












Israel's leading Retail Technology Companies












המכון הישראלי לייצוא ולשיתוף פעולה בין-לאומי
The Israel Export & International Cooperation Institute





Company Name	Category	Website	Brief Description	Technology
<p>Amitec</p> 	<p>AutoID</p>	<p>www.amitec-g.com</p>	<p>Amitec provides strategic solutions for control, automation and MES for plants. The company develops Nery Amitec(TM), a Shop Floor Control System (MES).</p>	<p>MES – Amitec's Manufacturing Execution System – Nery Amitec is a unique software package, providing a total solution to the industry. E.M.S is general-purpose software designed for Energy Metering. The measurements are displayed on a per-day basis. The software package is universal and is compatible with various types of kWh meters and multi-meters. E.M.S software package is designed to enable full Connectivity to the organization computers. The software enables you to build an independent Energy Consumption billing. It also enables full control of all aspects of billing: rates, periods, customer specification. E.M.S. software package enables the collecting of information that helps you save energy and funds. ALS is a high-value software solution which is based on an advanced IT platform.</p>
<p>ComAbility</p> 	<p>AutoID - Back end operations</p>	<p>www.comability.com</p>	<p>ComAbility is developing Subscriber Management Systems for next generation networks. ComAbility's platform enables ease of deployment of converged, IP-based, personalized services in next generation service providers infrastructure. This carrier-grade platform, interoperable software architecture, is at the forefront of OSS infrastructure systems. ComAbility's flagship product, neXus, is a unified subscribers and services operation system aimed at next-generation DSL, WiMAX, Ethernet and Mobile service providers. neXus brings an end-to-end solution to the back-office operations hurdle enabling service providers to easily launch, manage and deploy services for their subscribers.</p>	<p>Data Networks.</p>
<p>Ituran Location and Control</p> 	<p>AutoID - Back end operations</p>	<p>http://www.ituran.com/en/</p>	<p>Ituran provides location-based services, consisting predominantly of stolen vehicle recovery and tracking services, as well as wireless communications products used in connection with its location-based services and various other applications. Ituran offers mobile asset location, Stolen Vehicle Recovery, management & control services for vehicles, cargo and personal security, and radio frequency identification products for various purposes including automatic meter reading, electronic toll collection and homeland security applications.</p>	
<p>Modality Technologies</p> 	<p>AutoID - Back end operations</p>	<p>www.modality.com</p>	<p>Modality develops and markets a unique and comprehensive platform for investment advice focusing on financial institutions. Modality's platform allows financial institutions (particularly Private Banking/ Private Client Services) and e-brokers to develop and disseminate a wide variety of tools to be used by their investment advisors for the benefits of their clients. By deploying Modality's platform, organizations can offer un-matched personalized investment advice that leads to better customer</p>	<p>Based on Java and implemented in an N-Tier Architecture, Modality's products are composed of the following independent layers: Each product's presentation, Each product's business logic, Modality/Models-Engine, Modality/Feedler - Financial Data Feeds Handler, The independence of the presentation layer enables an easy adaptation to the client needs and standards. This includes also the option to invoke each product's functionality from within the client's in-house developed</p>

			retention and attraction to new customers while increasing the revenues to the organization.	applications.
	AutoID - RFID	http://www.aeroscout.com/content/retail	AeroScout is a market leader in Unified Asset Visibility solutions. Clients improve operational efficiency and quality using AeroScout products that leverage standard Wi-Fi networks to track and manage the location, condition and status of mobile assets and people. The company originally invented the first Wi-Fi-based Active RFID tag, and today is widely recognized as leading the market in number of deployments and tags shipped.	AeroScout's complete solutions bring together RTLS, Active RFID, auto-ID and wireless sensing technologies. Unified Asset Visibility (UAV) solutions from AeroScout go beyond standalone Active RFID, RTLS and sensor solutions by unifying all enterprise visibility data on a single Wi-Fi-based platform to automate business processes and deliver context-aware applications. Unlike competing technologies, the AeroScout system was designed to work in practically any environment (both indoors and outdoors), and with the flexibility to meet numerous application needs.
BOS - Better On-line Solutions 	AutoID - RFID	www.boscorporate.com	BOS, Through its wholly owned subsidiaries, is focused on two segments: Electronic Components segment, based on Odem Electronic Technologies, providing solutions in RFID, semiconductors, electronic components, CCD, imaging, networking, telecom and automation fields. Connectivity segment, with products marketed under the BOSaNOVA brand name. These products deliver instant and transparent connectivity from IBM iSeries computers to personal computers, thin clients and browsers.	BOS provides comprehensive Radio Frequency Identification (RFID) and mobile solutions for organizations of every size, enabling our customers to improve efficiencies in enterprise logistics, asset tracking and organizational monitoring. Through our RFID and mobile integration services, companies can enhance their supply chain automation, improve asset control and tracking, and manage real-time business data – all of the vital elements for generating higher margins and getting ahead in today's competitive environment. RFID systems can provide immediate benefits to the bottom line, yet many companies have shied away from RFID implementations due to the high costs of equipment and integration, and an unstable standardization environment.
Erflex Advanced Coatings 	AutoID - RFID	www.erflex.com	Erflex is developing and manufacturing flexible RFID antennas, made of pure copper, for RFID tags and flex-electronics.	RDID Processors
Etcom RFID 	AutoID - RFID	www.etcom-rfid.com	ETCOM RFID's expertise is in RFID and Wireless Communications technologies and implementations. As such, ETCOM RFID is focusing on the development of RFID Application Products, meaning generic RFID applications that can be easily multiplied, adapted and customized to a large variety of customers needs. ETCOM RFID identifies, defines, develops, designs, integrates and implements solutions for the control and management of transportable assets along the supply chain.	
Hi-G-Tek	AutoID - RFID	www.higtek.com	Hi-G-Tek is the developer of a new active-RFID platform for real-time monitoring and control of critical physical assets. The	Hi-G-Tek exploits full 2-way active RFID communication with miniaturized battery-operated electronic tags, seals and locks.





			<p>company develops and produces RFID products to satisfy the growing demand for remote monitoring, automatic data collection and protection of secured cargoes in transit, assets and processes. Hi-G-Tek is an industry leading developer and manufacturer of RFID Electronic Seals and Tags for various management and security applications.</p>	<p>Using these components, readers can control objects much more reliably, covering areas of a few hundred meters. As well as collecting data, the readers are monitored from remote centers in severe environments and over long time periods. A UNIQUE CHIP-SET By applying Hi-G-Tek's expertise in microelectronics and battery-operated devices, its chip-set compares to the state-of-the-art mobile phone chip-sets in terms of complexity, functionality and performance. Hi-G-Tek uses only the fraction of the mobile phone's current consumption and makes only minor concessions to sensitivity and fidelity.</p>
<p>LogiTag Systems</p> 	<p>AutoID - RFID</p>	<p>www.logi-tag.com</p>	<p>LogiTag develops, manufactures and markets intelligent RFID based technology for various market segments. LogiTag's intelligent RFID solutions and technology is integrated into a line of RFID systems specifically designed to improve line productivity, enhance Organization Business Process (BPO) and reduce operational wastage. They are suitable for an extensive range of industries requiring the ability to easily store and retrieve information from products and items from a distance and/or as a bulk.</p>	<p>The company developed its proprietary LogiPlatform server, a Web-based platform and hardware controller. Using this platform, the company has become a respected provider of customized, cost-effective, value-added solutions and products based on advanced RFID technology. The LogiPlatform server and LogiTag-developed hardware (Logi100A) provide a sophisticated, complete solution to accelerate development and deployment of RFID applications that manage, monitor, and integrate RFID readers, devices, and data with organization ERP systems and databases.</p>
<p>Menta Networks</p> 	<p>AutoID - RFID</p>	<p>www.mentanet.com</p>	<p>Menta Networks provides technology and services that enable industry-leading organizations to deploy RFID networks. The company's innovative Mint(TM), RFID Font-End Gateway, provides a critical RFID building block for managing RFID readers and networks as well as for performing the required data conversion and processing.</p>	<p>Menta's patent-pending Virtual RFID Network — VRN™ technology transforms the RFID transponder-based system into an always-on network that is fast, reliable, and secure. The result is dramatic: a high-performance network with fast ROI. Based on several sound concepts borrowed from the networking world, Menta is redefining the RFID world by looking at a group of readers located in a closed geographical area (defined as a "trusted RFID domain") as a network rather than at a set of independent individual readers. As a result, the readers in a given domain complement each other, and as a group are able to do a great deal more than independently. Menta believes that this fresh networking concept is a great leap forward in the way RFID environments are viewed and managed.</p>
<p>PowerID</p> 	<p>AutoID - RFID</p>	<p>www.power-id.com</p>	<p>PowerID is the industry leader in the field of Battery-Assisted, Passive (BAP) RFID. The company provides reliable and cost-effective BAP RFID labels for selected applications in industries involving freight, metals, chemicals, people tracking, race timing, and the cold supply chain. PowerID is focused on providing reliable BAP RFID labels that are compliant with EPCglobal standards at affordable prices.</p>	<p>RFID</p>
<p>Precyse</p>	<p>AutoID - RFID</p>	<p>www.precysetech.com</p>	<p>Precyse is developing iLocate(TM), which is an innovative solution providing real-time services to automatically identify, locate and</p>	<p>The Company's product is based on RFID technology (Radio Frequency Identification).</p>






<p>Technologies</p> 			<p>monitor the status of physical assets. iLocate(TM) is based on the Precyse N3 wireless infrastructure technology (bi-directional asset network technology), which connects assets such as engine parts, returnable containers, personnel and even full sized tractors on a wireless asset network, giving them the ability to communicate location and status information to users or other machines.</p>	
<p>RFKeeper</p> 	<p>AutoID - RFID</p>	<p>www.rfkeeper.com</p>	<p>RFKeeper provides leading solutions that enable retails, among other clients, to dramatically reduce merchandise shrinkage, and accurately monitor inventory. An innovative 'Pasive+' RFID tagging technology facilitates a variety of advanced retail solutions: Store Exit Protection, Fitting Room Protection, Automated Inventory Count, Smart Cashier, Self-service Cashier, Targeted Marketing and Supply Chain Visibility</p>	<p>RFID.</p>
<p>Syscard Technologies</p> 	<p>AutoID - RFID</p>	<p>www.syscard.co.il</p>	<p>Syscard is specializing in advanced technology of magnetic and smart cards, for the use of identification, payment and access control. Based on long term experience and world business connections, Syscard initiates innovative collaborations between customers and worldwide senior manufacturers to offer on the spot solutions for complex technological needs. The company introduced the first electronic purse in Israel as well as card technology products including card personalization and card printing systems.</p>	<p>Smart Cards , RFID</p>
<p>Visonic Technologies</p> 	<p>AutoID - RFID</p>	<p>www.visonictech.com</p>	<p>Visonic Technologies (VT) has been manufacturing advanced Triple Technology Active RFID (Radio Frequency Identification), Real-time Location Systems (RTLS) Passive RFID, and Physical Access safety, security and visibility products and solutions. VT solutions are the most cost-effective way to protect high-value assets, staff members, patients and visitors in acute care hospitals, manufacturing facilities; heavy material storage depots and high-security museums.</p>	<p>VT's Elpas Solutions use revolutionary IRFID™ triple technology that combines IR, RF (UHF) and LF (RF low frequency transponder) signals. This unique triple technology combines the advantages of each technology: The exact room location of IR, The wide range and constant communication of RF, The tailored range sensitivity of LF. Elpas delivers performance, reliability and scalability. Products range from 433MHz protocol based tracking and security tags that conform to ISO/IEC 18000 air interface communication standards to IR/RF Location Readers, LF Exciters and Network Accessories.</p>
<p>Vuance</p> 	<p>AutoID - RFID</p>	<p>www.vuance.com</p>	<p>Vuance provides innovative incident management, Active RFID, access control and credentialing solutions to the public safety, commercial institutional and government sectors. The Company's Incident Response Management System (IRMS) is the industry's most comprehensive mobile credentialing and access control system, as required by Homeland Security and other initiatives. Its Active RFID is a complete, cost-effective solution for the continuous tracking of assets and individuals.</p>	<p>RFID; Smart cards.</p>
<p>CallTech</p>	<p>Call Center</p>	<p>www.calltech-sw.com</p>	<p>CallTech's main product line today consists of contact center solutions for the small, medium business market, offering our</p>	<p>CallTech Ltd. is a part of the Tormat group, specialized in development, marketing and support of advanced CTI</p>




<p>Communications</p> 			<p>customers reliable applications supporting their overall efforts with an all-in-one solution. A second group of products is the interactive voice response - value added services for telephony service operators. In addition CallTech supplies other IVR applications for organizations in a variety of industries and sizes. Our present client base includes some of Israel's market leaders such as Telecommunication companies, governmental institutes as well as public and privately own companies. All our products are based on CallTech's service creation environment comprised of a library of building blocks for designing and deploying CTI/IVR applications, based on Microsoft development environment.</p>	<p>(Computer Telephony Integration) solutions and products, based on CallTech's own advanced technology the Xbuilder platform. Calltech offers the market two main products: Xpresso - Contact Center and StarVAS - IVR.</p>
<p>Fenavic</p> 	<p>Call Center</p>	<p>www.fenavic.com</p>	<p>Fenavic is a pioneer in business assurance systems, enabling communication service providers to identify, diagnose and repair problems in next-generation services - across convergent networks, with multiple domains, vendors and technologies. Fenavic provides solutions that shift the service assurance focus from the network to the customer, by combining the software, services and expertise to help its customers execute their strategies and achieve customer satisfaction and operational excellence. With Fenavic Suite, service providers can manage a complete process from customer complaint, through dynamic diagnosis, and to the actual repair.</p>	<p>Fenavic suite - From Complaint to Resolution- Fenavic Mentor identifies problem type by supporting the CSR conduct an online intelligent discussion with the customer as well as perform test procedures to CPE devices. Fenavic Inspector translates customer complaint into a network and service related troubleshooting process and starts online diagnosis. Fenavic Corrector follows automatic and configurable repairing procedures, and verifies the healthiness of the end-to-end service. Fenavic Self-Care Portal allows your major customers & your partners to avoid calling your helpdesk, and instead run specific self troubleshooting procedures.</p>
<p>ITCtech Systems</p> 	<p>Call Center</p>	<p>www.itctech.co.il</p>	<p>ITCtech systems is developing unique shelf-products solution that unifies data technology with telecom & cellular technology offering smart communication console to most of the business. The software integrates the organization's telephony with its internal network systems, databases and management programs. The product allows communication become an integral part of database management in the areas of customer relations, service and support, telemarketing, marketing, bill collection and administration.</p>	<p>The company provides several products: - Itc Connect: is a middleware software providing all size business the ability to merge their PC to their telephony exchange (PBX / VOIP / Mobile) integrating databases (PIM / CRM / WEB) with the telephony systems. - CallMe Connect: Enables people from outside the organization to schedule a call-back from the organization's switchboard to call them. Application of the system: call-centers, service points, campaigns, calls from suppliers and clients, calls from field representatives and more.</p>
<p>Verint Systems</p> 	<p>Call Center</p>	<p>www.verint.com</p>	<p>Verint Systems is a provider of analytic software-based solutions for security and business intelligence. Verint software generates actionable intelligence through the collection, retention and analysis of voice, fax, video, email, Internet and data transmissions from multiple communications networks.</p>	<p>Verint is a provider of Actionable Intelligence solutions for enterprise workforce optimization and security intelligence</p>



<p>Appchee Applications Ltd. (The Gifts Project)</p> 	<p>Digital Media</p>	<p>www.giftsproject.com</p>	<p>The Gifts Project is a social ecommerce platform for Group Gifts that helps online retailers to leverage their shoppers' social buying experience. Its white label solution brings major ecommerce websites a Social Group Gifting Platform with a winning combination of Facebook Connect and PayPal straight to their checkout process. With Group Gifting, friends can share their special occasions with their social graph by actively participating in buying a Group Gift on any retailer's website. It's a revolutionary idea that not only brings real gifts back to life, but also makes gift buying more efficient and easy.</p>	<p>Web 2.0, Social Networks Applications, Group Payment</p>
<p>Superfish</p> 	<p>Digital Media</p>	<p>www.superfish.com</p>	<p>Superfish has developed a unique, first of its kind, 3D object recognition engine to bring high-accuracy imaging into the world of search engines. While people perceive the world around them visually, current Internet search technologies support only textual searches, and the few attempts made to introduce visual search have failed. The company's unique IP puts together machine vision, machine learning and advanced search algorithms to allow for users to intuitively find similar objects visually. Applications include comparison shopping (for items like cars, fashion, furniture, electronics), social networks (faces and people), mobile applications and many others.</p>	<p>Large scale visual search engine ,Superfish recognition and matching algorithms were designed from day-one to be robust to changes in: 2D/3D viewpoint, lighting, defocus, distances, resolutions and compression-techniques. This algorithm's statistical approach ensures not only robustness, but also quick identification even in very large scale image-databases.</p>
<p>Ad-Venture Lenticular Systems</p> 	<p>Digital Media - Digital Signage</p>	<p>http://www.rer.co.il/ad-venture.co.il/</p>	<p>Ad-Venture develops and manufactures innovative, dynamic large format signage and advertizing solutions for the out-of-home environment. The Ad-Venture solution offers media companies a real paradigm shift with no need to replace existing infrastructures.</p>	<p>Prisms, 3D posters.</p>
<p>EyeClick</p> 	<p>Digital Media - Digital Signage</p>	<p>www.eyeclick.com</p>	<p>Click introduces a solution for interaction with digital content in public locations. The company's systems display rich multimedia content that allows immerse interaction through body motions and hand gestures. EyeClick delivers a tool for displaying advertising content and creates strong impact in public venues, retail spaces, transit centers and any other out-of-home locations. The EyeClick technology is based on several patents and can be applied to a variety of display solutions and formats including large LED displays, plasma screens, floor or tabletop projections, window projections, and more.</p>	<p>Beneath the hood of the EyeClick system, its engine, MotionAware is active. MotionAware, a layered software, detects body movements and gestures, allowing viewers to interact with projected digital media. The company's patent pending technology allows a precise motion detection, which opens an endless array of interactive experiences. The system is optimized to be projected on floors, walls, shopping windows, special panels and more. Positioned as a media solution, the system supports remote upload from central locations and "on the fly" content modifications. These capabilities accommodate point of sale activities, as special offers can be changed according to shoppers' real time responses.</p>






 <p>IMM</p>	<p>Digital Media - Digital Signage</p>	<p>www.immint.com</p>	<p>IMM International Media Marketing is a dynamic global organization that specializes in in-door and online digital & static media activity, as well as international business development and marketing.</p>	<p>Digital signage state of the art technology of hardware and software special development allows media-site owners to upgrade static-image media-sites with high-impact digital signage & other. New Media and advertisement Technology</p>
 <p>Inmatrix</p>	<p>Digital Media - Digital Signage</p>	<p>www.inmatrix.com</p>	<p>Inmatrix creates high grade software for playback, control and management of video, audio, image, text and HTML-based media files. The company also offers customized solutions to multiple professional and consumer markets such as Home Theatre and Media Center applications, embedded products, Digital Signage and Home Automation.</p>	<p>High grade software for playback, control and management of video, audio, image, text and HTML-based media files. Media playback & management</p>
 <p>Magink Display Technologies</p>	<p>Digital Media - Digital Signage</p>	<p>www.magink.com</p>	<p>Magink is a developer and provider of full color digital ink displays. Magink enables the enhancement of the outdoor communications experience by offering a new Eco-friendly outdoor medium that merges qualities of paper with digital capabilities. Magink is committed to the continuous development of its core digital ink technology, establishing a new digital display era for the Out-of-Home media market. The company offers centrally-controlled digital networks of magink billboards, while providing a full solution including housing, design and a proprietary content management software platform.</p>	<p>Magink's full-color digital ink is based on environmentally-friendly materials. Using proprietary technologies, magink manipulates the ink molecules to generate all colors of the visible color spectrum, including all gray levels, to be exhibited in a wide color gamut.</p>
 <p>Matan Digital Printers</p>	<p>Digital Media - Digital Signage</p>	<p>www.matanprinters.com</p>	<p>Matan specializes in development, manufacturing and marketing of digital printers for a wide range of industrial applications, for the signage and screen markets as well as for the Label & Tag converting industry.</p>	<p>Thermal transfer and inkjet digital printers.</p>
 <p>MediaSync</p>	<p>Digital Media - Digital Signage</p>	<p>www.nsembler.com</p>	<p>MediaSync is developing the nSembler, which is a product for the future of digital media: providing an easy-to-use and exceptionally effective tool to create rich interactive multimedia content, accessible to everyone, from everywhere, at anytime. nSembler enables users to combine various media types in order to present information, messages and ideas easily and effectively - online. nSembler is great for sales, marketing, e-learning, video based tutorials and demos, but essentially, users can use it any way they want to integrate texts, images, sound, animation and video.</p>	<p>Presentations, Multimedia content, Rich Media Content.</p>
<p>Minicom Advanced Systems</p>	<p>Digital Media - Digital</p>	<p>www.minicom.com</p>	<p>Minicom is a principal manufacturer of KVM solutions for out-of-band server management and distribution systems for digital signage. Minicom is leading the development of internet-based centralized KVM access technologies and multi-media distribution</p>	<p>Its talented force of R&D specialists has enabled Minicom to make unprecedented technological advances and keep industry heads turning. Minicom was the first company to introduce advanced CAT5 technology to both the CBT and KVM fields. The</p>





	Signage		systems.	thin CAT5 cable replaces bulky coax cable, reducing cable clutter, lengthening control and actually costing just 1/8 of the price. Today the company offers the largest selection of CAT5 solutions available anywhere. Minicom was also the first to come out with revolutionary distributed switching technology, bringing the switch to the computer instead of the computer to the switch. This further eliminates cable clutter.
Odysii Technologies 	Digital Media - Digital Signage	www.odysii.com	Odysii is a global provider of marketing intelligence software solutions for onsite messaging. The company's SaaS-based solutions enable users to deliver the right content, to the right audience, at the right time, and the right place - to positively impact customer purchase decisions.	Odysii has developed advanced software for digital signage which pushes this cutting-edge industry to the next level by introducing targeted advertising to the equation. By integrating sophisticated targeted advertising algorithms with its software for digital signage Odysii has succeeded in creating an intelligent on-site advertising platform that targets advertisements to specific audiences. Odysii's software for digital signage targets audiences according to sets of predefined rules created in-line with your business needs.
TruMedia Technologies 	Digital Media - Digital Signage	www.tru-media.com	TruMedia develops advanced imaging systems that deliver accurate viewing measurements for out-of-home advertising on digital signs, TV monitors, posters, display windows and in-store product displays. Addressing the digital signage, in-store advertising and out-of-home TV markets, as well as product display in windows and point of purchase locations, TruMedia builds upon proprietary video analytics technology developed within Mate Intelligent Video Surveillance (www.mate.co.il), to detect and track viewers' faces in order to measure true visual exposure to media and merchandize.	TruMedia builds upon proprietary video analytics technology developed by TruMedia's engineering group during the past 6 years within the homeland security industry. This technology detects and tracks viewers' faces in order to measure true visual exposure to media and merchandize. Following a multi million dollar investment in R&D and the successful development of a ready-to-market audience measurement application, TruMedia officially launched in September 2006. TruMedia holds numerous patents in the field of computer vision, with many additional patents still pending.
YCD Multimedia 	Digital Media - Digital Signage	www.ycdmulti-media.com	YCD Multimedia develops digital media technology platform to optimize in-store digital promotions and help retailers drive incremental revenue and profitability. With smart onsite digital media solutions, YCD Multimedia enables retailers to realize rapid, measurable returns on investment. With its turn-key solutions and proprietary content management and delivery platform, YCD Multimedia enables clients' onsite digital media applications including merchandising and promotions, enriched customer experiences and branding, and corporate communications or training. To date, the company has partnered with over 1,200 customers, in the retail, hospitality, banking and automotive industries.	YCD's RAMP (Real-Time Ad Management Platform) offers one platform for retailers, their agencies and their suppliers to manage their digital in-store media workflow and close the loop between digital promotions and actual sales, allowing for real-time optimization. It also provides retailers with unprecedented control, accountability and flexibility in their on-site digital media solutions. YCD has developed the knowledge and expertise required to enable the retail environment of the future and has built the infrastructure to drive it, consisting of: Robust and scalable delivery of content, Multi-channel, multi-layer high quality media playback, Measurability, Targetability, Interactivity, Personalization.


<p>CallingID</p> 	<p>Misc. - Anti-theft</p>	<p>www.callingid.com</p>	<p>CallingID's technology protects consumers from phishing, fraud, identity-theft and being a target of spam attacks. Use of CallingID's technology uniquely creates a focus on only accessing reputable sites by identifying site ownership and ratings to the user before these sites are actually accessed from their browsers, emails and instant messages. It also provides real-time alerts when personal data is about to be entered on a form. CallingID offers a way to immediately add the following required features to Consumer Security software vendors: Safe Browsing, Site Reputation Rating, Privacy Protection, Anti-Phishing, Anti-Malware, Spam Avoidance, and Anti-Spyware. CallingID offers both Toolbar and Link Advisor Software packages and a software development kit (SDK). Both Toolbar and Link Advisor provide multi-language support. The SDK is ready to be customized for integration and packaging to meet software and service needs.</p>	<p>CallingID has developed a rich set of technologies and several extensive knowledge bases enabling us to ensure user safety by the implementation of the following:</p> <ul style="list-style-type: none"> - Real time anti-phishing: When a user logs into his web account he knows that this is really the site he intended to reach - it is not a phishing site. - Trojan and spyware bypass technology that evades Trojans such as key-loggers. When a site has signed as CallingID Safety Seal Verified, even if the user's machine is infected by a Trojan, the password typed by the user cannot be detected. - A unique database of web site owners and a technology for automatic identification of the owner of any web site. CallingID applies a unique knowledge base, multiple technologies and databases. - Automatic detection of more than 50 different errors in web sites and web pages. - Automatic detection of man in the middle and DNS spoofing attacks.
<p>Electronics Line 3000</p>  <p>Electronics Line 3000 Ltd.</p>	<p>Misc. - Anti-theft</p>	<p>www.electronic-line.com</p>	<p>Electronics Line 3000 (EL3K) provides wireless security with remote management solutions for the mass residential and commercial markets. Multiple technologies and applications are integrated in the solutions to enable real-time, two-way data, audio and video solutions. The company partners with leading monitoring companies, distributors, and residential service providers to create unique solutions.</p>	<p>Wireless security</p>
<p>CartaSense</p> 	<p>Misc. - Cold Chain Visibility</p>	<p>www.cartasense.com</p>	<p>CartaSense is developing wireless solutions for real time monitoring of agriculture goods, Environmental conditions and irrigation systems, based on low cost RF tags.</p>	<p>CartaSense's tag integrates different sensors, battery, micro controller, non-volatile memory and a RF circuit. CartaSense solution includes the means of remote controlling the tags and transferring its data to a central server. The solution also includes a web application that provides the user with a continuous view of its package status.</p>
<p>PowerID</p>  <p>Empowering RFID</p>	<p>Misc. - Cold Chain Visibility</p>	<p>www.power-id.com</p>	<p>PowerID is the industry leader in the field of Battery-Assisted, Passive (BAP) RFID. The company provides reliable and cost-effective BAP RFID labels for selected applications in industries involving freight, metals, chemicals, people tracking, race timing, and the cold supply chain. PowerID is focused on providing reliable BAP RFID labels that are compliant with EPCglobal standards at affordable prices.</p>	<p>RFID</p>
<p>Varcode</p> 	<p>Misc. - Cold Chain Visibility</p>	<p>www.varcode.com</p>	<p>Varcode is developing the innovative active Smart-Barcode(TM) technology. The Smart-Barcode is a revolutionary barcode that enables recording and reporting of any irregular events that the</p>	<p>Barcode.</p>





			product was exposed to during the entire cold chain. The Smart-Barcode is attached to perishable foods and reports whether or not the product was exposed to temperatures above or below the defined threshold or time limit, as well as other parameters. The use of Varcode's Smart-Barcode(TM) can drastically improve the logistic food chain, cut out on waste and expand shelf life.	
GPS Global 	Misc. - Customer Tracking	www.gpsglobal.co.il	GPS Global provides a system capable of monitoring the movement and Primary Tracking & Surveillance of people, vehicles and animals, including their current location, the speed at which they are moving or any deviation from a predefined area. the system allows for direct communication with the subscriber anywhere in the world where the GSM network is in operation. The system is neither dependent on a specific communication provider nor on a specific method of storage. It may be stored on the customer's own computer and operated independently by using any cellular modem.	System for tracking, locating and operating cellular based emergency end units anywhere in the world where the GSM network operates.
Keep M Close 	Misc. - Customer Tracking	www.keepmclose.com	Keep M Close provides tracking and location solutions via mobile phones. The Keep M Close tracking and locating platform enables the customer to efficiently track people and objects on his own mobile phone in places where GPS and Cellular location technologies are not sufficient. The solution is independent from satellite and cellular coverage and operates in both indoor and outdoor environments. Keep M Close first target market is the amusement park industry where several applications can be offered such as: child tracking, Queue management, VIP services etc.	Keep M Close is developing a universal adaptor that enables cross domain integration between short range RF and mobile phones.The Keep M Close adaptor features a flexible Application Program Interface (API) capable of communicating with the most common mobile operating systems available in the market today (Windows Mobile, Symbian, Brew etc.).A lightweight application dedicated for each respective operating platform provides a familiar User Interface (UI) to the customer.Short range RF applications exist in abundance and are being used in all walks of life.LBS (Location-Based Service)
Brillix 	Mobile Commerce	www.brillix.co.il	Brillix is developing products in various fields: products in the field of online e-Commerce, in the field of mobile applications and information management systems.	e-Commerce, Mobile application, Databases management systems.
Cellapp 	Mobile Commerce	www.cellapp.com	Cellapp is developing a location and availability driven (LAD) platform for wireless devices allowing users to get reliable data anywhere at anytime and to perform M-commerce transactions. The platform connects businesses and service providers with mobile users, allowing businesses around the globe to publish their relevant info such as merchandise and services and for the end users to perform M-commerce transactions. LAD Technology maps and analyzes the covered areas and the availability of the service providers and implements a mechanism which searches, filters and enables results according to the end user's requests.	Location and availability driven (LAD) mobile platform,






<p>Cellenium</p> 	<p>Mobile Commerce</p>	<p>www.cellenium.com</p>	<p>Cellenium develops m-commerce technologies and solutions, enabling all cellular subscribers to securely use their existing handsets for everyday payments. Cellenium's m-commerce systems do not require adding modification to either the cellular handset or the network infrastructure. Cellenium combined the versatility of mobile communications with the speed and convenience of electronic authorization and transactions to provide end-to-end m-commerce solutions.</p>	<p>M-commerce.</p>
<p>ClearBIT Systems</p> 	<p>Mobile Commerce</p>	<p>www.clearbit.com</p>	<p>ClearBIT Systems, a digital currency solutions startup, is developing its patent-pending prepaid stored value transaction platform, pioneering a new form of currency designed for the digital age -random bits. The ClearBIT Platform offers loyalty program, electronic commerce and mobile commerce corporations a cost efficient, bank independent and mathematically secure alternative to credit card platforms and ATM networks.</p>	<p>ClearBIT Systems' patent-pending technology consists of a random bit secured, prepaid stored value transaction platform and unique stored value devices. The combined e-payment infrastructure is the first-ever bank independent, non-account-based, mathematically secure and 100% anonymous, digital currency transaction system.</p>
<p>NayaxVend</p> 	<p>Mobile Commerce</p>	<p>www.nayaxvend.com</p>	<p>NayaxVend is a dominant technology source of cashless payment and telemetry advanced systems and solutions for Vending Machines. A leader in the cashless and networking solution environment develops implements and operates m - Commerce applications and advanced wireless monitoring systems. Nayax launched its international activity in 2006 based on the experience in the local activity in Israel since 2003. Among our Customers: InONe Technologies USA, Selecta Iceland, Olgerdin Iceland, Mashkar (Coca Cola) Israel, VendMate UK, EBS Norway.</p>	<p>Nayax is providing a combined solution (NayaxVend) for telemetry and cashless payments, for vending machines. The system allows cashless payments by: Credit cards, Smart cards, Prepaid cards, Customized magnetic cards (employee cards) and Cellular phones. The telemetry capability is providing information such as: Machine status and malfunction, Financial transactions (cash and cashless) and Inventory level. The system is capable of: Managing financial transactions, Payment by cellular phones, Usage of prepaid cards (and upload them on the internet), Full service for secured cashless payment clearing, Link to credit card clearing and billing companies, Remote management of the machines, Online transaction management for service purposes and Fully secured operation.</p>
<p>Optinetix</p> 	<p>Mobile Commerce</p>	<p>www.optinetix.com</p>	<p>Optinetix provides an enabling technology for more effective TV advertisement. Optinetix offers innovative technological solutions for advertising and promotion in mobile commerce. The solution utilizes TV advertising, so that consumers can capture such information with their mobile devices and make use of the information for online purchasing as well as for shopping at the retailer.</p>	
<p>Pillonet</p>	<p>Mobile Commerce</p>	<p>www.pillonet.com</p>	<p>PilloNet's product, Octopus, is aiming to become a leading provider of technology and solutions for interactive electronic shopping systems. The company introduces a real virtual shopping experience, enabling users to shop via the interactive digital TV or the Internet in a manner closely resembling traditional shopping. PilloNet provides solutions and services related to image</p>	<p>Octopus is a complete visual solution providing quick and convenient way for creation of virtual trade mall with thousands of products, free navigation and high level of graphics. These three components enable preserving and extending complex possibilities of an impulse buying, which is important for birth of average and large retail companies in on-line markets. Created</p>





			<p>streaming technology, including development, management and maintenance of RTP web-based systems. PilloNet also provides FlexIt4b. This product relates to Files, Images, Videos and Documents Management.</p>	<p>once according to Octopus technology, three-dimensional virtual mall is available for Internet (e-commerce), TV (t-commerce) and mobile phones (m-commerce) customers. It is important that the created infrastructure of PilloNet's technology allows easy integration of any existing multimedia technologies.</p>
<p>RecommendAD</p> 	<p>Mobile Commerce</p>	<p>www.recommendad.com</p>	<p>RecommendAD is developing a unique mobile marketing technology integrating the worlds of mobile, advertising and user experience. The result is a powerful personal tool for advertisers to virally expose consumers to the message and to generate targeted sales. RecommendAD's product: LiveAD, uses a simple SMS protocol and enables the retailers to encourage and support their recommending audience with better recommendation tools and even reward them. With LiveAD the retailer is fully capable of controlling the exact message that the recommendee gets.</p>	<p>LiveAD server is based on SMS protocol for virall Mobile Marketing. The company's SMS auditing technology is capable of monitoring SPAM, featuring double opt-in method for maximum privacy (for recommendee), yet simple question - answer mechanism for the recommender.</p>
<p>Simply-Y</p> 	<p>Mobile Commerce</p>	<p>www.simply-y.com</p>	<p>Simply-Y offers customized mobile financial solutions to clients and partners worldwide. From standard global remittance to comprehensive mobile financial services, Simply-Y can design and implement a mobile commerce solution that enhances an existing system, creates new revenue streams and forges new relationships between the retail and financial markets. Simply-Y's proprietary IP provides a robust and flexible platform that can be customized to fit specific mobile financial needs. Simply-Y's technology offers new possibilities for saving, accessing, transferring and spending money via a mobile phone, the internet or physical locations.</p>	<p>Simply-Y provides MTOs, MNOs & MVNOs, VAS & Content providers and utility operators a turnkey solution to deliver mobile remittance and mobile payment services. The platform features a unique set of secure and versatile components ensuring integrity of the system and flexibility for expansion.</p>
<p>Tactus Mobile Ltd. (Zooz)</p> 	<p>Mobile Commerce</p>	<p>www.tactusmobile.com</p>	<p>Tactus Mobile Solutions is aimed at facilitating mobile and remote payment solutions. Its platform is an innovative and comprehensive payment process, designed specifically for use on mobile smart phones. Tactus has deep understanding of the payments eco-system and therefore its system provides secure mobile payments, all from mobile phones using a unified platform for fast transaction processing and enhanced ease of use. The company's payments platform aims to significantly reduce losses due to security risks by utilizing a full featured and broad anti-fraud and identity theft mechanisms.</p>	<p>Mobile payment.</p>
<p>Trivnet</p> 	<p>Mobile Commerce</p>	<p>www.trivnet.com</p>	<p>Trivnet provides a powerful transaction management platform to deliver a comprehensive suite of secured Mobile Financial Services (MFS). By enabling the creation of an MFS eco-system, Trivnet provides Mobile Network Operators with services that are proven to increase their subscriber base, enhance loyalty and drive ARPU. Trivnet's carrier grade TRIV Platform(TM) is already</p>	<p>Mobile Financial Services (MFS).</p>





			deployed in operator networks all around the world. The company has close relations with leading banks, system integrators, service providers, security vendors and merchant networks.	
VeriFone Israel 	Mobile Commerce	www.verifone.com	VeriFone Israel is a global leader in the area of electronic payment and point-of-sale systems, designing, developing, manufacturing and marketing its e-payment products and software under the NURIT, VeriFone and Gazit brand names. The company is continually generating tools while striving to answer the demands of the electronic payment and point-of-sale markets and retailers worldwide.	Electronic Payment Systems at the Point-of-Sale (POS).
VendorsBay 	Wholesale	www.vendorsbay.com	VendorBay is developing a vendors and consumers community site which enables speaking to potential buyers with online video chat, on our forums, ask questions about products directly to vendor's help desk, rate vendors and products using feedbacks (eBay style).	e-Commerce, B2B, B2C.
Wrnty.com Ltd. (Planetech) 	Wholesale	www.wrnty.com	WRNTY develops advanced technologies, unique in the industry, to provide manufacturers and importers of consumer products with complete and timely knowledge of vital point-of-sale information from the critical moment of sale. The revolutionary, patent-pending WRNTY™ platform seizes this moment, enabling WRNTY customers to collect and analyze wholesale, sell-out, and inventory information in real-time, while providing innovative offerings to consumers on an on-going basis. The WRNTY platform becomes the basis for a long-term and profitable relationship between the consumer, the retailer, the importer and the manufacturer.	WRNTY is powered by a cohesive .Net and MS SQL 2008 technological platform delivered over a cloud computing environment.
Praxell 	Wholesale - Loyalty program	www.praxell.com	Praxell is the leading provider of complete, state-of-the-art and highly secure Internet and in-store cash card solutions. Praxell is introducing a new private label solution for retailers, e-tailers, and catalog companies to inexpensively acquire new customers, broaden their markets, increase shopper spending, improve customer retention, and lower sales costs. The Praxell private label solution has the flexibility to support any type of discount or loyalty program and is very effective in overcoming consumers' privacy and security concerns when Internet shopping. It is an excellent solution for attracting customers having no credit such as the high spending Generation Y.	The Platform employs a 3-tier architecture, maintaining a central database and a network application server that handles on-line communications with multiple customers and vendors. Praxell uses proprietary encryption techniques to securely process worldwide over the Internet, reducing costs for our customers and increasing availability and redundancy. Praxell can quickly and effectively integrate to any "point of transaction". The platform is integrated to various POS Terminals (such as Verifone, Lipman, Hypercom, Ingenico and others), Integrated POS, Internet-based PC Application, Vending Machines, Kiosk, PDA/WAP and more.
Charge It Ltd. (AllCharge)	Wholesale - Micro	www.newgenpay.com	AllCharge, an IBM spin-off, is a global Internet payment service provider that offers merchants and content owners advanced yet	AllCharge is a technology to monetize digital content. AllCharge works with all digital content, all payment methods, all




	Payment		flexible e-payment, billing and payment processing technologies and solutions. See how AllCharge helps you to safely and easily begin to generate real revenue from your digital assets.	currencies, all amounts (incl. small dollar purchases), all networks and delivery channels, all end-user devices, and all charging models. The company's technology and unique scalable architecture offers micropayment aggregation, mobile and person-to-person payments, international money transfer, digital cash along with basic billing and processing. The company's technology utilizes cryptography and Internet protocols to secure payments and automate risk management. It also supports currency conversion and multi-lingual interfaces.
	Wholesale - Micro Payment	www.micropay.co.il	MicroPay develops and operates a system that offers SMS services as payments collection and content service for cellular phones - MobitClick(TM).	E-Payment , cellular payment M-commerce
	Wholesale - Micro Payment	www.otiglobal.com	OTI designs, develops and markets secure contactless microprocessor-based smart card solutions to address the needs of a wide variety of markets. All of the company's products are based on a common platform, established on OTI's patents and technologies, which consist of smart cards, readers, application development software, and a communications technology that ensures secure and reliable communication from end to end. OTI has developed and patented a communications technology that includes both a proprietary communication protocol and an encryption method, ensuring high-speed, secure transmission of data between the card and reader.	
	Retail Technologies	www.approlix.com	ApProlix is an innovative "on the go" communication channel between retailers and their customers. The ApProlix platform, enables retailers to increase customer's loyalty and purchasing by interacting with them in proximity to the branches. The ApProlix solution is composed of Location based-CRM(LB-CRM) for the retailer side and InProximity interactive mobile engagement clients on the consumer side (mobile handset). Our solution is superior over today's operators driven promotions and mobile coupons solutions in many aspects: Strict preservation of privacy, personalization, independance of mobile operators, various campaign types and definitions which are controlled by the retailer.	Location based - CRM (LB-CRM) , Cellular SaaS (Software as a Service) , iPhone
	Retail Technologies	www.barilliance.com	Barilliance helps e-commerce sites of any size to increase sales and conversion rates by providing visitors with a personalized shopping experience. Its Software-as-a-Service (SaaS) delivery and Zero Integration technology are making it easy for online retailers to add the company's software.	Personalization engine, social commerce





Barilliance				
Celebros 	Retail Technologies	www.celebros.com	Celebros is the developer of the Qwiser™ Salesperson search solution designed specifically to meet the needs of online retailers. Qwiser's(TM) feature laden solution uses proprietary algorithms and specially created knowledge bases. The end-to-end solution is based on a new approach to search that places the online shopper at the center, with the knowledge that when shoppers easily find what they want, they buy.	Celebros' Qwiser™ Salesperson uses patented proprietary technology that employs linguistic, statistical and commerce knowledge to render optimal search results for every query. Multiple components interact dynamically with intelligence, speed and precision. Query Analysis When a shopper submits a query, Qwiser™ Salesperson forwards it to the Query Analyzer. The Query Analyzer can understand all search terms. Its smart algorithms and vast knowledge base are commercially oriented, with NLP (Natural Language Processing) abilities that generate accurate analysis regardless of misspellings, or syntactic and semantic ambiguities. Clear queries produce immediate and accurate search results. For vague or problematic queries the Query Analyzer focuses on the concepts inherent within the search term then proceeds with additional refinement.
DigiMo 	Retail Technologies	www.digimo.co.il	DigiMo solutions are the new channel that enables to leverage a new source of business revenue to network operators, service providers, retailers, vendors, banks and media companies who wish to deploy and to engage with their consumers with personalized solutions	DigiMo is a flexible & open platform for interoperability with the various popular NFC wireless technologies (and XHTML, WAP, SMS, MMS, WAP Push IVR). Its back office system includes a sophisticated Personalization Engine, profiles management, campaign and promotion management, security mechanisms, and a Report & Analysis Generator. It is compliant with all 2G technologies of today (CDMA, TDMA & GSM) with service rollout into 2.5G and 3G, 3.5G.
Dooblo 	Retail Technologies	www.dooblo.net	Dooblo focuses on mobile field data collection solutions for Mobile Surveys & Retail Performance Measurement. The company has developed SurveyToGo which enables you to create, conduct & manage electronic mobile surveys and forms in a true mobile environment. Surveys are created using an advanced yet easy to use designer and are then deployed to the handheld devices - PDA's - for field data collection. After field data is collected the data is sent to the central server for processing.	Windows Mobile, SQL Server 2005, Windows Server 2003
Dopa Music 	Retail Technologies	www.dopamusics.com	Dopa Music operates a web service that creates the right ambience for each website. It is customized for every website, content and context, bringing a whole new sense and emotions to online experience.	New Media.
Dynamic Video LLC	Retail Technologies	www.dynamicvideo.com	Dynamic Video is a pioneer provider of dynamic digital marketing and rich media advertising solutions, primarily serving the online retail and direct response marketing industries. The company offers realtime video and rich media assembled and delivered "on	Dynamic Video's robust technology infrastructure simplifies the video and banner production, postproduction, and content management processes. Content, data, and marketing messages are all dynamically drawn and reassembled "on the fly". Each


 <p>DYNAMIC VIDEO Dynamic Creative Solutions</p>			<p>the fly” in myriads of eye-catching variations, and dynamically targeted and always kept up-to-date. Dynamic Video empowers online retailers, digital marketing and advertising agencies, ad networks, and email marketing providers to leverage the engaging power of rich media in an intuitive and scalable manner - while keeping up with the retail industry’s fast pace and dynamic nature.</p>	<p>dynamic video is always relevant and up-to-date – delivering the right content and the right message to the right audience at the right time. After a brief initial setup, a dynamic video is one video with virtually unlimited variation – all relying upon the user’s changing content and data and his business logic. The user can track and optimize content and ad delivery in real time. The company uses any form of creative content – any form of video footage, animation, image, text, music, and narration - and then links it to any type of live data source – any web page, API, XML or RSS feed that the user chooses.</p>
<p>Energec</p> 	<p>Retail Technologies</p>	<p>www.nrgeco.com</p>	<p>Energec provides innovative advanced solutions to retailers and retail markets. The company owns patent-pending technology for harvesting and analyzing real-time market data. Its DSS technology coupled with in-house knowledge offer a real time solution to competitive markets challenges.</p>	<p>DSS real time patent pending technology. Their DSS system employs heuristics, statistical algorithms and temporal logic. It can analyze real time market data and point anomalies.</p>
<p>Executech Software Solutions</p> 	<p>Retail Technologies</p>	<p>www.xtech.co.in</p>	<p>ExecuTech specializes in smart solutions for business management. The company has developed OlympusERP, a novel and wide-ranging software for organization management. Its users enjoy advanced, integrative, and rapid operation and management tools, running online in all the software's components. Featuring new technologies, the software allows quick reaction to events, and maximum control of the organization's activities. OlympusERP includes unique applications to users of the various sectors of economy in the fields of commerce, trade, retail and finance. It constantly receives updates thus offering fast response to the changing demands of the users.</p>	<p>ERP.</p>
<p>Eyefeelit</p> 	<p>Retail Technologies</p>	<p>www.eyefeeleit.com</p>	<p>Eyefeelit aims to illustrate reality through 3D visualization technologies and by doing so, brings the consumer a perfect buying experience, in which they can see, understand and feel the product they are interested in buying. The primary objective of eyefeelit is to increase the exposure of products in diverse fields and provide an innovative marketing and advertising tool using advanced technology platforms.</p>	<p>3D visualization of consumer goods.</p>
<p>EZface</p> 	<p>Retail Technologies</p>	<p>www.ezface.com</p>	<p>e-commerce, apps, video, messaging, B2C, web user tools.</p>	<p>EZface is a pioneer in the development of Personal Visualization technology and in the creation of a Virtual Mirror utility through which Internet users can visualize, on their own image, alone or with others how they actually look when wearing color cosmetics, jewelry, eyewear and other fashion accessories, whether they are just browsing the aisles, surf-shopping or seeking to purchase a specific product. It is the only application</p>

				currently available that provides a traditional retail shopping experience through the medium of the Internet.
<p>Finz.it</p> 	Retail Technologies	www.finz.it	Finz.it develops a solution for online retailers that effectively improves their conversion rates and increases the number of customers that share their online purchase with their friends. Finz.it's social promotion methods improve the retailer his conversion rates twice. The first time is when the visitor is encouraged to purchase by the promotion (deal hunting psychology). The second time is when the shoppers' friends visit his shop due to their friend's recommendation. Finz.it's solution allows the retailer to increase sales by offering customers a promotion that benefits them both. The solution is compatible with most e-Commerce solutions.	Social promotion methods for improving the online shop's conversion rate.
<p>FRSVision</p> 	Retail Technologies	www.frsvision.com	FRSVision is focusing on guest experience and service by developing FRSVision POS systems that provide tailor-service to the unique needs of each customer. Among FRSVision products: FRSVision Hospitality POS(TM) - a reporting package that allows a restaurant to keep track of real-time sales results and other data - real time sales statistics, product mix reports, employee check-in stats and server sales; FRSVision PocketPOS(TM) - enables servers to enter an order right at a table and send that information to the bar or the kitchen wirelessly. All information entered on a handheld device is processed in exactly the same way as a fixed POS station.	Microsoft Windows Terminal Services.
<p>Gigya</p> 	Retail Technologies	www.gigya.com	Gigya is Software as a Service (SaaS) technology that makes websites social, integrating online businesses with the top social networks and identity providers including Facebook, Twitter and LinkedIn and consolidating the most powerful social features in a single solution. The company enables customers to apply friend and profile data to drive social registrations, scalable word-of-mouth marketing and community interaction. Through analytics, best practices, consulting and support, Gigya optimizes every implementation, delivering measurable social ROI.	Gigya is Software as a Service (SaaS) technology that makes websites social, integrating online businesses with the top social networks and identity providers including Facebook, Twitter and LinkedIn and consolidating the most powerful social features in a single solution. The company enables customers to apply friend and profile data to drive social registrations, scalable word-of-mouth marketing and community interaction. Through analytics, best practices, consulting and support, Gigya optimizes every implementation, delivering measurable social ROI.
<p>i-Traffic</p> 	Retail Technologies	www.i-traffic.com	i-Traffic offers the most advanced technology for retailers - Identifying shoppers according to profiles and categories: Gender/ Children/ Strollers/ Uniform etc. i-Traffic solution combines people counting with sophisticated sorting by dynamic categories which translate to BI and dashboard reports. The i-Traffic cognitive vision technology is in the heart of this never available before solution. This cognitive vision turn video analysis into the most powerful tool for visitors analysis.	The i-Traffic system is based on cognitive vision capabilities developed by Video-Inform. This never available before, breakthrough technology is the result of many years of development efforts for military applications, which are adapted now for the civil market. Artificial Profiler™: i-Traffic leverage Video-Inform's Artificial Profiler™ technology's novel approach to Video Content Analysis based on a unique cognitive vision and profiling methodology, trying to imitate the human object recognition and to achieve breakthrough performance. The

				technology measures Average Shopping Time (AST), uses business intelligence platform for detailed reports, analyzes data of entire organization originating from multiple sources of data, checks profitability of marketing campaigns and more.
	Retail Technologies	www.kampyle.com	Kampyle has pioneered the field of online Feedback Analytics, delivering Web sites, online retailers and companies a powerful software-as-a-service (SaaS) platform to collect, analyze, measure and manage online user feedback on services, products and customer experiences. The company's flagship product, Kampyle for Websites, is a feedback form integrated into any website in minutes, which enables gathering actionable, website, product, service, page or activity-specific feedback in real-time. Kampyle then facilitates feedback analysis through the company's interface, bringing the customer's voice to the table as immediately actionable business metrics.	SaaS; Feedback Management Platform.
	Retail Technologies	www.periwise.com	Periwise developed the Barcall technology, which enables retailers to send their customers coupons through the cellular phone, in the form of an SMS message with a barcode. The barcode coupons are redeemed at the point of sale by simply scanning the mobile display. This platform enables consumers to send mobile coupons to their cell phone from dedicated web sites and self-service spots in shopping malls. The mobile coupons are in several formats: SMS, SMS with barcode image that is scanned in point of sale directly from the cell phone screen, and colorful MMS coupons.	Barcode, J2EE.
	Retail Technologies	www.pingmobile.com	Ping Mobile is a full service mobile marketing and media services company, and provides clients with mobile marketing consulting, mobile marketing and advertising services, mobile media products and a robust mobile technology platform. Ping's technology utilizes advanced profiling capabilities that are inherent to the platform's automated learning engine - meaning that the platform learns from previous customer interactions to automatically and organically build up profiles of users and their individual preferences. Each subsequent campaign is then automatically optimized in order to deliver the most personalized message possible, based 100% on the user's profile.	The PingSuite technology is the only mobile technology platform to combine targeted CRM marketing, interactive applications, content distribution, location-based marketing, social networking, m-ticketing and m-coupons in a fully cross-integrated platform, allowing complete management of all mobile activity from a single interface. PingSuite's algorithm-based Learning Engine and data mining tools ensure maximum relevancy and ROI on all mobile campaigns. Ping's technology platform is fully developed to serve the needs of its clients for the near and mid-term future. In contrast, most of Ping's competitors' business models center primarily on delivery of text messages.
	Retail Technologies	www.pursway.com	Pursway empowers consumer-facing organizations to close the gap between how they market and how people buy. The Pursway patent-pending technology enables companies to identify, measure, and impact how opinion leaders shape their followers' purchasing decisions. Using the Pursway solutions, leading global	Mathematics and algorithms. The Pursway Influencer Marketing Management solution is a combination of: <ul style="list-style-type: none"> •Patent-pending algorithms that accurately pinpoint the influencers and their followers for each product or service based on consumer transaction data

			<p>organizations in telecommunications, retail, and financial services are realizing 5-10x improvement in the ROI of customer acquisition, cross-sell, and churn prevention efforts.</p>	<ul style="list-style-type: none"> •Best practices and metrics that enable companies to maximize the viral effect created by the influencers
<p>Ransys</p> 	<p>Retail Technologies</p>	<p>www.ransys.com</p>	<p>Ransys is a leading global provider of Enterprise Feedback Management (EFM) solutions. Ransys has taken EFM a step forward in the evolutionary path into the continual feedback-processes approach. The result is Attentive(TM), an innovative and versatile suite of EFM solutions that enable medium and large-sized organizations to monitor and improve customer relationships by proactively collecting customers' feedback. In doing so, Attentive provides management with exceptional capabilities to promote customer attention and centrality, key factors in ensuring superior customer experience and service quality. Ransys has developed and registered patents for ongoing feedback processes that are used to monitor and improve business processes such as telephone, frontal or internet customer service.</p>	<p>The Attentive(TM) Proactive Feedback Solution suite is an SOA enterprise software that enables medium and large organizations to deploy feedback solutions that consolidate and manage the entire organizational feedback cycle. This provides superior customer satisfaction, loyalty and ultimately customer retention. In addition, it increases operational effectiveness, streamlines business processes, and reduces employee turnover. Attentive(TM) Customer Experience enables organizations to continuously and proactively communicate with their customers. It enables organizations not only to listen but also to understand, and most importantly to act upon their customers' feedback on a daily basis. Attentive(TM) Customer Experience has proven to also to improve overall employee performance and motivation, as well as reducing operational costs. Ransys has developed a patent pending, real time, event driven solution that constantly scans thousands of interactions with customers, and automatically recommends the best candidate amongst them on which to receive feedback.</p>
<p>Retail Plus</p> 	<p>Retail Technologies</p>	<p>www.retailplus.co.il</p>	<p>Retail Plus is a leading provider of retail engineering solutions and services that enable manufacturers of Fast-Moving Consumer Goods (FMCG) and their distribution channels (Retailers) to gain deep insights into the effectiveness of their in-store visibility, presence, relative shelf space, products availability and promotional campaigns. The Company's primary objective is to help its FMCGS's clients to seek more within a given retail space, and to provide them with useable, real-time information that can be translated into increased brand recognition and significantly boosted sales throughout all points in a retail sales network.</p>	<p>Retail Plus has successfully applied the development of new methods for organizing point-of-sale data and analysis systems. The company has deployed technology-based tools for measuring and monitoring the performance of FMCG products marketing and sales performance. Retail Track(TM) is a comprehensive, software-based management and tracking system that measures, analyzes and interprets the efficiency of retail marketing programs and other parameters in myriad retail environments. This breakthrough system presents manufacturers, suppliers and distributors with a refreshing new paradigm in assessing the strengths and weaknesses of their performance.</p>
<p>Retalix</p> 	<p>Retail Technologies</p>	<p>www.retalix.com</p>	<p>Retalix is an independent provider of enterprise-wide software solutions to retailers and distributors worldwide. The Company offers a full portfolio of software applications that automate and synchronize essential retailing, distribution and supply chain operations, encompassing stores, headquarters and warehouses.</p>	<p>Retalix offers a full portfolio of software applications that automate retail, distribution, and supply chain operations.</p>

 <p>Sagarmatha</p>	<p>Retail Technologies</p>	<p>www.sag121.com</p>	<p>Sagarmatha offers the first fully automatic personalization solution that analyzes customer loyalty and history of purchase of products and services in the retail and telecom service providers industries, drills down to the individual consumer/subscriber, and creates an optimized, and often unique set of offers that best fits the needs of the consumer/subscriber and the goals of the retailer or telecom service provider company. Sagarmatha's solution is based on a sophisticated, proprietary Data Mining engine and uses Artificial Intelligence techniques to uncover hidden behavior patterns and profit potential.</p>	<p>Data mining engine 3rd generation that goes into an application automatically.</p>
 <p>Segment Group</p>	<p>Retail Technologies</p>	<p>www.segment.co.il</p>	<p>Segment is a global provider of enhanced supply chain applications. Segment also provides end-to-end Information Technology solutions to customers in all sectors. Segment's flagship product, Vendor-Link (TM), is the first application which provides retailers and suppliers the ability to emphasize vendormanaged initiatives to improve efficiencies, enhance sales and reduce inventory.</p>	<p>Business Intelligence Solutions</p>
 <p>StePac LA</p>	<p>Retail Technologies</p>	<p>www.stepac.com</p>	<p>StePac is a technologically advanced manufacturing company specializes in providing technological solutions to the medical and fresh produce industries. StePac provides a systems based perishables program in the form of Modified Atmosphere / Modified Humidity packaging, medical / dental sterilization packaging and infection control products, and monitoring devices to measure the performance and effectiveness of its products in the context of hostile environments. StePac utilizes the most sophisticated plastics extrusion machinery, bag conversion machinery, and printing equipment to produce quality packaging all of which is augmented by its advanced, and uniquely developed, hardware and software data processing and communications devices.</p>	<p>The company's technology is in the fields of Modified Atmosphere/Modified Humidity Packaging for the extension of storage and shelf life of fresh produce, and web based real time monitoring of perishables with respect to quality and health risks.</p>
 <p>StoreNext Israel</p>	<p>Retail Technologies</p>	<p>www.storenext.co.il</p>	<p>StoreNext Israel provides information and e-commerce services to large retail chains, independent food retailers, and consumer goods suppliers. StoreNext Israel was established following the joining of StoreAlliance Israel and Tradanet, which had set up e-commerce communities in the independent and the chains sectors in Israel.</p>	<p>e-commerce, online information services.</p>

<p>SupportSpace</p> 	<p>Retail Technologies</p>	<p>www.supportspace.com</p>	<p>SupportSpace enables vendors, retailers and ISPs to offer their customers live online services rapidly and with no investment. SupportSpace is a pioneer remote consumer tech-support services company that is based on a virtual workforce of certified experts. SupportSpace has developed a unique SaaS platform design to achieve high quality and consistent service that is delivered by the virtual workforce of certified experts. The SupportSpace model offers a great choice of SupportSpace certified experts, which are individually rated by the users.</p>	<p>Web 2.0</p>
<p>VerData</p>	<p>Retail Technologies</p>		<p>VerData is developing a mobile application that enables buyers to receive their receipts, and in that way keep receipts organized and avoid wasting paper. VerData's system collects the data of each purchase and uses it to supply personally targeted coupons.</p>	<p>Mobile application that enables to receive receipts to mobile phones and and sends targeted coupons in a non-evasive method.</p>