One client supports all messaging formats

#### T-Connect Benefits to Mobile Users and Operators

- Global Support for SMS and MMS including to PC
- Worldwide MMS interoperability, all media is sent at highest quality (no 300K limit)
- Never lose a message – communication is backed up on server
- Lower rates for the users and higher margins (lower cost up to 90%) to the operators on International messages
- Battery "died" – continue communication from PC seamlessly Increase ARPU (traffic) on messages sent abroad

### ■ Unique Differentiators

TriPlay provides a truly open garden solution that complements and does not compete with existing offerings allowing any mobile operator to offer an iTunes like service for any digital data.

### ■ Company References and Strategic Business Partners

- PelePhone (Israel)
- Deutsche Telekom Innovation Group

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Tvinci

[www.tvinci.com](http://www.tvinci.com)

## Our Technology:

### Applications

[Multimedia, Video & Content](#)

[Music & Games](#)

### Infrastructure & Network

[TV / IPTV](#)

### Value Added Services & Enablers

[Content Delivery & Adaptation](#)

## ■ Solution at a Glance

Tvinci is a Pay-Over-the-Top video platform provider that enables the management of content and the enhancement of the user experience across internet connected devices. The company specializes in solutions for multi-play operators, carriers and media companies worldwide. Operating since 2007, Tvinci has an established reputation among leaders in the field of providing technology for content distribution Over-the-Top.

## ■ Business Benefits & Customers Challenges

- Cable & Satellite operators interested in expanding their traditional Pay TV service to the Pay-OTT TV space.
- Broadcasters, carriers & pay TV operators interested in delivering content on multiple connected devices through subscription, pay per view and ads.
- Telcos & multi-play operators interested in increasing ARPU and retaining subscribers (reducing churn rate).

## ■ Our Offering

The Tvinci platform is the most flexible OTT platform yet - giving an operator the freedom to choose between a complete set of Tvinci™ MediaHub and Tvinci™ MediaStore modules, or a complete automated and integrated module extending a flow from the existing backend system into the OTT platform Tvinci supplies. The MediaHub and MediaStore compose the Tvinci Platform, which is a SW based solution. The business model varies, as both Capex model and hosted model are available. A rev share model can be used both when the system is installed on customer's premises and when it is hosted by Tvinci, but in any case includes a minimum guarantee.

## ■ Unique Differentiators

- **Specialized on Pay/Premium content:** includes all that is required to effectively deliver content Over-the-Top through subscriptions, pay per view, video ads, coupons, freemium models etc.
- **Cross-device:** cross-device management of content, business rights and CA, users, analytics and financial reporting.
- **Complete:** two-fold solution combining Tvinci's MediaHub™ and MediaStore™, thereby enabling creation of complete storefronts on multiple devices.

## ■ Company References and Strategic Business Partners

**Orange IL** - Extended its services to TV shows and full features from Hollywood and local market gradually made available on multiple storefronts. This Tvinci powered service has required carrier class system integration .

**Novebox** - An innovative Tvinci powred service that aggregates premium content from the leading Latin content providers, and streams it to subscribers and other users (some content is premiered on the service before it is broadcasted on TV). Integrated into leading local portals in more than 10 territories, including the USA.

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## WaveIP

[www.waveip.com](http://www.waveip.com)

### Our Technology:

#### Infrastructure & Network

Backhauling

Broadband Wireless Solutions

P2P / P2M

### ■ Solution at a glance

Introducing WipAir 8000 – The Best in Class Backhaul Solution

- High capacity – up to 270 Mbps net throughput.
- Dynamic asymmetric throughput – more than 220 Mbps in a single direction.
- Best latency - 1ms typical.
- More than 60,000 PPS (Packets Per Second)
- The only stable solution with real RF and interference robustness - via Automatic Interference Sensibility, ACM, FEC and Fast ARQ that maintain constant latency and throughput.
- Real time synchronization (internal via master MU and external via GPS) eliminates self-interference between radios on the same tower and between base stations.
- Point-to-Point and Point-to-Multipoint modes.
- Extremely low CAPEX & OPEX:
  - Most competitive price
  - Rugged & reliable weather proof design
  - Compact and very simple to install: Built in RSSI buzzer Built in & RF analyzer, Automatic Site Survey & Channel Selection
  - Over the air remote management
  - Extremely low power consumption: < 6Watt.

### ■ Business benefits & customers challenges

- **WipAir business benefits:** Reliability, high throughput, low latency, and best price backhaul / multiple backhaul solution.
- Customer's challenge is how to expand the network, extend coverage and footprint quickly and cost-effectively with future proof solution.

### ■ Our offering

**WipAir series** – Next generation Carrier Class wireless backhuls, based on field proven WipAirII, comprises of reliability, high capacity, lowest latency, RF robustness, rugged outdoor design, flexibility and simplicity to install & maintain at the most competitive price in the market.

**Versatile gear** – WipAir series include WipAir 1000, 2000 and 3000 that are software upgradeable, and the MIMO solutions - WipAir 6000 and 8000.

### ■ Unique differentiators

WipAir excels in all significant the parameters of backhaul solution:

High throughput of 270 Mbps, dynamic asymmetric capacity, 1msec latency, 60,000 PPS delivery, RF interference robustness, time synchronization capability, software upgrade to Point-to Multipoint and most competitive price.

Versatile RF solution @: 700–900 MHz, 2.3-2.7 GHz, 3.3–3.8 GHz, 4.9–6 GHz, 6-7.5 GHz.

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## Waze

[www.waze.com/homepage](http://www.waze.com/homepage)

### Our Technology:

#### Applications

Location Based Services

Social Networking

#### Value Added Services & Enablers

Mobile Advertising

### ■ Solution at a Glance

Waze is a free mobile navigation application that allows drivers to build and use live maps, real-time traffic updates and turn-by-turn navigation to improve their daily commute. Waze also has a social element that gives drivers the ability to actively update one other on traffic, police traps, construction, speed cams and more - and because it's 100% user-generated, the more people who use waze, the better (and more fun) it gets!

### ■ Business Benefits & Customers Challenges

**Business Benefits:** Waze is looking for partners that wish to leverage a new and advanced service. Partners can offer unique services to their customers, and position themselves as a sponsor of Waze in their country.

**Customers Challenges:** Like any other crowdsourced service waze requires significant user participation to reach the critical mass needed for the service to deliver value to all – luckily, waze is showing the growth trend needed to reach it.

### ■ Our Offering

**Vision:** At waze, our vision is to work in cooperation with drivers worldwide to create the world's first live driving map, providing users with the real-time road intelligence they need for better everyday driving.

**Our Product:** Waze is a social mobile application that enables drivers to build and use real-time road intelligence. The service includes constantly-updated road maps, alerts on traffic and accidents, and data providing users with the fastest route to get to wherever they need to go. Map and traffic updates are automatically collected and generated as users drive with waze activated, but drivers can also actively report and update other users with what's happening on the road including accident alerts, police traps, weather hazards, cheap gas offers and more. And the best part? Because the map and all of its content is driver-generated, waze is completely free for users.

### ■ Unique Differentiators

Whereas other free navigation apps provide turn-by-turn guidance, the aspect that truly sets waze apart from the rest is the crowdsourced, social element of our app. Drivers are empowered to work together for the mutual benefit of all on the road.

### ■ Company References and Strategic Business Partners

To be disclosed in meeting

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## Wireless Links

[www.wlius.com](http://www.wlius.com)

### Our Technology:

#### Applications

Location Based Services

Security & HLS

#### Value Added Services & Enablers

Business Applications

#### Infrastructure & Network

Broadband Wireless Solutions

### ■ Solution at a Glance

Wireless Links a 12 years old company based in the US with R&D and manufacturing facility in Israel leads the fleet management, asset tracking and dispatch markets in innovation and customer satisfaction.

### ■ Business Benefits & Customers Challenges

We provide integrators that have a fleet management and /or dispatch solution with a complete mobile application and complete communication solution including remote diagnostics and via the air programming and firmware upgrade with a Plug & Play interface to any fleet management platform. This is our business model in Europe we don't sell to end users only to integrators.

We sell our hardware products to our partners packaged with the respective software application and communication software, the software licenses are included I the hardware price.

### ■ Our Offering

Wireless Links family of mobile products is targeting different market segments with unique features such as: detection of extreme driver behavior, interface to the vehicle CANBUS for engine diagnostics, fuel consumption, driver identification and in vehicle wireless router with WIFI communication. The companies CommVision rugged hand held terminal is packaged with dispatch software application for transportation companies including signature capture with 98% compression.

### ■ Unique Differentiators

Our products offer significant functional advantages that result in increased productivity for the end use. Also unique features like Driver Behavior detection and analysis can help increase safety on the road and reduce insurance cost. All our mobile solutions are packaged with communication and application software providing an integrator with a complete mobile solution and with API's ready to just plug and play into any 3rd party application.

### ■ Company References and Strategic Business Partners

Wireless Links has a diversified cross industry installed based of customers and integrator partners in the US, Canada, Europe and South America.

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# 3GVision

## 3GVision

[www.3gvision.com](http://www.3gvision.com)

### Our Technology:

#### Value Added Services & Enablers

Content Delivery &  
Adaptation

Mobile Advertising

Mobile Content  
Distribution

Mobile Internet

### ■ Solution at a Glance

3GVision is the global leader in mobile barcode services that use the camera phone to scan barcodes. Its i-nigma solution comprises of a mobile multi-barcode reader application and an integrated platform for managing barcode services. This allows customers to create, manage and track processes that include tagging of physical objects using barcodes. i-nigma was successfully deployed by hundreds of enterprises, among them operators, advertisers, integrators and solution providers.

### ■ Business Benefits & Customers Challenges

- Provide a convenient link between physical and digital worlds
- Eliminate need to manually enter URL's
- Easy access of mobile content
- Measurable ROI to print advertisers
- Add value to subscribers, generate higher Data ARPU and advertising revenues for mobile operators
- Real time insight into campaign progress to help marketers optimize promotional spend
- Easy creation of barcode-based processes for enterprises and solution providers

### ■ Our Offering

i-nigma is the industry's most comprehensive end-to-end 1D/2D mobile barcode solution incorporating

- a telco-grade platform for creation, management and tracking of barcodes and services
- a mobile multi-barcode reader application, supporting more than 500 phone models, across all mobile operating systems and platforms
- an SDK for developers to provide custom-made barcode capable solutions for all mobile platforms

### ■ Unique Differentiators

- Best speed and user experience in reading barcodes
- Best Code Management Platform
- Most experience in the market – 200+ million phones embedded with readers at global tier-1 operators and handset manufacturers
- The de-facto industry standard in Japan

### ■ Company References and Strategic Business Partners

**Operators:** NTT docomo, France Telecom, Telstra, Vodafone, KDDI, Claro, Truemove, Softbank, T-Mobile, 3

**Handset vendors:** Nokia, Samsung, LG, SonyEricsson, Motorola, ZTE, Sharp, NEC

**Brands:** Pepsi, Kent, Armani, Hornitos, Siemens, L&M, Ryobi, Citroën

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