

Israeli Telecommunication Infrastructure Showcase



*Israel Trade
Commission*

Date: Wednesday 9th December 2009

Time: 8:00am – 9:30 am

Venue: Hilton Sydney, 488 George St, Sydney



data communications



Israel Trade Commission
information and services



Telecommunications in Israel

Israeli companies have traditionally been at the forefront of the global Communications Industry. Sixty years of innovation in civilian and military applications have resulted in the emergence of several world renowned communication powerhouses in Israel, along with hundreds of smaller tech companies and over 1,000 active Israeli communications start-ups.

Highlights

- Of the approximately 2,000 Israeli start-up companies in 2007, 50% were in Communications.
- Communications exports in 2007 accounted for 23% of Israel's Hi-Tech exports and 8% of the country's total exports.
- The number of employees in the communication industry was 15,000 in 2007.
- Over half of the 120 foreign R&D centers operating in Israel develop Communications technologies, including multinationals such as Cisco, IBM, HP, Intel, Microsoft, Google and Yahoo!
- *Motorola Israel's* (MIL) R&D centers have produced major breakthroughs in the field of mobile and cellular communications and pioneered the world's first car phone. MIL completed the construction of a new R&D center in northern Israel in 2007 and currently employs over 3,000 people in its 4 Israeli plants.
- *Intel Israel* employs 7,000 workers in 4 R&D and 2 Manufacturing facilities located across the country and are responsible for the development of leading technology solutions.
- In the 2007 Deloitte Technology Fast 500 EMEA ranking, 4 Israeli companies - Voltaire Ltd, Celltick Technologies, Runcom Technologies and Red Bend - took 1st, 2nd, 3rd and 6th places respectively.
- Israel is ranked 2nd in the world for Venture Capital availability (IMD Yearbook 2007) with Communications receiving the most of any sector with 21% of the VC investments (IVC On-line 2008)

Israel is a leading player in the global software market, with the innovations of its companies earning it international prestige in the industry.

Growth in the Israeli software industry is higher than in all other high-tech sectors, with exports totaling more than \$US 3 billion.



Israel's Telecommunications Firsts

1981 - *ECI Telecom* first gained world prominence by introducing the concept of toll-quality international compression and was the first to develop technology enabling two calls on the same phone line. ECI was also the first company to deploy HDS.

1986 - *Comverse* was the first company to integrate voice, fax and call processing functions into a single system. Today, Comverse leads the multimedia messaging market.

1995 - *Vocaltec* first commercialized VoIP technology with its release of the 1995 Internet Phone.

1996 - *Mirabilis* was the first company to introduce a consumer product for instant communication and chat, ICQ.

1997 - *Radvision* developed the H.323 Protocol, the core standard of VoIP that enables voice, picture and data to be transmitted via the Internet. Today, it is a world leader in technology for video conferencing and multimedia over IP.

2000 - *Nice Systems* became the first company to utilise VoIP recording technology. Nice has emerged as a world leader in multimedia digital recording solutions for business interaction management and security.

2005 - *Comsys* was the first to offer base band IP for EDGE solutions, for both handsets and base-stations, and is now a leader of 4G chipsets for the next generation cellular infrastructure.

2006 – *Runcom* was the first to introduce a Mobile WiMax compliant ASIC.

Israel's Role in World Telecommunications

Since Israel is a small country, with almost no natural resources, it has always had to depend on its intellectual resources for survival and development. It is this factor that has made the country a technological leader.

Innovation and Manufacturing

Israel is widely acknowledged as a technological innovator. A major share of local service provider's networks and applications were designed and produced by Israeli companies. These technologies include public switching, transmission, access network technology, wireless local loop systems, data networking devices, network management software, billing systems and value added services software.

Hundreds of active start-up companies are developing a variety of new technologies, mostly related to information processing, and many in the telecommunications field. Technological R&D activities in Israel are intensive. Traditional industry-academy cooperation, supported by Ministry of Industry and Trade's Chief Scientist, has led the country to some significant breakthroughs in several areas.

Excellence areas include Internet applications, broadband, local area networks, digital wireless, opto-electronics, video and image processing, satellite communications, network management, network security and telemedicine. This excellence in R&D and original innovation has turned Israel's ICT industry into the country's leading economic sector.

Foreign Investment

The Israeli telecommunications industry has consistently been highly attractive to foreign investors. Several leading multinational telecommunication companies have invested in the Israeli market, including investment in Israeli high-tech companies, R&D and manufacturing facilities in Israel.

More than 100 dedicated high-tech venture capital funds operate in Israel. Indirect investment in Israeli telecommunications firms is also provided by institutional and private investors purchasing shares of Israeli companies traded on the New York Stock Exchange, as well as in London and on other European exchanges.

Israel has one of the highest numbers of companies traded in the American stock exchange, Nasdaq. Israeli IT and telecommunication companies in Nasdaq are world leaders in areas such as Internet security, value added service solutions, billing solutions and customer care services, VoIP technologies, fixed wireless access technologies, telecommunication services via satellite, optical and copper networking solutions, data and ATM, etc.



International and Regional Cooperation

Over the past several years, Israel has pursued the development of international and regional telecommunications cooperation. Israel has signed bilateral telecommunications agreements with 24 countries. Israel is committed to an active policy of international and regional integration in order to participate in future cooperative endeavors relating to telecommunications products and services.

Israel has fully participated in the WTO (World Trade Organization) & GATS telecommunications services negotiations, and has committed itself, within the framework of the WTO multilateral agreement, to an open, competitive and transparent telecommunications industry.

Satellites

The AMOS-1 Israeli geostationary satellite, located at 4 degrees west, began operations in 1996. It was built by the Israeli Aircraft Industries (IAI) and uses 7 Ku-band transponders, primarily for direct-to-home television broadcasting, TV distribution and VSAT services for customers in the Middle East and in Central Europe. Spacecom Ltd. is the exclusive marketer and service provider of AMOS-1 services.

Another satellite, the Gurwin-II TechSAT, was launched in July 1998. This experimental satellite was designed, manufactured and is controlled by The Technion-Israel Institute of Technology. The Gurwin-II TechSAT provides communications, remote sensing and research services.

ImageSat system— designed and manufactured, like AMOS-1, by IAI, provides services via MBT Ltd., an international consortium headed by Israeli Aircraft Industries, had launched its EROS satellite in 2000. EROS is a non-geostationary orbit satellite, which provides highly accurate commercial photography and surveillance services.

In December 2003, Spacecom Ltd. launched AMOS-2 and it is co-located with AMOS-1. AMOS-2 has 11 Ku-band transponders and 3 backup transponders, 72 MHz bandwidth each. It has 3 spot beams: the Middle East beam supports up to 11 transponders; the Europe beam supports up to 6 transponders; and US East Coast beam supports up to 8 transponders.

Amos-3 was launched in April 2008, to replace Amos-1 in its geosynchronous orbit. Amos-3 has 15 Ku-band transponders.

For help in sourcing Israeli Technology for your company or for more information on anything you have just read, please do not hesitate to contact the Israel Trade Commission.

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Company Profile:

MRV Communications is a worldwide leading supplier of optical communications equipment and services to carriers, governments, and enterprises since 1988.

MRV operates eight R&D centers in the US, Europe, and the Far East, along with 50 sales offices and support centers, in 21 countries around the world.

MRV Communications provides **high reliability** communication solutions at the **speed of light**, from long distance networks to optical Metro Ethernet access, having supplied leading edge, service enabler networks to our carrier and enterprise customers.

MRV innovations include platforms that combine traditional transport (WDM, Lambda and ROADM), with legacy SONET/SDH support, plus Carrier Ethernet Access switching with carrier-class reliability, resiliency, and OAM. MRV's customers can provision any service or application to any port or interface.

- **Optical Transport Solutions:** WDM, optical extender and converters as well as cutting edge Packet Optical Transport Solutions (POTS)
- **Optical Carrier Ethernet Access**
- **Optical Wireless and Wireless Backhaul Solutions**
- **Out-of-Band management** for remote control solutions
- **Optical Monitoring and Automation** for Carrier and Labs

Today's telecommunication networks are evolving to support growing network traffic and. MRV's products enable service providers and enterprises to transition their infrastructure and provide profitable high-bandwidth video, voice and data services.





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Company Profile:

RAD Data Communications has been providing innovative voice and data access solutions for mobile and fixed line carriers, service providers and enterprises around the world. Driven by technological innovation, RAD is preparing users to meet future telecommunications and data delivery challenges while enabling them to deal quickly and effectively with their immediate access requirements.

RAD is a preferred solutions provider for more than 100 operators around the world, serving customers from Tier 1 mobile operators and fixed line incumbents to city carriers, ISPs and rural service Telco's. These include the industry's global leaders, from AT&T to BT, China Mobile, China Telecom, Deutsche Telecom, France Telecom, Orange France, SoftBank, Telefónica, Telus, T-Mobile International, Verizon, and VTN. Beyond its strong ties with telecom providers, RAD maintains extensive relationships with enterprise users in the banking, commerce, education, finance, government, industry, military, transportation, and utility sectors.

Although legacy and next generation networks (NGNs) will continue to co-exist for some time to come, there is a clear trend toward packet-based, high-bandwidth services. RAD Data Communications is uniquely qualified to accompany service providers and their customers through the migration to next generation networks. Since its establishment, RAD has embraced a multidisciplinary approach to R&D, mastering in-house a broad range of protocols, technologies and transmission media. The company's R&D labs have devised a host of voice and data processors and sophisticated ASICs, staying consistently at the forefront of the industry's efforts to enable cross-generation access.

Other areas RAD Data Communications are active in are:

- Cellular Backhaul
- Carrier Ethernet Access
- Voice Optimization
- Multiservice Access and Last Mile





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Company Profile:

Teldor Cables & Systems Ltd. manufactures a wide range of wires and cables for telecommunications, electronics and industry, and is a leader in the design and production of high data-rate Copper and Optical and telephone copper cables. The cable production includes also Industrial Ethernet, BUS, Instrumentation and Control cables.

Major Product Lines:

Computer, LAN and Data-transmission cables, Fiber-Optic and Hybrid cables, BUS and Industrial Ethernet Cables, Instrumentation, Thermocouple and Process-Control cables, High-frequency Coaxial cables, Military, tactical and shipboard cables, Microphone and Audio-frequency cables, Electronic and Control cables, Telephone and Switchboard Telecommunications cables

Other important information

Equipment: Cable manufacturing and testing equipment, polymer production and compounding equipment.

Marketing: Reps, VARs Distributors, regional offices and logistic centers.

Important markets: Israel, Western Europe, South America, Eastern Europe, Far East, North America.

ISO 9001 2000 Certified

Strengths and expertise

Highly skilled team of many internationally renowned engineers and technicians continuously develop leading edge technologies and innovations. Most of the employees are shareholders whose communities are tied to the continuous success of Teldor guaranteeing utmost dedication, motivation and loyalty.

Over 40 years of experience in the forefront of wire and cable design, manufacture and marketing.





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Company Profile:

Radware the global leader in integrated application delivery solutions, assures the full availability, maximum performance, and complete security of business-critical applications for nearly 10,000 enterprises and carriers worldwide. With APSolute®, Radware's comprehensive and award-winning suite of application delivery and network security products, companies in every industry can drive business productivity, improve profitability, and reduce IT operating and infrastructure costs by making their networks "business smart".

Radware's APSolute product suite is powered by the OnDemand Switch, the company's next-generation hardware platform, which provides breakthrough performance and on demand throughput and service scalability. Based on its "scale-as-you-grow" approach, no forklift upgrade is required even when there are new business requirements. Customers only pay for the exact capacity currently required. Throughput capacity, application-aware services, or applications acceleration services can be scaled *on demand* to meet new or changing application infrastructure needs. The advantages to this on demand approach are short-term and long-term savings on CAPEX and OPEX for full investment protection without a compromise on performance.

Radware's architectural approach to business-smart networking addresses the full range of availability, performance and security challenges associated with several key data center trends including

- Consolidation
- Business Continuity
- Compliance
- SOA
- Virtualization
- Mobility



Useful Websites

Israel Trade Commission:

www.israeltrade.org.au

Australia-Israel Chamber of Commerce

www.aicc.org.au

Foreign Trade Administration, Israel:

www.trade.gov.il (Click on English)

Invest in Israel:

www.investinIsrael.gov.il

Export Institute of Israel:

www.export.gov.il

Matimop, Israeli Industry for R&D:

www.matimop.org.il

D & A Technology Maps:

www.dainfo.com

