



US - ISRAEL TECHNOLOGY EVENT October 27th 2014 New York, NY



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SEAT SERVE



SILVER SPONSORSHIP

Seat Serve is an end to end solution for stadiums where fans can order food, drinks and merchandise from their smartphone and get it delivered to their seat!

We provides stadiums with the cutting edge technology they need to optimize order fulfillment in the stadium.

THOUSANDS OF FANS = THOUSANDS OF REGISTERS

Almost all your fans have a mobile POS on their smartphone thanks to SeatServe. No more flagging down servers with one device – order and payments go straight to the concession stands streamlining the entire process.

WE COVER ALL THE BASES

No bulky equipment or technological investment – SeatServe provides stadiums will all the technology, including tablets for order fulfillment, and a backend that manages orders, billings and analytics.

STAY AHEAD OF THE GAME

We want to get the fans their orders ASAP. We provide a clear plan to maximize efficiency of servers to and from concessions and seats, train servers and provide support to make SeatServe run smoothly in the stadium.

HIT A HOMERUN WITH THE FANS

Fans deserve the best in game experience at the stadium. With SeatServe, they get their delicious snacks without missing a moment of the game. The fans will love coming to the stadium even more.

At SeatServe – we believe that when a fan comes to a stadium, they deserve the best! They should get the best

For more information: www.seatserve.com

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SECURE DATA EXCHANGE PLATFORM



Safe-T is a provider of unified secure data exchange solutions for a wide range of industries including financial, healthcare and manufacturing organizations.

Safe-T Box enables organizations to bridge the gap between the enterprise and the cloud, by allowing to share data securely between people, applications, cloud solution, and businesses. Built on the industry's widest range of pre-configured application connectors and powered by an automated security policy enforcement engine, Safe-T Box is designed to rapidly add security and control across a wide variety of data exchange scenarios in the enterprise.

Safe-T's RSAccess is a disruptive front-end perimeter security solution designed to secure and simplify DMZ networks. With RSAccess organizations can eliminate sensitive data from the DMZ, to eliminate data synchronization from the LAN to the DMZ, and to eliminate incoming ports in the firewall . RSAccess also greatly simplifies DMZ networks architecture and reduces the costs of application servers and hardware.

With offices in North America, Europe and Asia, Safe-T secures millions of files and emails every day.



For more information:

www.safe-t.com

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COMILION



Comilion is a cyber-defense company, pioneering the newly evolving collaborative security segment.

We believe that joining efforts and collaborating is a game changer for the detection and defense capabilities of the world.

In order to meet the challenges of the most threatened, advanced and sophisticated enterprises and do that in a regulated and global environment - Comilion creates the future of collaborative security by developing and offering a trust-based platform for advanced and secured sharing which provides an exclusive solution for financial institutions scenarios and other regulated sectors.

The company is financed by leading global and US investors in the field of cyber security and led by top cyber experts.

Comilion is collaborating with few of the leading financials in the US and EU and planning to launch exclusive sharing group of top financials in the next few months.

For more information: www.comilion.com

MAGICALIS



Magicalis is poised to become the TripAdvisor of children's media. Backed by top pediatric experts, Magicalis is starting on its path to build the world largest and deepest parents insights platform, with the launch of its social app – "Dawn – App4parents" on the itunes appstore.

Dawn app is a children's media discovery application where the ratings come from impartial and well-informed experts – everyday parents.

Dawn is a new approach to finding age-appropriate & quality children's apps & games (& soon other media).

Our ratings system asks questions like: How is creative thinking stimulated? How are empathy and positive social behaviors modeled? How startling are the graphics and sounds? Does it encourage learning beyond the game itself?

The app allows parents to create a values profile based on the child's personality, that automatically discovers media best-suited for their unique child.

Dawn app is able to quickly provide very deep insights into parents' beliefs and preferences regarding children's media.

For more information: www.magicalis.com

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BYWRITER



ByWriter offers a new way of searching and discovering valuable content online. It enables you to track your favorite writers and get informed whenever they publish something new, as well as discover writers worth reading in your fields of interest. ByWriter is designed for people who want an elegant way to get updated with credible, smart, and illuminating content.

ByWriter:

Allows users to instantly track writers they appreciate across their personal and professional fields of interest.

Combines algorithmics and editorial judgment to suggest users with additional writers suitable to their needs.

Creates a personalized feed of all articles and stories, facts and perspective, of the best, most relevant writers.

Delivers efficiency: No noise, no wasted hours on endless searching. It's personalized, and users can read, rate, share or save articles for later.

With today's information overload and continuous online noise, ByWriter is a place where readers can find valuable content and insight from voices that matter. It's also a venue where writers can extend their reach and find highly engaged readers; and it will drive traffic to publishers, who make quality journalism possible.

For more information: www.bywriter.com

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MCE MEDIA



mce media, a subsidiary of mce systems Ltd., is providing a new mobile apps advertising and distribution platform that enables carriers and independent mobile retailers to pre-load individual mobile applications or application packages to mobile users either through point of sales or over-the-air.

Giving access to over 1 million unique devices in over 30 countries per quarter, mce offers multi-OS support across iOS, Android & BB when managing CPI/CPA advertising campaigns.

Additional benefits:

Immediate revenue generation from a new user-base

Pre-loading carrier branded applications

Full reporting and analysis tools

mce is currently operating in over 30 countries globally. Our clientele includes Telstra, Airtel, Reliance Communications, Bell, US Cellular, O2, EE, Telefonica, Carphone Warehouse, Vodafone, Rogers, Telus and more.

For more information: www.mce-sys.com

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TopSpin Security



In today's environment, it's not a question of *whether* your organization will have compromised assets! It's just a question of *when*!

DECOYnet lures the attackers by automatically setting up a network of decoys in your environment, seeding mini-traps in the organization and analyzing the organization's Internet traffic.

It will trigger incidents that are accurate (by definition of a decoy system) and it will provide visibility into the attacker's activities in your organization while detecting the malware's communication with the Command and Control systems.

You need a solution that will identify the compromised assets in a manner that:

1. Will be accurate with no false positives
2. Requires minimal analysis and configuration
3. Won't overload your endpoints
4. Won't interrupt your network operation

DECOYnet is the solution that will do that for you.

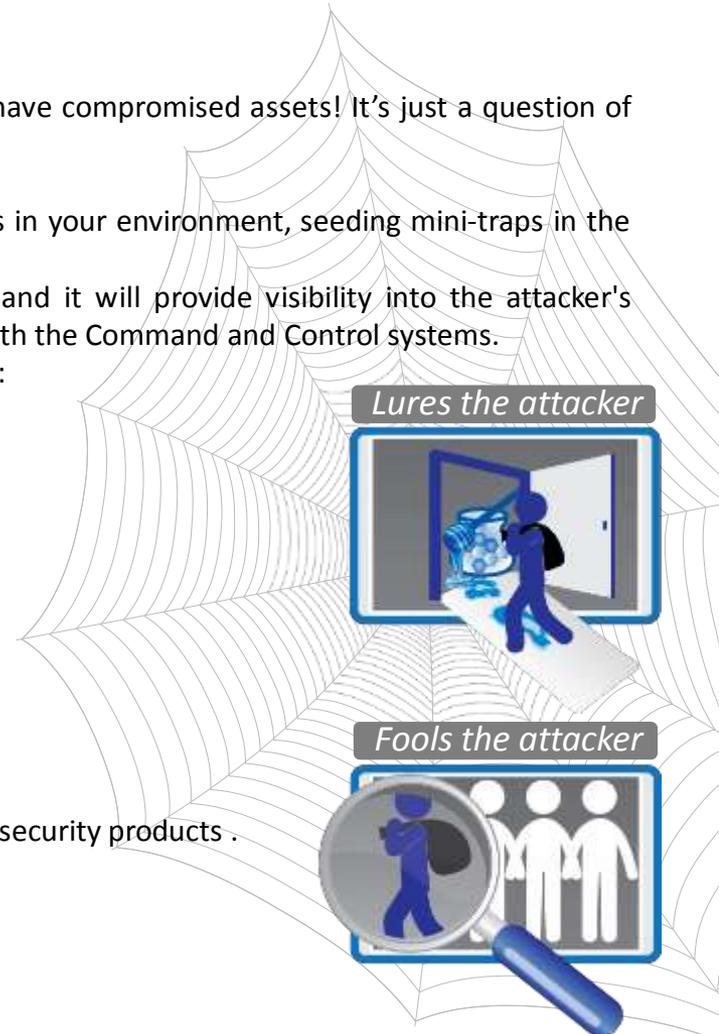
DECOYnet will:

1. Protect and stop theft of your valuable information
2. Rapidly identify compromised assets
3. Detect insider threats
4. Reduce overhead of configuration, analysis and tuning
5. Provide complete visibility into attacks

DECOYnet installation takes less than an hour and it integrates with your other security products .

TopSpin Security is backed by Shlomo Kramer and Mickey Boodaei.

For more information: www.topspinsec.com



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JINNI



Powers user-centric video guides - Jinni powers video guides with an intuitive content discovery experience. Our Emmy award-winning semantic solution exceeds viewers' expectations as they easily find content that perfectly fits their tastes and moods – meaning they find and watch more of what they like. As the only truly semantic discovery solution on the market, Jinni matches deep content genetics with the user's unique 'Entertainment Personality' to power any guide with user-centric features.

Semantic Engine - Jinni is the only truly semantic discovery engine for premium video (movies and TV shows). Our proprietary [Entertainment Genome™](#) was designed specifically to power content discovery and break through the limitations of traditional genre terminology, using simplistic labels designed for back-office cataloging. The "Genome" consists of several thousand semantic tags used to describe mood, style, plot, and more. The taxonomy was developed by film professionals and new titles are indexed automatically using innovative Natural Language Processing technology to analyze user reviews and synopses. This automated content tagging process offers efficiency, consistency, and a diversity of viewpoints by incorporating many reviews.

User-Centric Guide - Traditional guides to date are content-centric, leaving users with two choices: peruse through long lists or limit themselves to the familiar. We believe the next generation of guides should be user-centric. Jinni presents a personalized view of the content universe, filtered through the lens of the user's moods and personal tastes. We use innovative algorithms to create a unique model of each user's tastes, or "Entertainment Personality". The model accommodates the fact that most users have multiple tastes and enjoy a variety of movies and TV shows depending on their mood and context. Our taste modeling enables sophisticated, accurate personalized features.



For more information: www.jinni.com

SLIDELY

Slidely

Slidely is building a self expression platform, connecting people through creativity and audio-visual inspirations. Slidely has already drawn over 70 Million people that have visited Slide.ly to Discover, Create, and Share photo & video collections in beautiful and creative ways.

Slidely Slidely fuses users personal moments with their interests, and aims to further blur the lines between digital and physical memory keeping. Slidely has an historic opportunity to become the category leader in social media expression.

Market opportunity, Social self expression

The The storytelling arena is soaring and filled with great opportunities In an already growing exciting market. This multi-billion dollar market is comprised of Social media sharing, Self-expression/Fun applications, Greeting cards and User generated creative content as well as physical good such as, photo books,merchandise and accessory printing and more.

Become the Market leader, Taking it to the next level

Slidely will continue consolidating this fragmented market into a platform, powered by a suite of apps, addressing main use case scenarios and everyday needs allowing Slidely to continue to grow and become a market leader.



For more information:
www.slidely.com

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GET YOU

The logo for Getyou, featuring the word "Getyou" in a white, sans-serif font on a dark blue square background.

Vision: GetYou is the first full social feedback platform. Platform shows you how people truly perceive you, your content and your online persona. GetYou aggregates feedback and uses it to create a new kind of profile- a crowdsourced profile built for you by others.

This new type of feedback and profile add a new dimension of search & networking capabilities.

Product Description: GetYou shows you how people get you and your different personality aspects. *The feedback you receive on GetYou is aggregated and presented in a new kind of profile- a crowdsourced profile built for you by others.* Become the master of your networks, give feedback, and meet like minded people in a whole new way.

GetYou users receive:

- * Segmented feed for content and individuals based on his different personality aspects
- * Crowdsourced profile- for both professional and personal use
- * Gamified way to discover new people

For more information: www.getyou.com



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G-MED



Who are we? [G-Med](#), global physicians network online.

What is our main goal? A global [online clinic](#) in video chat to be activated by any physician around the world.

What is an online clinic? [Online clinic](#) allows any physician around the world to activate a virtual clinic in video through our system and see patients online, to increase income and patient volume.

Will someone use it? Yes. Today an online clinic already offered to patient through some insurance companies in the US and over 10M Americans already benefited from a similar telemedicine service at 2013. In addition, online clinic doesn't require time off from work, save few hours per visit, cut medical costs and give workers 24-hour access to doctors. In the US 70% of patients are comfortable communicating with doctors via text, e-mail and video.

Why G-Med? [G-Med](#) is already operating a global closed network for physicians only from over 80 countries which is the first client base for operating clinics and can offer physician an online professional consultations and support on medical cases.

Is there a market for this? Worldwide revenue for telehealth devices and services is expected to swell to \$4.5 billion in 2018, up from \$440.6 million in 2013. Online Clinic can substantially reduce mortality, reduce the need for hospital admission, reduce the number of bed days spent in hospital, reduce time spent in the emergency department and reduce disease transmission. By 2020 the U.S. will have 91,500 fewer doctors (AAMC), [Online clinic](#) offers the ultimate solution.



For more information:

www.g-med.com

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StartApp



StartApp is the Brains & Beauty of Mobile Advertising – a monetization and distribution platform focusing on mobile applications.

StartApp is a global mobile advertising platform. Founded in late 2010, StartApp presents today's mobile industry with smart engaging ad units. By using our programmatic ad platform we are able to present the best ad at any time, anywhere. The combination of our innovative ad units and advanced business intelligence allows us to deliver outstanding value to our publishers in terms of performance and user experience while optimize our advertisers' results. We currently partner with 130,000 applications, generating over 7 billion monthly ad impressions worldwide.

StartApp is a major player in the mobile advertising scene, with headquarters in New York and offices in San Francisco, India, Shanghai and Israel.



For more information:

www.startapp.com

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eyeSight Technologies Ltd.



eyeSight is an expert in machine vision and gesture recognition technology. The company delivers simple and natural user experiences with a multitude of digital devices including, TVs, STBs, Smartphones, PCs, Wearables (Glasses) and other digital devices, allowing touch-free control of device contents and features with the swipe of a hand or point of a finger. eyeSight's technology is further capable of understanding user interactions with a device, enabling enriched experiences with the user in mind.

eyeSight's technology utilizes the standard cameras already existing in the devices surrounding us, and provides a touch-free user interaction with no hardware changes required. The technology is camera agnostic and can support the use of infrared (IR) for illumination in zero lighting conditions, or depth sensors.

eyeSight's technology is available for all major operating systems including bespoke ones. The technology can be easily integrated into various layers of the device; on the chipset level, operating system, as part of the camera module, or simply embedded in application level. Integration involves minimal resources, enabling short time-to-market.



For more information:
www.eyeSight-tech.com

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OPINION STAGE



Opinion Stage offers web & mobile publishers a highly engaging opinion polling service. Opinion Stage's algorithm scans the sites content to learn its topic, and then automatically serves opinion polls that relate to the topic of the content. Publishers can rely on the automatic service, create their own polls or select a combination of the two. Opinion Stage offers publishers an advertisement layer built on top of the polling service that allows them to effectively monetize their traffic.

Benefits for Publishers:

Generate revenue – publishers generate revenue by promoting polls from across the Opinion Stage network and by integrating contextual ads in their polls
Boost engagement - publishers using Opinion Stage dramatically increase user engagement, contributions and time spent on their web sites & apps
Grow audience - Opinion Stage's deep social integration promotes extensive social sharing resulting with new traffic

Benefits for Brands:

Run effective campaigns – brands run effective user opinion based viral campaigns on their own properties or on Opinion Stage's publisher network
Extract actionable insights – brands use polls to discover user opinions & preferences. They can slice & dice the poll results using social, demographic and behavioral filters to generate actionable insights

Opinion Stage is working with thousands of publishers & brands worldwide in defining new and exciting opinion polling experiences.



For more information:
www.opinionstage.com

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VICOMI



Want more interaction and engagement for your site?

Every day, publishers all over the world struggle to increase user engagement and stickiness, trying to leverage user comments and recommendation engines. But, even with advanced algorithms, these publications are still guessing at reader preferences and sentiment.

Vicomi, a company with more than 9000 online integrations worldwide and new patent pending technology is offering new ways for online publications to increase interaction, engagement and monetization.

The FEELBACKS and COMMENTS platform from Vicomi

With new mobile and web-based platforms, Vicomi helps publications to tap into real information about the feelings, emotions and even passions of each reader. With a deeper understanding of the audience enabled by Vicomi, mobile and web publications are better able to serve up the right content and advertising.

The easiest way to boost engagement and monetize online publications

Both Vicomi platforms, free to qualified publications, can be customized with the look and feel of your site

At the end of an article, readers can evaluate the content according to five emotions. Vicomi offers optimized solutions for both web and mobile.



Based on reader response, Vicomi suggests related content containing links, which generate revenue and increase engagement.

For more information: www.vicomi.com

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TRU MEDIA



Founded in 2007, TruMedia is the leading provider of real-time, [automated audience measurement solutions for the digital signage and retail industries](#). The Company's state-of-the-art video analytics technology measures visual attention towards posters, digital signs, TV monitors, window and in-store product displays. The field-tested technology enables measurement of out of home rating by measuring the number of people watching a digital signage screen and the demographics of its viewers.

TruMedia provides a solution, based on state of the art video analytics technology that generates true viewing data for digital signage and product displays by analyzing facial images of people. The technology automatically detects and tracks viewers' faces in order to measure true visual exposure to media and merchandise.

TruMedia's solutions provide specific knowledge that includes the passers & customers: gender, age group, what did they see and how long they looked. TruMedia goes beyond just audience measurement, the real-time metrics make it possible to target the current viewing audience with specific advertisements based on the viewers' demographics.

TruMedia has a global presence with offices and partners in the USA, Europe and Australia. The company has prominent international customers including: leading mobile operators, media advertisers, leading convenient stores, banks, shopping malls, food and fashion retail chains.



For more information:
www.tru-media.com