



THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE



Ministry of Economy and Industry
Foreign Trade Administration



REDEFINING INNOVATION

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Consumer
Technology
Association



THE ISRAEL EXPORT & INTERNATIONAL COOPERATION INSTITUTE

The Israel Export & International Cooperation Institute (IEICI), 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, IEICI helps build successful joint ventures, strategic alliances and trade partnerships.

Israel has more than 500 consumer electronics and digital media companies whose offerings span the range of innovative solutions. They are active in the mobile device, smart home and smart TV, video and gaming, automotive, wearables, Internet of things and many other arenas. IEICI is committed to advancing the Israeli consumer electronics and digital media industries by bringing together Israeli companies and leading consumer electronics companies from around the world.

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Ministry of Economy and Industry
Foreign Trade Administration



THE FOREIGN TRADE ADMINISTRATION AT THE ISRAELI MINISTRY OF ECONOMY & INDUSTRY

The Foreign Trade Administration (FTA) at the Ministry of Economy and Industry of the State of Israel manages and supports Israel's international trade and trade policy. Headquartered in Jerusalem, the Foreign Trade Administration has 55 offices around the world which promote the Israeli export and connect Israeli companies to the international business community.

Israel's Economic And Trade Missions are at the forefront of the Israeli government's efforts to advance our industries in foreign markets. Our team of highly experienced economic representatives provides a wide range of services to Israeli companies and to the international business community.

The Foreign Trade Administration is divided into three main divisions, each promoting the Israeli economy in distinct and significant ways:

- The Export Promotion Division works to ensure the continued development of Israel's exports.
- Trade Agreements and Trade Policy Division is responsible for Israel's Free Trade Area agreements, maintaining and developing inter-governmental relations and addressing regulatory barriers that affect the Israeli industry.



- The International Marketing Programs Division offers support programs designed to assist companies in their international marketing activities promoting their growth and diversified export.

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www.agwafarm.com

AI | Consumer Technologies | Smart Cities | IoT

The world's first real home vegetable machine

Agwa's produce-growing home appliance manages every parameter that's relevant for growing the plants remotely at an agronomic level, using its proprietary Virtual Agronomist AI service. The result is consistent and very high yield of chemically free, fresh vegetables, herbs, fruits, and bulbs, enough to feed a whole family 365 days a year, at a cost that's 50% of retail premium produce, and as easy to handle as a coffee machine.

Agwa's ecological footprint is extremely low – 1 gallon of water and \$1.2 worth of electricity a week, no chemicals, no packaging, no food waste.



AR & VR | Cloud & Big Data | Telecom & Mobility

Easily create stunning augmented reality presentations for your live video meetings

Arti AR is the only platform that allows business professionals to easily create stunning augmented reality (AR) presentations, which are 3x more engaging and 70% more memorable than traditional slideshows. Arti democratizes AR with an intuitive and simple UI. Our software-only, cloud-based solution doesn't require any special hardware (like glasses) and works with any video software.





www.blazepod.com

Sport tech

Smart reaction training platform

BlazePod is a smart reaction training platform. Whether you're a pro or a beginner, healthy or recovering, young or old, BlazePod unequivocally improves your reaction time & agility in sports performance, fitness, and therapy in the most engaging and exciting way. With BlazePod's interactive app and innovative light-up pods that encourage physical & cognitive growth.



AI | Digital Health | Remote Patient Monitoring

Enabling mass prevention of strokes and chronic complications over time in at-risk populations using voice-based markers for telemonitoring & screening

“Using Voice to Save Lives”, we offer revolutionary affordable, scalable, long-term and age-friendly monitoring solutions. Our technology is applicable for mass at-risk populations including older adults (65+), by utilizing proprietary technology that is implemented in speech platforms such as landlines, smartphones, smart speakers and voice assistants. Cardiokol long-term strategic offering is a novel platform and a suite of solutions which allow for the first time wide scale prevention of multiple conditions, starting with Afib including prevention of acute and chronic dire complications (stroke, cardiac and kidney failure and more), at a later stage Arrhythmias, Heart diseases and Acute Chronic diseases.



Smart cities | Robotics & ML | Autonomous Vehicle

Autonomous Low Speed Vehicle solution for managed areas

An End to End solution for autonomous transportation in managed areas. The solution includes autonomous vehicles, Site management and Reservation application. The solution take advantage of the known area by implementing smart mapping and with unique fusion between several types of sensor to provide higher safety.



AI | Cloud & Big Data | Telecom & Mobility

Cognitive state monitoring at your fingertips

CorrActions is disrupting the BCI (brain computer interface) space. CorrActions provides software-only brain activity monitor at EEG accuracy, using motion data from sensors available in any digital device, allowing reliable brain monitoring on the go. This monitor detects cognitive states such as fatigue, inattention, anxiety, alcohol or drugs influence, etc.

In Automotive, CorrActions enables Hyundai, Volkswagen, Fleets and mobility operators to understand driver's cognitive states and take action. Additional strong use cases to follow include Micromobility, Gaming, Healthcare, Industry 4.0, and more.

CorrActions is led by top qualified group of entrepreneurs and experienced executives - Ilan Reingold, CEO, former CEO at Amazon-backed BionicHIVE, CBO at Sony and GM at Broadcom; Dr. Eldad Hochman, CSO, a world-class renowned neuropsychologist and brain scientist; Daphna Steinmetz, CTO, former VP R&D at Amdocs, Comverese, ThetaRay and GM at Digital Turbine.



Telecom & Mobility | Location Technology

Deeyook Touchless Tracking and Asset Location - locate everything, anywhere, anytime

Deeyook delivers Touchless TrackingTM, a patented, precise Location as a Service (LaaS), for both indoor and outdoor asset tracking. The low-power solution, cloud native or on-prem, enables companies to touchless track their assets, passively, using an already existing infrastructure for deployment, with sub-meter accuracy via the 2+ billion global install bases of WiFi access points. A low TCO drives rapid ROI and simple APIs allow integration into enterprise systems of choice. Its broad IP portfolio is a technological breakthrough based on interferometry and AI-based physical model.





www.eye-minders.com/metaverse

AR & VR | AI | Consumer Technologies

Enabling better consumer experiences in XR devices by reducing cybersickness, identifying stress, interests and engagement

Delivering stellar consumer experience require deep insights into the user's inner world. Today this information is limited. Eye-Minders cutting-edge eye-technology (15 years of experience) will fill in this gap and enable better consumer experience in XR devices.

Eye-Minder's technology provides multiple new layers of information (wellness, stress, cybersickness, interest, engagement, feelings) using the XR device's camera. Thus, cybersickness and stress symptoms can be detected, monitored, and minimized. The same technology can enhance personalization for gamers, ultimately leading to stellar consumer experiences.



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www.healables.io

Sport Tech | Digital Health

Healables is developing wearables that heal. Our wearables are designed to deliver tiny doses of electricity in order to stimulate cells and accelerate healing.

Healables Ltd is an Israeli technology led company challenging the traditional approach to pain treatment and injury recovery. We combine digital platforms, pain treatment protocols, and smart fabric technology to accelerate recovery for the athletics, wellness, and medtech industries.

Our wearable combines cutting edge smart textiles, app optimized adoption, and diode driven microcurrents to charge up the body's cells so it accelerates recovery. Our solution integrates with treatment programs prescribed by doctors or self led recovery at home. Discover recovery that works wherever you are with Healables.

Cloud & Big Data | Consumer Technologies | IoT

impactX, the Internet of Packaging company, brings a full end to end connected experience for water, vitamins, pharma and CPG companies through an IoT smart packaging platform. We work with some of the largest CPG/FMCG companies in the world, providing a full end-to-end solution, in several business models.

impactX two commercially available products are:

Water.io: a smart, reusable, rechargeable, Bluetooth-connected water bottle that measures liquid level, and blinks and vibrates as a hydration reminder. Together with a co-branded app it provides a personalized hydration experience to help consumers meet their health and wellness goals.

Vitamins.io: a smart, reusable, rechargeable, refillable Bluetooth-connected vitamins and supplements bottle that increases customer's compliance. Together with a dedicated app it helps turning consumers into subscribers.

Both products are part of a complete platform that provides consumers and post-shopping product usage analytics that otherwise is not available today.

We turn CPG into actionable data.



AR & VR | Consumer Technologies

iRomaScents introduces the next generation of scented movies & commercials, as well as digitized purchasing of fragrances, supported by an AI wizard.

The medium of visual entertainment has steadily evolved over the past century.

But what happens when we come to a gap in our evolutionary path, that can only be bridged and linked with a missing sense?

Charles Darwin stated that evolution occurs through small variations, to assist with our ability to compete and survive.

Sadly, despite its great potential, the sense of smell is hardly used in the entertainment arena. iRomaScents bridges this gap.

The benefits enhance not just entertainment, but also our shopping habits, commercial ads, and even our educational demands, as well as enhanced engagement incurred through fragrance, while watching an educational video, or playing a video game.



www.kardome.com

AR & VR | Consumer Technologies | Automotive

Kardome's voice AI technology offers an all-in-one solution for manufacturers and OEMs looking to improve their existing speech recognition systems

Kardome's break through (SW) voice technology improves voice recognition accuracy in challenging soundscapes, transforming voice UI from a cloud-dependent experience to a secure, real-time, and customizable user experience with any smart device.



AR & VR | Smart Cities | IoT | Telecom & Mobility

3D Vision Solutions for Machine Vision & Spectral Analysis Applications

Newsight Imaging is a designer, developer, and manufacturer of advanced 3D vision and spectral analysis solutions – from chip to full sensing unit. Our products make otherwise expensive and complicated technology accessible for mass market applications across many industries. From Automotive, Industry 4.0, Smart City & Robotics to Water Safety & Healthcare. The Machine Vision sensors utilize Newsight's patented eTOF™ (enhanced Time-of-Flight) technology - a game-changer for superior performance with an accuracy of better than 1%. Under Newsight's Spectral business unit, we create unique spectral AI sensing sensors that enable real time analysis, available in the palm of your hands.



www.olive.earth

AI | Digital Health | Remote Patient

Olive Diagnostics, to deliver the world's FIRST truly passive, non-invasive urine diagnostic device to detect early onset UTI's, Kidney disease and Diabetes. Combines cutting edge optics with IoT technology and big data analysis.

Olive Diagnostics is providing users with predictive health analysis, to enable preventive medicine rather than just curative treatments. Through the early detection of a very wide range of molecules and biomarkers that are signals of developing symptoms, our continuous urine monitoring can detect subtle changes in the body.



AR & VR | Consumer Technologies | Metaverse

Making augmented reality a reality

Existing solutions for Near Eye Displays, whether diffractive or reflective, suffer from one or more of the following problems: very low brightness efficiency, poor image quality, limited Field of View, bulky form factor, and high cost of manufacturing. Oorym's novel waveguide separates the two functions of the waveguide, coupling out the virtual image and combining the external world, into two simple elements leading to highly efficient optical system that opens the bottleneck of all the disadvantages of current waveguides.





www.getgocube.com

AR & VR | IoT | Robotics | Sportech

We define the future of play, by reviving new life to the timeless classics and powering them into the digital era

A new generation of (“Phygital”) games and toys, empowered with “brain and connectivity”, IoT technologies, and accompanied with premium apps that bridge the physical experience with the digital space. Our award winning products open up a whole new fun and exciting way to develop new skills, improve, play and socialize together near or far!

The company is a pioneer in its field, focusing on popular (evergreen) family favorites and STEM educational games with worldwide recognition with respect to their unique design, advanced tech and high quality values for families, parents and kids!



AI | Robotics & ML

POLYN Technology develops Tiny AI chips and Synthesized IP blocks for any type of neural networks in Edge AI applications

POLYN Technology is a fabless semiconductor company, supplying ultra-low-power, high-performance Neuromorphic Analog Signal Processing (NASP) technology, IP, and Tiny AI neuromorphic analog chips. NASP is ideal for pre-processing raw sensor data of any type. POLYN's Neural-Net-To-Chip automation tools support the fast and cost-effective development of tailored Tiny AI solutions, which perform AI computations on-device. The technology and products enable a wide range of edge AI applications with power consumption, accuracy, size, and cloud connectivity constraints, like wearables, hearables, Industry 4.0, Connected Health 4.0, Smart Home and more.

Founded in 2019, POLYN Technology is registered in London and headquartered in Israel.





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www.radix-int.com

AR & VR | Cloud & Big Data | IoT | Telecom & Mobility

Radix Android TV Manager is letting telcos, operators and service providers stay on top of their Android TV device fleet (including Android AOSP and Google TV)

Radix Android TV Manager, a tailor-made solution for Telcos, operators and service providers letting you stay on top of your Android TV device fleet (Including AOSP and Google TV) wherever your customers are and whatever the use case may be. Built bottom-up for Android, the platform provides an end-to-end solution for Android TV management including app management, device management, remote support, monitoring & analysis (telemetry), OTA management and much more! Our management platform is trusted and integrated by leading global OEMs and vendors and is used by many customers worldwide managing millions of devices. We welcome all customers looking to manage their digital devices.





AR & VR | AI | Consumer Technologies

Augmented Reality is revolutionizing home staging with SparX

SparX is a home staging app using proprietary AR technology. Rather than handling heavy and expensive furniture, Real Estate professionals can now simply scan any empty space with SparX (Powered by Apple's Room Plan) and watch it instantly fill with personalized and purchasable designs.

SparX provides end-to-end solutions for real estate marketing including stunning staged videos and photos as well as immersive on-site staging experiences.





www.vboxcomm.com

Consumer Technologies | IoT | Telecom & Mobility

The company's technology and products are aimed to provide TV broadcasts content to every screen in the house without the need to transfer Unicast over the Internet and Integrate it seamlessly with content coming from OTT

VBox's products address the growing demand for innovative TV technology aimed for Broadcasters and Integrators as well as Retail market, enabling new forms of Broadcast TV content reception and recasting it over the local home network to multiple users. VBox solutions fit applications such as datacasting, remote education for areas without broadband connection, interactive data services, advanced Emergency Alerts (storm, Amber Alerts, etc.), Mobility (smart and autonomous cars), as well as enhanced quality reception of ATSC 3.0, DVB-NIP or 5G Broadcast video and audio.

VBox's is amongst the first companies to introduce these set of solutions to the market and is substantially ahead with its feature set and technological readiness.

VBox's ATSC3.0 TV Gateway products are already sited in various partner companies' labs, performing tests for datacasting, remote education, and NextGenTV viewing solutions with expectation that this market will grow substantially in 2023 and beyond.

VISIONARY.AI



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www.visionary.ai

AI

We develop AI technology to enhance the quality of real time video images, particularly in low and difficult lighting conditions.

A dynamic team of experienced AI and vision engineers, developing tools that dramatically improve picture quality. A software based image signal processor brings new flexibility in image enhancement, and our AI based de-noiser enables full colour night vision.





www.zoozpower.com

Telecom & Mobility | Smart cities

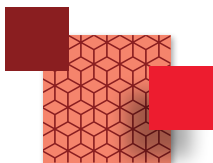
ZOOZ Power's kinetic power boosting solutions enable ultra-fast, sustainable and cost-effective EV charging, anywhere.

ZOOZ enables ultra-green, ultra-fast electric vehicle charging anywhere. We are committed to eliminating range anxiety and accelerate the mass adoption of electric vehicles around the world, by sustainably overcoming existing grid limitations.

ZOOZ pioneering power boosting technology, enables unlimited high-power charge and discharge cycles, and is based on a non chemical, flywheel that makes it intrinsically green.

Our range of sustainable, power boosting solutions are built with longevity and the environment in mind - to help global companies create the world's most sustainable, reliable and cost-effective charging solutions.





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