Redefining Innovation

CES 2018

January 9–12 | Las Vegas, NV | Sands Expo
Eureka Park | Hall G, Stand 51702
Contents

The Israel Export & International Cooperation Institute 3

The Foreign Trade Administration 4

Index by Company 5

Index by Category 8

Company Profiles 10
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.

Noa Avrahami
Manager, Digital Media Sector
Tel +972 3 514 2862
noa@export.gov.il
www.export.gov.il
The Foreign Trade Administration

The Foreign Trade Administration (FTA) at the Israeli Ministry of Economy and Industry manages and supports Israel's international trade and trade policy by promoting trade and exports, initiating and maintaining trade agreements, attracting and facilitating foreign investments and creating strategic cooperation with foreign companies. Through our headquarters in Jerusalem together with over 40 economic and trade missions in key financial centers throughout the world, the FTA promotes Israel's economy worldwide.

Israel's economic and trade missions are at the forefront of the Israeli government's efforts to boost our industries in foreign markets. Our team of highly experienced economic representatives and business consultants provide a wide range of services to Israeli companies and to the international business community.

Gili Ovadia
Consul, Head of Economic and Trade Mission to the West Coast
The Israeli Ministry of Economy
Tel + 415 986 2701
Gilio@israeltrade.gov.il
israeltradeca.org
www.israel-trade.net
<table>
<thead>
<tr>
<th>Company</th>
<th>Category</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2sens</td>
<td>• AR/VR</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>• Wireless Devices &amp; Services</td>
<td></td>
</tr>
<tr>
<td>Arbe Robotics</td>
<td>• Vehicle Technology</td>
<td>12</td>
</tr>
<tr>
<td>Beyond Verbal</td>
<td>• AI</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>• Health &amp; Wellness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Robotics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Smart Home</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Vehicle Technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Wearables</td>
<td></td>
</tr>
<tr>
<td>BYOND</td>
<td>• AR/VR</td>
<td>14</td>
</tr>
<tr>
<td>Clinch</td>
<td>• Ad-Tech</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>• Audio/Video</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• eCommerce &amp; Enterprise Solutions</td>
<td></td>
</tr>
<tr>
<td>CMOO</td>
<td>• AI</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>• Smart Home</td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td>Category</td>
<td>Page</td>
</tr>
<tr>
<td>---------</td>
<td>----------</td>
<td>------</td>
</tr>
</tbody>
</table>
| fuse.it | • Audio/Video  
|         | • AR/VR   | 17   |
| ICIVision | • Accessibility  
|         | • AI  
|         | • AR/VR  
|         | • Health & Wellness  
|         | • Wearables | 18   |
| Imagry | • Vehicle Technology | 19   |
| Lishtot | • Health & Wellness  
|         | • Smart Cities  
|         | • Smart Home  
|         | • Wearables  
|         | • Wireless Devices & Services  
|         | • Water | 20   |
| Mysize | • eCommerce & Enterprise Solutions  
|         | • Family & Kids Technology  
|         | • DIY  
|         | • Parcel Delivery | 21   |
## Index by Company

<table>
<thead>
<tr>
<th>Company</th>
<th>Category</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>NanoScent</td>
<td>• AI</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>• Health &amp; Wellness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Smart Cities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Smart Home</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Vehicle Technology</td>
<td></td>
</tr>
<tr>
<td>Noveto Systems</td>
<td>• AI</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>• Audio/Video</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• AR/VR</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Family &amp; Kids Technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Health &amp; Wellness</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Vehicle Technology</td>
<td></td>
</tr>
<tr>
<td>Qlone</td>
<td>• AR/VR</td>
<td>24</td>
</tr>
<tr>
<td>Superb Reality</td>
<td>• AR/VR</td>
<td>25</td>
</tr>
<tr>
<td>Syte.ai</td>
<td>• AI</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>• eCommerce &amp; Enterprise Solutions</td>
<td></td>
</tr>
</tbody>
</table>
## Index by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>• ICI Vision</td>
</tr>
<tr>
<td>AI</td>
<td>• Beyond Verbal Communication</td>
</tr>
<tr>
<td></td>
<td>• CMoo Systems</td>
</tr>
<tr>
<td></td>
<td>• ICI Vision</td>
</tr>
<tr>
<td></td>
<td>• NanoScent</td>
</tr>
<tr>
<td></td>
<td>• Noveto Systems</td>
</tr>
<tr>
<td></td>
<td>• Syte.ai</td>
</tr>
<tr>
<td>Audio/Video</td>
<td>• Clinch</td>
</tr>
<tr>
<td></td>
<td>• fuse.it</td>
</tr>
<tr>
<td></td>
<td>• Noveto Systems</td>
</tr>
<tr>
<td>AR/VR</td>
<td>• 2Sens</td>
</tr>
<tr>
<td></td>
<td>• Beyond Verbal Communication</td>
</tr>
<tr>
<td></td>
<td>• fuse.it</td>
</tr>
<tr>
<td></td>
<td>• ICI Vision</td>
</tr>
<tr>
<td></td>
<td>• Noveto Systems</td>
</tr>
<tr>
<td></td>
<td>• Qlone</td>
</tr>
<tr>
<td></td>
<td>• Superb Reality</td>
</tr>
<tr>
<td>eCommerce &amp; Enterprise Solutions</td>
<td>• Clinch</td>
</tr>
<tr>
<td></td>
<td>• MySize</td>
</tr>
<tr>
<td></td>
<td>• Syte.ai</td>
</tr>
<tr>
<td>Family &amp; Kids Technology</td>
<td>• Noveto Systems</td>
</tr>
<tr>
<td></td>
<td>• MySize</td>
</tr>
</tbody>
</table>
## Index by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Company</th>
</tr>
</thead>
</table>
| Health & Wellness     | • Beyond Verbal Communication  
                       | • ICI Vision  
                       | • Lishtot  
                       | • NanoScent  
                       | • Noveto Systems |
| Robotics              | • Beyond Verbal Communication                                           |
| Smart Cities          | • Lishtot  
                       | • NanoScent |
| Smart Home            | • Beyond Verbal Communication  
                       | • CMoo Systems  
                       | • Lishtot  
                       | • NanoScent  
                       | |
| Sports Tech           | • Noveto Systems |
| Vehicle Technology    | • Arbe Robotics  
                       | • Beyond Verbal Communication  
                       | • Imagry  
                       | • NanoScent  
                       | • Noveto Systems |
| Wearables             | • Beyond Verbal Communication  
                       | • ICI Vision  
                       | • Lishtot |
| Wireless Devices & Services | • 2Sens  
                          | • Lishtot  
                          | • Noveto Systems |
Finally, AR solution for everybody – 3D and realistic.

Solution at a Glance

2Sens brings a completely new User-Generated-Content (UGC) to the consumers. Go live with 3D video at your fingertips and enrich this video with 3D virtual content, all with the processing power of your smartphone. 2Sens let the user to create content in which the virtual 3D graphics interacts with the real-world. This is true AR!

Technological Innovation Product Differentiation

2Sens unique technology analyze the scene in real-time with your smartphone processing power only. With this real-time scene understandings, we bring to the consumer a new type of UGC: 3D video, augmented with 3D virtual content which naturally interacts with the real world. This innovative technology solves one of the biggest challenges in AR: Occlusion! True AR content at your fingertips.

Our Offering

• 3D video capturing by everybody
• Live Stream 3D video over any platform to be watched by any device
• Assure high quality and comfort to watch videos
• Enrich your video with 3D virtual content, in real-time
• The ultimate platform of AR / MR for the consumer
• A unique technology which enables virtual 3D content to naturally interact with the real world, and lets users to create such 3D videos
• Low cost and ease of use
• Works with any smartphone

Company References & Strategic Partners

• Samsung Next
• KDC Media Fund
Ultra High Resolution 4D Imaging – Bringing the Power of Radar to Autonomous Driving.

Solution at a Glance
A patented imaging Radar which is the first radar to provide automotive with high resolution 4D radar picture, with wide dynamic range.

Technological Innovation Product Differentiation
Arbe Robotics technology enables not only safer driving, but also provides level-4/5 full autonomous driving. Our radar system offers extremely high resolution at long, mid and short ranges in both azimuth and elevation, range and doppler, and outputs an image of the environment in a point-cloud format at up to 50 times per second, with high reliability in extreme weather conditions. Our patented SLAM platform creates a full 3D shape of the objects, tracks them, localizes the car and classifies objects on the map.

Our Offering
Arbe Robotics' full stack 4D imaging radar system for the automotive industry is built for long (up to 300 meters), mid, and short range with high accuracy (less than 10cm) and high resolution (1 degree) with a wide field of view both in elevation and azimuth. This full stack imaging radar that is the only technology available for level-4 full autonomous driving.

Our patented time multiplexed MIMO radar consists of proprietary hardware and a signal processing algorithm which efficiently compensate for target motion, and output a point-cloud image based on radar with accurate location and velocity estimations of all targets in the scene. Our solution offers a second layer of processing using the power of SLAM for tracking objects, classifying them and self-localization of the car, as well as eliminate false targets. The result is the next generation of safety products for autonomous driving, offering a better solution for today's applications and all you need for the future of autonomous driving, in one product and at an affordable price.

Company References & Strategic Partners
• OurCrowd
• Canaan
• iAngels
• Ofer Group VC
Emotion AI & Vocal Biomarkers to revolutionize Human Wellbeing & Healthcare.

Solution at a Glance
Since its launch in 2012, Beyond Verbal has been using voice-driven emotions AI to dramatically change the way we can detect emotions and reveal health conditions.

Technological Innovation Product Differentiation
We chose the holistic track – we monitor the emotional state of the person, track it over time thus gaining an insight about his emotional wellbeing and look for certain vocal biomarkers which point to his health. We believe all these areas are well interconnected with each other, which gives us a full understanding of the person’s emotional and thus overall wellbeing.

Our Offering
Core research started with the understanding that it’s not what we say, but how we say it. A research team of scientists specializing in physics, operations research, AI, NLP, decision-making and neuropsychology have conducted more than 20 years of innovative work. They have developed a patented technology that extracts various vocal biomarkers from a speaker’s voice, in real time, and they continue to discover evidence connecting vocal biomarkers to emotions and health conditions.

Today Beyond Verbal is involved in ongoing research ad production that operates in two parallel paths. The first is emotions research, which includes an ongoing validation mechanism for the company’s core emotions analytics engine using a continuously growing, emotionally-tagged database that currently holds over 3 million voice samples. The second path is health-related research. Working with leading research institutes around the world, Beyond Verbal is extracting vocal parameters in order to reveal vocal biomarkers.

Company References & Strategic Partners
• Winnovation
• Kuang-Chi
• Amdocs
Byond Immersive Suite gives companies a cloud based toolset for easy immersive creations creation.

Solution at a Glance
- Byond publisher is a web-based editor tool-set.
- You can upload any type of media (2d, image, video, 3d, audio), arrange It in a space, set some basic interaction rules and publish it as 360/VR/AR apps. Editors can change anything in real time.

Technological Innovation Product Differentiation
- All cloud based, no installation required
- Create once – publish to many platforms at one click
- All relevant VR and AR platforms supported
- Integration oriented – our suite can adapt to your company protocols
- Analysis driven – automatic reports can drive you to relevant updates for your creation as quick as hours from launch
- Robust solution

Our Offering
Byond Immersive Suite offers a cloud based platform for businesses that wants to create their own 360/VR/AR app without the hassle.
No code required, no installation required for most devices, just add your 2D/3D/360 media, arrange and publish.
Byond’s published product is immediately available through web browsers (Chrome, Safari, Firefox, Edge) on PC/mac/smartphones, or through dedicated apps for Android, iOS, Samsung Gear VR, Google DayDream, Oculus Rift, HTC Vive, AR Kit and AR Core.
All data is collected and can be deeply analyzed, then conclusions can be amended in the experience and published right away.
if you thought about going VR/AR/360 but wanted to wait until it is hassle free, wait no more.

Company References & Strategic Partners
- Coca Cola (we are alumni of “The Bridge” commercialization program by Coca Cola, Turner and Mercedes Benz) • CNN (cnnVR is run on Byond’s platform) • HTC VIVE (part of Vive X program) • Amdocs • Playtika • Google • McCann • HPE
Driving sales through automation, optimization and personalization of video and static ads.

Solution at a Glance
Clinch is the leader and innovator in the field of Dynamic Creative Video, using proprietary creative technology and data to automate video ad campaigns production and optimization tailored to the individual in real time.

Technological Innovation Product Differentiation
Creative Dynamic Optimization with Video on Desktop, Mobile, and Social.

Our Offering
Showing the “right message to the right person at the right time” requires personalizing the brand’s creative. While display creative dynamic allows personalization in static ads, brands and agencies have struggled to produce personalized advertising at scale for video. Clinch overcomes this challenge by using signals such as segmentation, website activities, demographics, weather, location, and more, seamlessly produces tailored video creative at scale, to drive branding, sales, and loyalty.

COMPETITIVE ADVANTAGES
• Easy integration with clients’ existing DSP / DMP
• Video and display cross-channel solution
• Quick turn around with flexible creative formats
• Personalization by linear editing of original video ad, without using overlays
• Video adaptation and optimization for social feeds

Company References & Strategic Partners
• Walmart Mexico
• Despegar
• Singtel
Smart home adoption have never been easier, there is no need to re-wire the house.

Solution at a Glance

CMoo Systems invented single wire solution to support smart light switch in locations without Neutral wire. We support all kind of bulbs with no limitation of min/max power consumption. The user gets full control from the switch side as well as from a mobile device.

Technological Innovation Product Differentiation

We solve the No Neutral situation in the switch side that exist in 50 to 90% of the cases worldwide. Smart switch needs DC power, standard AC/DC converter can't work if the Neutral wire is missing so we invented the PeX module to provide the necessary DC power (up to 1.5 watt) locally. All other single wire solutions can't support LED/CFL and fluorescent bulbs, flickering and glowing effects always happens at off state. The other switch solution needs maintenance because they are using battery.

Our Offering

With CMoo patented technology the ODM/OEM gets enough DC power on the switch side to support wireless communication as well as touch display, CPU, multiple sensors and all other IoT technologies. On the load/bulb side, we provide constant AC power regardless the switch state for other purposes (sensors, camera, etc.) to better utilize the standard light circuit and save the cost of installation compare to many other products. CMoo architecture enable to make the switch and the device side smarter and let the user control it from any other switch or via the App. We sell PeX/BeX/TeX modules to OEM/ODMs who design a single wire solution for smart home automation and lighting control. Recently we introduced a new single side single wire PeX-M solution for smart bulbs, this is another breakthrough product.

Company References & Strategic Partners

- Leedarson
- ASUS
- Douglas Lighting
- Leviton
fuse.it is a fused reality platform that integrated you into the best pop culture moments in one click!

Solution at a Glance

In today's market there are a multitude of video interaction apps and Users Generated Content is taking over as millennials are changing the game.

For brands and advertisers, there is no solution to bridge between traditional media and UGC and they're constantly looking for new ways to reach their consumers - The Millennials.

Technological Innovation Product Differentiation

fuse.it's proprietary solution automatically utilizes single camera footage to project the augmented reality characters in the app.

fuse.it technology allows users to be blended to any video on real time using smart camera input manipulation, from 3d transformation to color effects and more.

fuse.it features unique patented technology which syncs multiple audio sources with video. This technology is implemented on the video blending assets in the current release of the app and will be implemented within the augmented reality characters in later releases.

Our Offering

In today's market there are a multitude of video interaction apps and Users Generated Content is taking over as millennials are changing the game.

For brands and advertisers, there is no solution to bridge between traditional media and UGC and they're constantly looking for new ways to reach their consumers - The Millennials.

This is where fuse.it steps in, letting users integrate themselves into their favourite video content in just one click. The user experience is as easy as taking a picture on a mobile phone.

For the brands, fuse is offering a new way to be engaged with their consumers.

For partners, fuse is offering a new potential revenue stream.

Company References & Strategic Partners

- Coca-Cola
- Warner Music
- iHeartMedia
Wearable digital device for vision enhancement and improvement.

Solution at a Glance
ICI Vision develops a wearable vision enhancement device, to improve human vision by projecting an optimized image directly onto a person's retina.

The current product assists partial visual impairment that cannot be corrected by medical treatments or traditional assistive technology.

Future development will enable to achieve vision beyond “20/20”.

Technological Innovation Product Differentiation
Our device is a dedicated, vision assistive device solution which incorporates state of the art components of both Hardware and Software. Amongst them are dual cameras, retinal projection engine, mobile processors and IMU along with Software components such as eye tracking, neural networks, image processing all optimized for Mobile processors.

All of those, working synchronously together, in real-time, to capture the scene, recognize current scenery and objects, optimize the important image features according to the user's gaze point and project it directly onto the retina.

Our Offering
Retinal diseases are known to be the leading cause of blindness around the world. People suffering from the worst form of those diseases can't function as normal-sighted people.

ICI Vision offers a unique vision enhancement solution for millions of people suffering from low-vision due to various retinal diseases.

By using diagnostics of the person's functional vision (Retinal sensitivity mapping), we can optimize the worldview and project it to the healthier parts of the retina in real time. This solution is the only solution which is personalized to the user's unique medical condition and can adapt to changes in the disease whilst information could be sent to the treating doctor.
Vision based autonomous driving.

Solution at a Glance

Imagry is developing a cameras-only level 4/5 self-driving platform that amounts to a fraction of the cost of traditional LiDar, Radar & HD GPS-based solutions.

Technological Innovation Product Differentiation

Imagry is developing AI Technology based on Deep Inverse Reinforcement Learning algorithms, a new approach for training on large unlabeled data-set with minimal reward engineering. This method allows us to collect data from both real world and simulation without manual labeling. Imagry’s algorithms train the driving model which controls the car, by extracting the most useful driving-parameters and abstract model of the road, utilizing data collected on simulators and on the road. The AI technology accelerates the training and performance of its unified software solution, especially in complex unseen scenarios.

Our Offering

Imagry is an AI company which develops a cameras-only level 4/5 self-driving platform that amounts to a fraction of the cost of traditional LiDar, Radar & HD GPS-based solutions.

Imagry’s autonomous driving platform:
• A neural network which utilizes only cameras to drive
• Affordable and reliable
• Cameras cost < $200
• Lean platform runs on low computational & power resources
• Platform can drive in unfamiliar roads & scenarios

The AI technology is based on Deep Inverse Learning algorithms which accelerate the training and performance of its unified software solution (end-to-end perception, planning, and control), especially in complex unseen scenarios.

Company References & Strategic Partners

Last investment round in Imagry was led by Samsung Ventures
Lishtot makes inexpensive products to quickly detect drinking water contaminations, while simultaneously adding the data to our Global Water Quality Map.

Solution at a Glance
Lishtot makes consumer electronics products that can test drinking water for numerous types of contaminations in 2 seconds. We collect the data with our app, adding it to our Global Water Quality Map to track water quality around the world.

Technological Innovation Product Differentiation
The Lishtot TestDrop is a handheld keychain device detecting contaminants such as E. coli, lead, arsenic and chemicals at EPA and WHO standards. The 2-second test shows a blue or red light indicating the absence or presence of contaminant. It connects via Bluetooth to the Lishtot mobile app where users can track their test history and view more data on their water including the likelihood of contamination. The data is compared to Lishtot's contamination database to let you know what might be in your water. No other technology can test such a wide range of contaminants in such a short amount of time and for such an affordable price.

Our Offering
Lishtot is actively selling the TestDrop online directly to consumers as well as through distributors, focusing on the US, China, and India. Lishtot is also developing more advanced water quality detection products including the TeStraw which can distinguish between different contaminants and concentration levels, and the TestPipe, a device attached to the water faucet in the home for real-time advanced water monitoring. Lishtot collects all of this data as it builds a Global Water Quality Map which also includes data collected from the EPA and other organizations about water contamination events. The Lishtot app enables users to search for these contamination events by their location. People can also report any contamination issues they have in their water, from a bad odor or a strange color, directly to their utility through the Lishtot app. Lishtot is also working on appliance integration with its partners on dishwashers, washing machines, and bottling operations.
Helping retailers focus on returning customers, instead of customer returns.

Solution at a Glance
MySize is developing a revolutionary technology, based on patent-pending algorithms that utilize Smartphone sensors to accurately measure anything from everyday objects to body measurements. The company's flagship product, MySizeID, enables consumers to measure themselves, and match their measurements with a retailer's size chart.

Technological Innovation Product Differentiation
MySize's proprietary, patent technology provides high-accuracy measurement reading on any Smartphone for vertical markets like apparels, parcel deliveries & DIY. My Size is the only company in the market that is based on actual customer measurements with your mobile (not additional accessory is needed, and My Size technology doesn't use a camera.

Our Offering
The MySize solution provides a valuable, sticky platform for online retailers and a more “fitting” experience for shoppers, making it a win–win prospect for all. MySizeID take the guesswork out of online apparel shopping by translating the user's unique ID into the manufacturer's size chart.

The company has developed a B2C mobile App (iOS & Android), SizeUp, that let's Smartphones users measure anything.

The company has developed TrueSize as well. TrueSize is a customizable, widget that can be implemented inside your app and empowers and improve the online shopping experience of the customers by perfectly matching their true measurements with the offerings. The high level of accuracy and ease of use integrated into the website ensures that the customers will select the right size apparel, The First Time, Every Time!

The company has also developed BoxSizeID. BoxSizeID is an intuitive parcel measurement App that lets customers easily measure the size of a parcel and calculate its exact shipping cost. BoxSizeID also provides courier companies with an additional stream of accurate logistics data to better manage their delivery processes, before the parcels arrive at their distribution centers.

Company References & Strategic Partners
- Trucco: A Spanish Women's apparel brand with over 250 points of sale in almost 23 countries.
- LSY: Yudofsky Fur & Leather, an established retailer of furs, leathers, shearlings, cashmere garments and unique accessories.
- Katz Shipping: the 2nd largest delivery company in Israel, with over 500 employees; handles over 5 millions packages a year.
NanoScent is making smelling a part of the digital world.

Solution at a Glance
NanoScent developed a smelling sensor chip and AI platform. You could upload new smells to the cloud and develop your own smelling applications.

Technological Innovation Product Differentiation
Each smell has a chemical fingerprint made of many molecules, also known as VOCs (Volatile Organic Compounds). NanoScent's sensor-chip includes multiple nanosensors made of gold nanoparticles, attracting different VOCs to each one. The electrical current response in each nanosensor outputs a unique digital signal. NanoScent machine learning algorithms interpret the signal, storing the data in the cloud.

The smelling sensor technology was invented in the Technion Institute by Prof. Prof. Hossam Haick. The sensors require low energy and are patent protected.

Our Offering
NanoScent’s electronic product offerings include:
• Generic smelling device to test, train on new smells and explore
• Smelling sensor chips to be integrated into electronic circuits
• API for developers to develop their own applications

NanoScent’s smelling services include:
• Developing applications and collecting scents for third party partners.
• Data analysis services to identify scents and smells

NanoScent's sensor-chip includes multiple nanosensors made of gold nanoparticles, attracting different VOCs to each one. The electrical current response in each nanosensor outputs a unique digital signal. NanoScent machine learning algorithms interpret the signal, storing the data in the cloud.

Company References & Strategic Partners
• Technion - Israel Institute for Technology
• GrowLab - Agriculture & Livestock
• Ministry of Homeland Security
• Ministry of Defense
Noveto creates an individual, personalized sound experience – headphones without headphones.

**Solution at a Glance**
Harnessing harmless acoustic waves, Noveto's patented “Sowlo” Technology is the only technology enabling individual pin point audio focusing. Sowlo connects to any audio device giving the user an individual, personalized sound experience with added features such as 3D sound, voice command, and gesture control, without any hardware on the user.

**Technological Innovation Product Differentiation**
Sowlo focuses acoustic waves near the user's ear creating the sensation of headphones without headphones – a virtual headphones.

3D sensors analyze and track the user's face, pin pointing the position of the ears. The audio signal is re-directed through Noveto's patented DSP engine and then broadcasted, directly to the user's ears through Noveto's proprietary transducer array, using only safe acoustic waves.

Sowlo's 3D dynamic sound feature coupled with voice command and gesture control generates a true, augmented sound experience.

Adding a layer of data aggregation, Noveto creates a new platform where sound is smart, safe, and individual.

**Our Offering**
Noveto is revolutionizing sound consumption with My Virtual Mobile for the Automotive and My Virtual Headphones for Video Gamers and Office environment.

For Automotive, My Virtual Mobile creates an individual audio environment for mobile phone interaction, including voice command and gesture control. My Virtual Mobile reads emails, instant messaging and manage calls directly to the driver's ears, without physical interaction with the driver.

My Virtual Headphones revolutionizes the video gaming audio world. Releasing the gamer from headphones and their performance limiting disadvantages, by replacing them with a real individual, 3D audio system. The Gamers can now properly add their sense of hearing to their gaming experience. Real 3D audio is a performance enhancing feature, multiplied with removing performance hindering headphones.

My Virtual Headphones also allow your fellow worker to conduct conference calls and consume audio content at his desk, without disturbing his peers, or being isolated from the work environment by headphones.

**Company References & Strategic Partners**
- Investors – Daniel Jammer + Slava Brecht
Qlone – All-in-one app for 3D scanning.

Solution at a Glance
We have made it easy and fast to scan real objects, using your phone’s camera, modify them in app and seamlessly export the result to many platforms, 3D file formats and 3D printers. All on your iPhone or iPad. A perfect tool for AR / VR (Augmented Reality) content creation, 3D Printing, STEM Education, eCommerce showcase and many other uses.

Technological Innovation Product Differentiation
Scanning real objects has never been easier. Print the included AR mat, place your object in the middle of the mat and let the Augmented Reality dome guide you through the scanning process. With Qlone, there is no waiting time, all processing is done live on your phone in seconds. Export to many established platforms for 3D printing, 3D sharing, 3D selling or to use as a 3D asset in your game or app. App is protected by five U.S. Patents and was featured by Apple in the App Store and Google on the new Poly platform.

Our Offering
We already prepared demos wherein we have shown how we were able to scan in an object and export it to a Lego blocks building tutorial. Another use case demonstrates the same file being imported into Minecraft (a creative block building video game).

Other uses in the emerging AR and VR markets could be easily implemented as well. Bringing digital content into our reality was the first step. We think of the next level and bring real objects into the digital world, may it be AR, VR or MR.

This is also interesting for both B2B and B2C companies alike. Would you buy a product without seeing videos of it or at least a couple of photos from different angles? Amazon and eBay sellers would tell you that a visual product presentation is imperative to make a sale. This effect could be improved even more by 3D-scanning products and embedding them in the product page on an ecommerce platform. Unity could even do that natively in major browsers.

If you’re coming more from an academic angle, this technology could also make sense. In fields such as archeology, researchers could simply scan their findings and categorize them digitally in a cloud shared with other scientists. Schools and museums alike around the globe could then allow much more people to browse these items without logistical restrictions.

This is a fascinating technology with many potential applications in all kinds of sectors. This could be a pivotal achievement to many other companies to make use of it.

Company References & Strategic Partners
We launched products with many companies, Here are a few examples:

· LEGO Life of George  · Spinmaster Sick Bricks  · Hasbro PlayDoh Touch  · Bandai Botsnew
AR and VR Gesture Control software solutions using any camera for any device.

Solution at a Glance

• Software SDK for hand gesture control software for augmented and virtual reality devices, HMD and smartphones, that supports multiple gestures for one and two hands
• Step-by-step landmark based navigation solution for Augmented Reality, mixed-reality and automotive navigation.

Technological Innovation Product Differentiation

• Using any built-in RGB standard camera – no additional h/w cost
• User see his/her “real hands” blended in the VR/AR world – natural and powerful
• Partial hand skeleton analysis
• Multiple simultaneous posture recognition algorithms using deep learning
• Software solution based including a full SDK
• Low system resources
• Supported many use cases:
  • control menus
  • play games
  • interact with content
  • Social interaction and camera enhancements by gestures
  • Supports cursor control
  • text input with a virtual keyboard.

Our Offering

Content, menus and games on both Augmented Reality enabled smartphones and VR and AR glasses are missing today a natural interface. Current solutions in the market like embedded or external touchpads, dedicated controllers, 3D/stereo cameras, voice control or gazing do not provide a good enough mix of natural, cost effective and robust solution to interact with this new world.

The Superb Reality solution solve those challenges: Hand Gesture Control, for AR and VR and smartphones, as a software solution only that uses any RGB single or dual camera provides a cost effective yet natural and intuitive way for the user to interact with the VR and AR world. It is a robust solution that supports all skin tones, lightning environments, background and more.

Company References & Strategic Partners

Namuga co. Ltd and others
Discover the world you see, where items in any image or video, on or offline becomes instantly shoppable.

Solution at a Glance

Syte.ai combines object recognition, artificial intelligence and machine learning that provides accuracy and speed. Assisting brands to expand their reach, where the world becomes their catalog and any visual asset becomes instantly clickable and shoppable!

Technological Innovation Product Differentiation

- Images and videos become instantly shoppable without any human touch
- Automatically identify multiple items, accessories and shapes instantaneously
- Requires no textual tags – all searches based on visual recognition and relevance
- Real time search – so price/availability is 100%
- Unbeatable accuracy with very little training data

Our Offering

Brands (Retailers & Publishers):
- Allow your customers to turn any visual asset into a purchase. White label our visual chatbot within your app, website or Facebook page.

Retailers:
- Shop The Style: Instantly shop all items in any single image or video
- Turn out-of-stock ($634.1 billion in lost retail sales) into an opportunity by offering similar results
- Increase time on page by seamless searchability
- Uplift indexed product pages

Publishers:
- Transform images and videos into shoppable
- Monetize the images in your articles
- Increase income with sponsored results
- Expand product reach with sponsored posts using visual search, displaying results for targeted brands.

Company References & Strategic Partners

- Partners: Microsoft, Line, Oracle, Naver, SAP
- Customers: Boohoo, Kohl’s, Evoke.ie, dmg media, FashionForward, FR, Stoer, Interspace, FASHIONLOVER, intu, Keshet, erdbeerlounge.de
Redefining Innovation