



MWC 2021

Israel's National Pavilion

Hall 1: Booths 1E32 + 1E24

Barcelona: June 28 – July 1, 2021

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MWC 2021

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*Designing the
Future of the
5G Revolution*



THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE

ISRAEL EXPORT INSTITUTE

The Israel Export & International Cooperation Institute, supported by member firms, private sector bodies and the government of Israel, advances business relationships between Israeli exporters and overseas businesses and organizations. By providing a wide range of export-oriented services to Israeli companies and complementary services to the international business community, the Institute helps build successful joint ventures, strategic alliances and trade partnerships.

The IEICI's High Tech Department is the leader in business matching between the more than 1,500 companies in the Israeli high tech industry and worldwide business partners at all levels. It has a proven ability to identify and match suitable potential business partners, organize one-on-one business meetings, and is a focal point for contacts with the government as well as with industry.

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Ministry of Economy and Industry
Foreign Trade Administration

THE FOREIGN TRADE ADMINISTRATION

The Foreign Trade Administration at the Ministry of Economy is responsible for managing and directing the international trade policy of the State of Israel. The Administration's main fields of activity include promotion of trade and exports, initiating and maintaining trade agreements, attracting and facilitating foreign investments and creating strategic cooperation with foreign companies.

Together with the Administration's team located in Israel, we operate a network of more than 40 economic representatives around the world who serve as the operational arm of the Ministry in the global markets.

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Index by Company

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MWC 2021
Israel's National Pavilion

COMPANY PROFILES



Cellium

www.cellium.net/

● Infrastructure & Network

- Telecom & IoT Networking
- Coverage
- Network Management & Optimization
- Edge Computing

● IoT & Connected World

- IoT Management
- IoT communication and Connectivity
- Smart City & Home
- Industry 4.0

● Devices

- Device Hardware Component

About the Company

Cellium is a multidisciplinary technology company focused on providing indoor wireless connectivity solutions that support backward compatibility, as well as the latest current and future generation technologies, to future-proof investment of cellular, WiFi and IoT networks essential to the enterprise, retail, education, healthcare, hospitality, venue, and other market segments.

Our Distributed RF Technology (DRFT) and SoC enable the distribution of a wide sub-7GHz RF spectrum between a base unit and multiple distributed radio units over standard CATx Ethernet or Coax cables in the most efficient, high performance, and cost effective way; overcoming the challenges neutral hosts, integrators, and end-users face in traditional DAS and DRS deployments.

Product Description

Cellium brings to market a patented technology designed to revolutionize indoor wireless connectivity. Our intelligent SoC is the world's first to optimally distribute any sub-7 GHz wireless protocol to address the current and future needs of In-Building Wireless (IBW) connectivity. It is compatible with all existing indoor wireless technologies, including the latest cellular 5G, WiFi 6/6E, and IoT networks. The end-to-end system is comprised of a Cellium Base Unit that distributes the analog RF signal to various Cellium Remote Units mounted in the indoor space. The analog RF signal is distributed to the Remote Units over existing in-wall copper cables such as CATx or Coax. The Base Unit has antenna ports to connect to the RF interface of any third-party Signal Source or WiFi Access Point with a standard RF cable.

Company References

Upon Request

>Seeking Investment<



Deeyook

www.deeyook.com

● IoT & Connected World

- IoT enablement and Management platform
- IoT communication and Connectivity
- IoT Security and Authentication
- Connected City
- Smart home and buildings, Connected life
- IoT Data management, processing & analysis

● Devices

- Device Software Component

About the Company

Deeyook is a quasi-optical wireless based, infrastructure free, power saving, and accurate indoor and outdoor positioning solution. Deeyook provides its users with a precise location solution. The mobile unit sensor is at the core of a cloud based, Machine Learning positioning solution that passively utilizes the direction data from over a billion existing APs and base stations and operates everywhere worldwide infrastructure free.

Product Description

Deeyook's solution is made possible by utilizing specialized firmware which can be installed in any WIFI/4G/5G radio access technology and it works by measuring angles of wireless transmissions, a first of its kind in the world of wireless tracking technology. Deeyook's tracking capabilities are ultra-precise (giving a location within 10cm/4in), self-learning and can utilize the existing 1.7 billion wireless access points that exist globally from day one. It runs on low power and does not have to connect to a company's IT infrastructure to work, which means no data or personal info is shared. Deeyook's precision tracking capabilities can be used to track every box, asset or employee both indoors and outdoors without environmental interference.

Company References

Honeywell partners

>Seeking Investment<



FirstPoint Mobile Guard

www.firstpoint-mg.com



IoT & Connected World

- IoT Security and Authentication

Technologies & Services

- Cyber security, Device management

Devices

- Device security

Infrastructure & Network

- Network Security & Authentication

About the Company

FirstPoint Mobile Guard, seamlessly and unobtrusively secures any mobile, IoT, or IIoT device anywhere against cellular-network specific attacks.

FirstPoint, founded in 2016, provides comprehensive cellular cybersecurity as-a-service via a mobile network-based solution for security-sensitive organizations' mobile & IoT devices, with zero impact on user experience, CPU, or battery life.

Founded and led by world-renowned experts in cyber and telecom, FirstPoint's team has developed the first all-in-one cellular cyber security service for organizations, high threat devices and scenarios.

Backed by E.On (one of Europe's leading utility companies) and private investors, and identified by the GSMA 100 program as 5G innovators, FirstPoint is protecting sensitive cellular devices across 5 continents, in partnership with leading mobile network operators and integrators.

Product Description

FirstPoint's cybersecurity platform protects any SIM/eSIM based device against hidden vulnerabilities in the network in partnership with MVNOs, MNOs and IoT service providers as a premium value-added-service for sensitive organizations, on private and public mobile networks.

FirstPoint protects from fake cell towers (IMSI catchers), cellular man-in-the-middle, SS7 & Diameter loopholes, malicious & binary SMS, malware, data leakage, and backdoors and denial-of-service; thus protecting from hacking, tracking and eavesdropping.

For organizations, FirstPoint security service opens a view into cellular cyber threats like never before, with device/group level security and notification policy management.

Our agentless, cellular network-based approach is transparent to the user/device, with no device installations, updates or slowdowns, protecting any device, e.g., mobile phones, M2M, security-sensitive IoT devices and connected systems.

Company References

- Selected by "GSMA 100" as innovators in 5G security
- Providing service to customers of Israel's top 2 MNOs.
- Supporting 2 global MVNOs to become "Secure MVNOs" based on our solutions.
- IoT PoC with a major European energy company
- 5G security consultants to the World Bank Group
- Enterprise & Government customers globally"

>Seeking Investment<



● Infrastructure & Network

- Telecom and IoT Networking Coverage
- Mobile edge computing and Virtualization
- Network Security & Authentication
- Network Management and Optimization
- Private LTE/5G Networks

● IoT & Connected World

- IoT enablement and Management platform
- IoT Communication and Connectivity
- IoT Security and Authentication
- Smart Connected city, Smart mobility

● Technologies & Services

- Enterprise Solutions
- Utilities, Smart Grid

About the Company

Established in 2016, JpU Ltd. established itself as a leading innovator in the area of enterprise private LTE/5G infrastructure platform. JpU provides HyperCore, an enterprise style, telco grade, LTE/5G networks and control for businesses. JpU is providing a robust, consolidated, enterprise friendly, IoT /M2M (PVNO) and PRIVATE-LTE/5G networks. JpU virtual, cloudified Cellular Core-as-a-Service. JpU channel partners, our SI and SP partners offer an end-to-end, pre-Integrated and centrally managed, HyperCore + RAN as a Service or alternatively deliver a fully stand-alone, on-premises deployment. HyperCore, offers SPs and SIs the platform for serving Enterprise customers with API driven, self-control of their device communication services and with IT practices, a router-like management experience of their PRIVATE-LTE/5G network connectivity and/or of public networks connectivity when required.

Product Description

JpU is built to address Enterprise Private LTE/5G and Smart IoT business use cases with a self-operated cellular communication platform. JpU 5G Private Enterprise Network (HyperCore) provides a Telco grade/IT friendly, cloud native, secure and API-inclusive communication infrastructure to serve organizations' digital transformation, IoT business applications and operations efficiency.

JpU complete end-to-end enterprise solution for Cellular Business Connectivity includes virtualized mobile core, full set of APIs, edge & e/gNB to allow the enterprise IT team full control of its network from a single platform. JpU fits enterprises that seek secured, IT centric LTE/5G private network servicing range of scalable communication services and performance use cases.

Company References

Upon Request

>Seeking Investment<



● IoT & Connected World

- Location and Tracking technologies
- Parental control

● Technologies & Services

- Operator service for consumer
- Cyber security
- Device Management

● Devices

- Device Software, Application and SDK

About the Company

Keepers Child Safety is an Israeli company dedicated to “protecting children wherever they play in the digital world.”

Keepers have developed proprietary AI and machine learning technology to monitor, detect, and protect kids from harmful experiences on smartphones whilst maintaining and protecting their privacy.”

Keepers tracks suspicious & abusive content messages on children’s smartphones and social media platforms (Facebook, WhatsApp, SnapChat etc..), alerting parents in real-time if their child is being threatened.

Keepers AI based application protects children from cyberbullying and pedophile. The app helps parents to protect their children from the dangers of cyberbullying.

Product Description

Keepers main technological advantage is the capacity to monitor cyberbullying in all social platforms by using the most advanced technologies to extract emotions from text, voice messages & converted images on the child’s smartphone (OCR) and then detect any threats through our Smart algorithm and understand the flow of the conversation. This way we provide a high added value to our customer experience, which is maximizing child security while preserving privacy.

Company References

EU Horizon 2020 Winners, IIA winners, Customers includes: Vodafone, Hutchison, Rakuten and more.

>Seeking Investment<



MyPrivacy

MyPrivacy

www.myprivacy.io



● Technologies & Services

- Cyber Security, Device Management
- Operator Services for Consumers

● Devices

- Device Security
- Device Software, Application and SDK

About the Company

MyPrivacy is a consumer based privacy company with 8 years of experience building successful privacy apps and services.

The company is based in Tel Aviv, backed by VC's and is one of the leaders in this space.

Product Description

MyPrivacy is the biggest privacy platform ever built for consumer privacy. (B2B2C)

Our suite of privacy tools include VPN, Social permissions manager, Photo Vault, App Lock, Password manager and secure browser.

The platform provides app developers, retailers & Telcos with the ability to add any of our set of tools to their portfolio, both as an SDK or a white label (distribution).

With a quick integration and full support, our partners can allow their customers to get more protection over their personal information.

Company References

Eset

>Seeking Investment<



Powermat

www.powermat.com



IoT & Connected World

- Smart Home & Buildings

Technologies & Services

- Automotive & Mobility

Devices

- IoT Device /Hub/ Sensor
- Device Hardware Component

About The Company

Founded in 2006, Powermat Technologies is a global provider of wireless charging platforms and the first to bring wireless power technology to consumers worldwide. Powermat specializes in delivering tailor-fitted turnkey in-vehicle wireless charging reference designs for automotive OEMs, global tier-1 suppliers robotics, consumer electronics, and more. Powermat's 15W Qi® certified reference designs and connected mobile experience offering wireless power and NFC are ready for in-cabin integration and provide a full-performance automotive in-cabin system for vehicles, two-wheelers, public transportation, and aviation. With over 200 patent submissions and over 100 granted patents dating back to 2007, Powermat enables OEMs, Automakers, and Tier-1 suppliers worldwide to incorporate advanced wireless charging and customize solutions for unique use cases. The company's field-proven inductive in-car wireless charging technology is already embedded in over 8 million vehicles and adopted by global market leaders such as General Motors, Visteon, and Harman International.

Product Description

Powermat Technologies provides advanced Qi-certified and proprietary wireless charging platforms for automotive, robotics, consumer electronics, medical devices, IoT, telecom (5G), and Industrial applications. With over 200 patent submissions and over 100 granted patents dating back to 2007, Powermat enables emerging businesses worldwide to incorporate advanced wireless charging into their products and customize solutions for unique use cases.

The company's inductive wireless charging technology can already be found in over 500 million devices and has already been adopted by global market leaders such as Samsung, LG, General Motors, Flex, Harman International, Kyocera, and more.

Company References

GM, Jetsons Robotics

>Seeking Investment<



● Technologies & Services

- Cyber security, Device management
- Enterprise Solutions
- AR/ VR & 3D

● Devices

- Device Software component, Application & SDK

About the Company

Radix delivers cutting-edge device management solutions. Our mission is to consolidate all devices, processes and stakeholders in one easy-to-use management platform. In the heart of our solutions lies VISO a revolutionary all-in-one cloud-based device management platform, enabling users to increase administrative effectiveness, reduce operational complexity, and save time and money, making device management smarter and more focused. Radix solutions are trusted by leading global device manufacturers and vendors and are implemented in millions of devices worldwide, helping to increase performance and stability while minimizing downtime, serving a wide range of clients.

Product Description

In our can be found Android TV Manager, a tailor-made solution for telcos, operators and providers, letting you stay on top of your Android TV device fleet (including Android AOSP and Google TV) wherever your devices and customers are and whatever the use-case may be. Remote control, assist, manage, maintain, perform OTA update, collect insights, receive alerts, configure, track and lock devices via a single interface making sure they are always ready and optimized.

The unique combination of our revolutionary proprietary technology, a lightning-fast communication layer and a powerful backend, makes Radix Android TV Manager a wonderful turn-key system. The Radix Android TV Manager was built bottom-up to manage Android TV devices and does not rely on legacy protocols such as TR69, making it the most robust platform to manage Android-based TV devices.

Client verticals – SMBs, enterprises, governmental organizations, security services, financial institutions, universities and education centers

Company References

Google partners, IBM partners

>Seeking Investment<



ShieldIoT

<http://www.shieldiot.io/>



● Technologies & Services

- Cyber Security
- Device Management

● Infrastructure & Network

- Network Security & Authentication

● IoT & Connected World

- IoT Security & Authentication

● Devices

- Device Security

About the Company

ShieldIoT is an IoT cyber security solution provider, enabling service providers and integrators to monitor, control and secure mass scale B2B IoT networks, while generating new revenue streams with security value added services.

ShieldIoT software solutions are deployed today across multiple B2B IoT networks including smart grids, cities (cameras, lighting), buildings and transportation.

Product Description

Based on over 12 years of Coreset-AI academic research (MIT), ShieldIoT patented software platform combines AI network anomaly detection and edge-based solutions, enabling it to manage and secure any IoT device, application or network, with no need for any network changes, development resources or unique security expertise.

Uniqueness:

- Any device, application: applicable to any IoT device/application/network/protocol
- Detection accuracy: up to x20 higher vs. existing solutions
- Unlimited scalability: to networks of millions of devices, today
- Easy of operation: fast TTM with no network changes

Company References

Upon Request

>Seeking Investment<

● IoT & Connected World

- IoT Management, Communication & Connectivity

● Devices

- Device Hardware Component
- IoT Device / Hub / Sensor

● Infrastructure & Network

- Mobile edge computing and Virtualization
- Network Management & Optimization
- Telecom & IoT Networking
- Coverage

About the Company

Silicom Ltd. is an industry-leading provider of data center and edge computing systems to high-performance cloud and network service providers. Silicom systems are designed to maximize throughput and minimize latency; with this focus, the company's products boost the performance of customer applications. The company's product focus areas include: cloud services, 4G/5G virtualized networks (DU / CU), telecom virtualized and software defined network systems (SDN/NFV), branch office / small office customer premise equipment (uCPE/SD-WAN), and cyber security.

Product Description

Silicom's dedicated 5G DU solutions are based on Intel® Xeon® Scalable processors, and feature forward error correction (FEC) acceleration (ACC100), and time synchronization (PTP/SyncE) capabilities for O-RAN Alliance 7.2X split compatible networks. Other Silicom 5G solutions include an L1 offload card based on FPGAs, that can be used in Intel architecture CPU-based servers. The card maximizes the number of radios that can be connected to a DU.

For branch offices and small offices, Silicom servers for uCPE and SD-WAN include a range of appliances starting from entry-level systems that feature 4 ports to 32 ports of 1G or 10G Ethernet. The servers are powered by dual-core Intel Atom® processors, for cost effectiveness, or high-performance systems that make use of 32-core Intel Xeon Scalable processors.

Company References

Telefonica, Intel's partner in 5G solutions

>Seeking Investment<



● IoT & Connected World

- Sensors, sensing & tracking technologies
- Smart home & buildings

● Technologies & Services

- Operator service for consumers

● Devices

- IoT device /Hub/ Sensor
- Mobile/AR/VR Device & wearable

About the Company

Trackimo is an IoT company with offices in Israel, the USA, China, Poland, and Ukraine with 60 employees worldwide. Trackimo leverages its patented communication and device technology to deliver a data- and battery-efficient tracking experience worldwide while helping you find and recover lost or stolen things, lower operating costs, increase productivity, safety, bringing you peace of mind.

Product Description

Trackimo provides a smart IoT platform for both B2C and B2B markets and aims to connect what's not connected, yet.

Our end-to-end solution helps you keep track of your beloved ones and personal items as well as your valuable assets.

B2C– Using Trackimo's solution, consumers can safely monitor their kids, seniors, keychains, backpacks, cars, pets, and more. Via a user-friendly mobile and web app, customers can set geofence zone, and receive a real-time alert in case of an emergency. The company solution is award-winning worldwide.

B2B – Trackimo's IoT platform is very agnostic and can be used for multiple verticals: Fleet management, Construction, Industrial tools, Banks, Insurance, Homeland Security, Health care, Supply chain/Logistics, and more.

Company References

Vodafone, Telcel, Pelephone, Leica Geosystems, Sumitomo.

>Seeking Investment<



PicUp

www.picup.io

● Technologies & Services

- Enterprise Solutions
- Mobile Marketing & Advertising

● Devices

- Device Software, Application & SDK

About the Company

PicUP Is an AI-based platform helping telcos improve their outbound sales (30%-70%) & service calls. Working with Tier-1 telcos like Vodafone and others, we transform the recipient's user experience on their smartphone by adding a personalized message and image to the incoming call screen, and driving dramatic increases in KPI's such as outbound sales, call efficiency & user satisfaction. We serve millions of users around the world, with a local presence in Europe, North America, and Asia.

Product Description

PicUP's technology enables telcos to personalize and optimize customer's incoming call screens for telesales, service calls, technician visits, and other outbound calls. Customers see exactly who is calling, and why, with a beautiful visual personalized message (call back, business offer etc.). Customers can also authenticate the caller, postpone the call, confirm appointments, or convert from call to digital chat. PicUP provides a transparent, personalized, safe and rich experience that increases sales by an average of 40%, reduces operational costs, enhances branding over phone calls, and more.

Company References

Vodafone

>Seeking Investment<



monogoto

www.monogoto.io

• Devices

- Device Security

• Infrastructure & Network

- Network Security & Authentication
- Telecom & IoT Networking, Coverage, Edge Computing, Network Management & Optimization

• IoT & Connected World

- IoT Management, Communication & Connectivity
- IoT Security & Authentication
- Smart Connected City, Smart Mobility, Industry 4.0
- Smart Home & Buildings, Connected Life

• Technologies & Services

- Cyber Security, Device Management
- Enterprise Solutions

• About the Company

Monogoto is a secure cellular core for IoT Connectivity and Private LTE/5G networks. The monogoto's API-driven Infrastructure as a Service (IaaS) designed from the ground up with simplicity in mind, enabling developers and enterprises to consume APIs on top of the basic cellular connectivity to drive innovation and increase security.

Product Description

Monogoto offers API-driven cellular core for global IoT Connectivity and Private LTE/5G networks for CBRS in as a service approach. The monogoto cellular core offers hundreds of ready-to-use APIs and self-service capabilities, enabling organizations to easily onboard and manage their use cases with global SIM cards while monitoring the network using advanced features including anomaly detection, full audit, alerts automation, DPI and more. With presence in more than 180 countries, the solution supports 2G, 3G, 4G, LTE CAT-M1, 5G technologies including local breakout for best performance and regulation compliance.

Our enterprise-friendly solution enables customers to consume advanced cellular connectivity with zero CAPEX and "as a Service" business model.

Company References

Upon Request



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