



THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE



Ministry of Economy and Industry
Foreign Trade Administration

ISRAEL

**MWC
2022**



*It is time for
Connectivity*

Barcelona | 28 Feb – 3 Mar



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INTERNATIONAL COOPERATION INSTITUTE

Connectivity for Good

As a leader in mobile telecommunications, Israel is back in Barcelona for Mobile World Congress 2022 presenting a full spectrum of advanced solutions tailored for Telecom Service Providers, Equipment Vendors, Smart device manufacturers, corporates in the area of Automotive, Smart Home, Smart city, Finance and enterprises and users.

The Israel Pavilion at Mobile World Congress 2022 will provide a centrally located, high profile venue for 19 Israeli leading high technology companies, presenting the latest solutions for the Core Infrastructure Network, 5G, AR/VR, IoT and other mobile services. The pavilion is organized by The Israel Export Institute in cooperation with the Foreign Trade Administration of the Israel Ministry of Economy.

The Israel Export Institute, a non-profit organization supported by the government of Israel and the private sector, facilitates business ties, joint ventures and strategic alliances between international and Israeli companies. The Institute is committed to bringing together mobile-centric corporations around the world with Israeli companies whose mobile applications, services and platforms provide a business advantage in the highly competitive mobile market.

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Ministry of Economy and Industry
Foreign Trade Administration

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.

Mr. Nathan Tsror

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Unique Value Proposition

Anagog enables marketers to offer a differentiated, multi-channel personalized engagement, in real-time, including Push Notifications, In-App Messages, App Inbox and more, and to better learn their audience via powerful anonymized audience analytics and actionable insights.

- KNOW your users not only online, but beyond it, understanding the user on the phone and in the real-world
- ENGAGE users with greater relevance than what is possible with traditional tools - in context, real-time and with true agility when creating campaigns
- EXPAND and engage more users than a typical marketing platform can
- TRUE PRIVACY to your users

Company references & strategic partners

Mercedes, Generali, Skoda, AllState, Continental



Unique Value Proposition

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.

Company references & strategic partners

Cellium performed a successful PoC with a leading partner and validated the benefits of the Cellium distributed IF Technology and SoC solution. The PoC included the distribution of both WiFi and Cellular signals.



Unique Value Proposition

Since the early days of the Internet, content delivery was based on a 'one-size-fits-all' approach. This approach breaks down when quality-sensitive services like Cloud Gaming and Live Streaming are concerned. Compira Labs provides the only solution that is able to customize service delivery to the last mile network (Fiber, 4G, 5G) and to the specific services' (VoD, Live, Gaming, Video-Conferencing) quality requirements. Compira Labs' solution enables Service Providers to boost profitability and be more competitive by improving customer satisfaction, increasing ARPU, enabling launch of more demanding services like UHD streaming and live sports and expanding to serve new geographical regions.

Company references & strategic partners

Compira Labs' solution has been deployed at scale by leading service providers and CDN providers worldwide with proven results, e.g. shifting over 30% of video streams from SD quality to HD, as well as dramatic improvements of additional Quality of Experience (QoE) metrics such as rebuffering and video start times. Target customers include service providers and carriers delivering streaming, gaming or CDN services.



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Unique Value Proposition

- Reduce network operation and engineering costs by virtualizing drive test and increasing mileage coverage ten-folds.
- Win more automotive and IOT business.
- Customer acquisition and retention – market leadership on roads: improved retention of high-mileage subscribers.
- Experience insight into subscribers on the partner side of the shared RAN.
- Business account visibility – national account status and priority snapshot, trend change alerts for proactive measures and fast support and resolution.
- Multiple experience analytics dimensions: cells, devices, network services, routes and locations, executives and individuals.

Company references & strategic partners

Vodafone Group; Vodafone operating companies; U.S Tier-1 mobile operator, Oi Brazil. Notable pilots in U.K, Italy, Canada with T-1 national operators.



www.deeyook.com



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Unique Value Proposition

The solution is enabled by a new absolute measurement location sensor in firmware, which is based on patented direction ascertainment technology. 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. The firmware can be installed in any WIFI/ 4G/ 5G radio access technology, and it works by measuring angles of wireless transmissions. Deeyook's ultra-precise location as a service is a first of its kind in the world of wireless tracking technology. It can be used to track every box, asset, or employee both indoors and outdoors without environmental interference.

Company references & strategic partners

- Innovation Forum Award – 1st place (Histart)
- Plug and Play Accelerator (Supply Chain / Sart City / Mobility)
- Fast Lane Program (Drive Accelerator)
- Corporate Challenge Pitch – 1st Place (ruhrSummit)



Unique Value Proposition

Ethernity has been in the telecom networking space for 18 years, and our FPGA-based products are rich with telecom-specific networking features. Because our technology is so well-developed, we can offer shorter time-to-market and greater cost savings than other companies. Our FPGA SmartNIC can reduce data forwarding and security requirements from 36 CPU cores to just a couple, and our router-on-FPGA can eliminate the need for external cell site routers. This saves on physical space and power consumption, which are particularly valuable resources at the network edge. Ethernity can save operators up to 80 percent over CPU-based software solutions.

Company references & strategic partners

Ethernity Networks was named as a Vendor to Watch in a February 2020 Gartner research report titled "Market Trends: Function Accelerator Cards Disrupting Traditional Ethernet Adapter Market." • Ethernity Networks' 5G DU Aggregation and vRouting on FPGA SmartNIC solution was shortlisted for the prestigious 2021 Global Mobile Awards (GLOMOS). • Ethernity's ENET Flow Processor FPGA Systems-on-Chip provide complete IP networking functionality, including critical traffic management features, for Tarana Wireless's ground-breaking Gigabit 1 (G1) fixed mobile access product.

- Ethernity has signed a contract to supply its ENET FPGA System-on-Chip devices with support for Gigabit Passive Optical Networking (GPON) Optical Line Termination (OLT) ports and 10Gbps XGS-PON OLT MAC ports, to enable the two types of PON for use in a Chinese OEM's 5G fronthaul products, as well as other fiber access deployments.



Unique Value Proposition

Eye-Net's business model is B2B2C / B2B. Eye-Net offers the solution as a software development kit (SDK), to be integrated into any third-party location-based applications, for example, MaaS apps, sharing apps, navigation apps, etc.

The main selling propositions are:

- Protects vulnerable road users, including pedestrians.
- Relies on existing infrastructure.
- Requires no special certification.
- Short cycle for market penetration

Company references & strategic partners

The Eye-Net product is fully tested, validated, and commercially released. We conducted several successful POCs and large-scale pilots worldwide with huge global companies mainly in Japan, Europe and Israel, as well as a commercial deployment with a company in Israel:

- 5 reported pilots
- 4 in Japan
- 1 in Europe
- 1 reported high profile commercial demonstration in Europe
- 1 commercial integration in Israel
- 4 distribution agreements (Japan, Europe, LATAM)



Unique Value Proposition

Notable technology features and value proposition include:

1. Proprietary recyclable scent capsules, "razor and blades" business model drives recurring high-margin revenue
2. WiFi enabled, app-controlled, works with Alexa, Siri, Google Home, Smart Things, IFTTT, API for B2B applications (e.g., integrate with hotels' PMS)
3. A variety of over 30 scent capsules which can be blended together based on automated suggestions or user taste and experimentation. Scents selection includes aromatherapy and a variety of high-end ambiance fragrances.
4. Fragrance technology is dry-air based, no heat, oil, gas or alcohol – the most safe and preferable method.
5. Only MoodoAIR's patented technology allows to overcome the nose blindness and olfactory fatigue effect.
6. AIR purification capsule is aligned to the highest material and quality standards.

Company references & strategic partners

We are working with some of the biggest retail chain stores and distributors (e.g. Wall Mart, Target, Urban outfitters, Petra and more). Now looking to expand our business in other places and via new channels.



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Unique Value Proposition

Budget Smartphones front camera can't absorb the cost of existing 3D solutions, which are a "must have" capabilities.

MultiVu[®]'s single sensor camera with 2D and 3D capabilities at a fraction of the current cost is the solution.

An automotive In-cabin 3D camera for a variety of applications requires ~ 19 different image sensors.

Existing solutions are expensive and have a large footprint.

MultiVu[®]'s single sensor camera addresses these functions at a low cost and small footprint.

Endoscopy stereo vision solutions are expensive and have a large footprint.

MultiVu[®]'s single sensor camera is low cost, compact and customizable allowing for disposable solutions.



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Unique Value Proposition

Newsight's main competitive advantage is the ability to provide high-quality, accurate, and small-sized CMOS sensor chips at an unbeatable price. Newsight leverages our years of experience in chip design to prove that advanced technology isn't out of reach for high-volume markets, even at restricting industry standards. One of Newsight's biggest advantages is the ability to take our product from sensor to a full solution when partnering with the right client. The sensor is highly configurable and can be customized to a tailored solution with the help of our team of experts.

Company references & strategic partners

For the Machine Vision business unit, Newsight partnered with industry leaders to leave its mark across diverse industries. In the Automotive industry, Newsight has signed a commercial agreement with ZKW – a Leading LG company. For Industry 4.0, Newsight's sensor was selected by SSZN – a smart manufacturing expert, to be integrated into SSZN's quality assurance modules for Industry 4.0. For the spectral business unit, Newsight has launched 2 JV companies with strategic partners. Following the Coronavirus pandemic, the company partnered with Sheba Medical Center to launch Virusight – a JV for virus detection using Newsight's portable spectrometer.



Unique Value Proposition

NEXOG Solution is changing the paradigm of Networks Orchestration. NEXOG is offering all in one Network Management & Orchestration Solution to manage all Operations life cycle based on pay as you grow of SaaS Network OS with ability to build any kind of network (Telecom, IoT, Satellite, Broadcast) in one dashboard which provides full flexibility for the network operators to design their own network, User interfaces & Network Brain based on ML/AI technology.

Company references & strategic partners

Bezeq, EBU/Eurovision, Rakuten



www.novelsat.com



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Unique Value Proposition

Igniting the next stage of growth, our differentiated strategy is built around our technology competitive advantages, pioneering differentiated solutions to address the major opportunity of 5G video delivery, as well address unique opportunities and major markets for high-end content connectivity.

Company references & strategic partners

EBU, SES, Intelsat, BSNL, Planet US DoD



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Unique Value Proposition

Our uniqueness is combain AI with human lab in order to catch all the trends,cyberbully events,self harm and more).

We use two proprietary technologies that base on machine learning and AI:

- ACR- Active chat inspection - the ability to identify trends from all the social media online transactions.
- ACR- Active content recognition - the ability to read web pages and calcify those pages to ages and category independently
- All of those technologies combine with Hr lab will creath a complete solution that will helparent protect their kids on the digital world.

Company references & strategic partners

Bezeq, EBU/Eurovision, Rakuten



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Unique Value Proposition

Radix Android TV Manager is built in a modular and flexible way, enabling you to scale easier, faster and smarter!

Key benefits:

- reduce agent time spent on support calls
- reduce onsite visits
- proactively solve problems before they surface
- and most importantly reduce customer churn

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 solution. The Radix Android TV Manager was built bottom-up to manage Android TV devices and does not rely on legacy protocols, making it the most robust platform to manage Android-based TV devices.

Company references & strategic partners

Our 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:

- Interactive touchscreen devices - Lenovo, Clevertouch, Smart, Promethean, Boxlight, Pico, CVTE, HiteVision, Sharp, Legamaster, Commboss, Ctouch, Foxconn, Fujitsu, Speechi
- Smart TVs and STBs - Skyworth, SDMC, Innopia, Askey, mediabox, ZTE, Videostrong, Changhong, SEI Robotics



SPECTALIX

GET INTO THE ACTION



www.spectralix.com



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Unique Value Proposition

1. Create a brand-new way of digital user engagement – allowing users to place themselves in the same clip with known players/talents – is an attractive concept that has never offered before to B2C apps
2. Bringing new users to the app – users will share their composed clips in social media. Their friends will see the clip and would also download the app to make their own number.
3. Getting new user data – from user registration for this activity.
4. New revenues – app owners can sell the activity to sponsors and advertisers by branding the scenes or directly charging the users for participating in "premium scenes."

Company references & strategic partners

Spectralix is currently working on its first projects with the Israeli public broadcaster, one of the leading Israeli kids channel and with several sports clubs in Israel and abroad. Our first pilot with Beitar Jerusalem came up with an amazing metrics in which more than 50% of the targeted audience has produced at least 1 clip, shared it 2.7 times and each clip that was produced was viewed 3.5 times in average. Average spending time was around 4 min per session(!)



Unique Value Proposition

TechSee's award-winning solutions help reduce customer friction points for enterprises. Its Visual Assistance technology bridges the visual gap in customer service, allowing consumers and technicians to receive real-time Augmented Reality (AR) guidance on their smartphone or tablet screens in assisted service or self-service mode. The company is also innovating in the field of Computer Vision AI with technology that can provide visual guidance to users installing, operating, or troubleshooting networking devices, smart home products, home appliances, and more. TechSee's AI platform can automatically identify components, ports, cables, LED indicators, and more to detect issues and suggest resolutions for consumers, contact center agents, and field technicians.

Company references & strategic partners

Salesforce, Verizon, Dyson, Vodafone, Nespresso, Accenture



Unique Value Proposition

As end-to-end solution providers, we develop, manufacture, service and support the entire cycle including the hardware, software, firmware, and the entire back-end system – making us the one-stop-shop for our clients' IoT requirements, without the need to integrate and juggle multiple service providers for a single solution. Furthermore, this gives us the freedom to customize our solutions according to our clients' requirements and our patented technology and unique business model allows us to offer our services at a competitive price.

Company references & strategic partners

Our technology is trusted by the world's leading companies and has brought forward collaborations including the Vodafone Curve personal tracker that launched in 2020 and won the 2021 Glomo Award for Best Connected Consumer Device at MWC Barcelona; as well as the Vodafone Business Tag and Track mobile asset tracking service. Further notable launches include the newly announced NickWatch with media giant ViacomCBS – the first connected smart watch for children featuring content from Nickelodeon's favourite characters.



www.zecops.com



Unique Value Proposition

ZecOps Mobile XDR Platform provides unparalleled depth for detection and response capabilities in iOS and Android devices. ZecOps extended detection capabilities provides the deepest level of analysis for malicious files, processes, services, and indicators of compromise in system logs. ZecOps advanced response capabilities enable organizations to stop and react to mobile cyber attacks. ZecOps was able to automatically detect NSO's Pegasus mobile attacks.

Company references & strategic partners

BBC, Andreessen Horowitz, KPN



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