



For Immediate Release

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Israeli Innovative Mobile Startups to Showcase Advanced Technologies in Silicon Valley

Fifteen Israeli companies selected to meet with California's Tech Giants May 3-5

April 25, 2011 – The California Israel Chamber of Commerce (CICC) is pleased to announce 15 Israeli innovative mobile startups have been chosen to participate in a delegation to meet with industry leaders, investment firms, technology giants and partners from May 3-5 in Silicon Valley, California. More information can be found at www.israelmobiletour.org.

The 3-day Israel Mobile Tour is designed to offer entrepreneurs a unique platform to advance and accelerate their startups and will include targeted visits in companies such as Google, Facebook, Apple, Microsoft and AT&T. Visiting entrepreneurs will engage with Silicon Valley's leading mobile startups disrupting the industry and demo to local angels and Venture Capital investors. Mike Moritz, investor at Sequoia Capital will kick off the tour in his office on Sand Hill Rd.

A highlight of the program is **The Israel Mobile Showcase**, scheduled for May 5, featuring the latest innovative mobile solutions from Israel. The public event will offer startup demos and panel discussions by industry thought leaders. Tickets are available at: <http://ciccisraelmobiletour.eventbrite.com/>

Additional leaders meeting the companies over the three days will include David Gee, Vice President, Marketing and Enterprise Solutions Palm Global Business Unit, Hewlett-Packard Company; Amir Lahat, Head of Global Business Ventures, Nokia Siemens Networks; Dan'I Lewin, Corporate Vice President, Strategic and Emerging Business Development, Microsoft Corporation; Robert Scoble, Scobleizer and many more.

“It has been evident to us for some time that innovation in Israel embodies the same characteristics as innovation in Silicon Valley. That is why we set up Sequoia Capital in Israel so we could have the opportunity to work with these fabulous entrepreneurs,” said Randy Ditzler, Partner, Sequoia Capital. “The Founders coming on the CICC Mobile Tour are what makes it a privilege for us to partner with CICC in this exclusive program to facilitate successful partnership, collaboration and investment between Silicon Valley and Israel.”

The visiting Israeli companies represent a broad range of mobile solutions and technologies such as: Mobile Cloud Platform, Mobile Money, Mobile Social, Mobile Security, Mobile Health, Mobile Gaming, and more.

The innovative mobile companies selected to participate include: CellSec, [Digimo](#), [DudaMobile](#), [Exent](#), [FellowUp](#), [Fooducate](#), [Innobell](#), [MoMinis](#), [Onavo](#), [Perfecto Mobile](#), [Rewardy](#), [Ringbow](#), [TekTrak](#), Zipory and [ZooZ](#).

Shuly Galili, Executive Director at the California-Israel Chamber of Commerce, said “When Israel’s technology talent meets Silicon Valley business know-how the possibilities are endless. CICC is fortunate to be at this unique junction and offer its platform to accelerate the growth of our industries.”

An open technology showcase for industry leaders, investors, partners and press will take place May 5th at Microsoft Silicon Valley Campus (SVC), Building #1, 1065 La Avenida in Mountain View 8:00am-2:00pm. Tickets to the Showcase can be purchased online in advance for \$100 (By April 28) at <http://www.israelmobiletour.org/>

The key supporters of CICC Israel Mobile Tour include: Sequoia Capital, Perkins Coie LLP, Innovation Endeavors, Nokia Siemens Networks, U.S. Venture Partners (USVP), Opus Capital, Morrison & Foerster, Silicon Valley Bank, The Consulate General of Israel to the Pacific Northwest Region, Yahoo, PayPal and Microsoft

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The California Israel Chamber of Commerce (CICC) is a not-for-profit, industry-supported organization dedicated to strengthening business, investment, technology and trade relations between California and Israel. CICC has a network of over 9,000 key players engaged in cross-border opportunities between the two states.

Over the years CICC has helped hundreds of Israeli technology companies launch successfully abroad while assisting US Investors and technology giants identify unique ventures and collaborative partners in Israel. To join as member and for more information: www.ca-israelchamber.org



Participating Companies



Android-level Functionality, BlackBerry-level Security. There is a huge opportunity to allow corporate employees to use a smartphone with the fun and functionality of an Android, while keeping a BlackBerry level of security and compliance for applications that access the corporate network. **CellSec** is providing a disruptive technology that splits Android devices into two separate personalities: a Corporate Personality that is secure enough for business information and meets regulatory requirements, and an Open Personality that is open and can run whatever the user wants.



Digital Money

Digimo brings a major revolution to the world of Mobile Payments, with a holistic platform offering the ability to launch m-payments, fully integrated to the POS, without the need for any HW/SW change.

More than replacement of the plastic card at the Point of Sale, Digimo has created a full umbrella of services that enable social & economic relationships between the players and their customers or build Mobile Financial Relationships.

www.digimo.biz



DudaMobile is on a mission to make websites mobile friendly. While we love our smartphones, we are not big fans of pinching and zooming our way through a website. Because of this poor experience, we set out to redefine the mobile web. In 2010 we launched our hosted technology platform to optimize websites for mobile devices. Now used by AT&T, Webs.com, HP and others, over 70,000 mobile sites have been built on the DudaMobile platform.

<http://www.dudamobile.com>



Exent is a global leader specializing in the marketing, distribution and monetization of PC and mobile games. Exent delivers products and services for various markets, including game publishers, broadband providers, mobile carriers, consumer portals, OEMs, retailers and others. New to the mobile space, with its 2011 launch of GameTanium™ Mobile, the company is merely scratching the surface of its play everywhere vision to power the industry's first seamless gaming experience across multiple platforms.

<http://www.exent.com/>



FellowUp is a personalized “Executive Assistant” powered by an insight engine for managing interactions. FellowUp offers professionals a private dashboard (web and mobile) to easily interact with, maintain, and gain insights about their network.

Designed to be effortless, FellowUp automatically synchronizes and manages personal connections in one place. Using FellowUp, professionals can save a lot of time and effort following-up. Advanced algorithms notify them of key events, and show them ways to leverage their social-capital.

<http://www.fellowup.com/>



Fooducate aims to help millions of consumers choose healthy, tasty, affordable food, and to affect positive change on the food industry. A first step is Fooducate's free [iPhone app](#), empowering shoppers to automatically scan the barcodes of over 200,000 unique food products: Users instantly see a product's nutrition rating, bullet point explanations, and suggestions for healthier alternatives. If you are concerned about the food on your kitchen table, now is the time to get Fooducated!

www.fooducate.com



Innobell makes calls and instant messaging on mobile devices inherently more social. With the Innobell Android App, people can watch videos, play games, share photos, and more all within a chat session or a phone call. Innobell provides several social add-ons including Facebook, YouTube, PayPal and Google Maps that people can use during their chats or calls.

<http://innobell.com/>



MoMinis provides development tools and distribution of multi platform mobile casual games. MoMinis' unique technology provides free development tool, for creation of mobile casual games. Games are automatically ported to nearly any device and OS. The tools are utilized by MoMinis' community of developers/PC game creators, both indie and professionals. Distribution channels for games created using the MoMinis tools include industry leaders such as NTT DoCoMo, Verizon Wireless, Vodafone, Telefonica and all leading appstores.

www.mominis.com



Onavo's vision is to help smartphone users regain control of their data usage, delivering transparency, management and control. Onavo's first app, launched in April, connects your iPhone to our cloud-based technology, which compresses your data, saving up to 80% of your data charges. It's totally seamless and transparent – once you install it you can go back to using your phone as before.

www.onavo.com



Perfecto Mobile is a leader in cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of real mobile devices accessible via the Web. Perfecto Mobile's MobileCloud™ Platform enables developers and testers to access and control a comprehensive range of the latest mobile devices connected to live networks worldwide. Users can rely on Perfecto Mobile's handsets and tablets to develop, test, deploy and monitor their mobile applications and services without having to physically obtain them. <http://www.perfectomobile.com/>



rewardy

Rewardy offers a 'Starbucks level' smartphone app for customer retention, for Mom & Pop SMB's. Our platform is optimal for businesses with a repeat consumable nature (Cafes, Eateries, SPA's, Laundries, Salons, Convenience stores, Bars etc.)

Rewardy is not just about the chic and cool loyalty experience — the platform offers a set of useful CRM tools as well as proven social media marketing strategies, which allows SMB's to stay on pace with the smartphone revolution..

www.rewardy.com



Ringbow is the first ever touch-screen oriented peripheral device, delivering breakthrough innovation in Human-Computer Interaction. The device enhances the way we engage with the most advanced user interfaces, such as touch screens and visual recognition, by multiplying finger functionalities. Ringbow provides cutting-edge technology for easy and efficient control and a seamless workflow, while enabling the user to always be one step ahead of recent developments, and to enjoy a variety of exclusive features.

www.ringbow.com



TekTrak is a mobile security company. We developed a unique application that allows smartphone owners to accurately track their smartphone in real-time, in case they get lost or misplaced, and secure any private or sensitive information stored on the device. TekTrak's application combines push and pull technology, offering both remote features and background operation, thus providing comprehensive solution, giving users peace of mind, knowing their smartphone is protected.

<http://www.tektrak.com/>



Zipory is a mobile engagement platform, enabling each and every local store, pub and restaurant to turn group buying style intros into long lasting relationships. It's scalable and flexible full-featured SaaS solution enables any size retailer to easily launch and operate a customized, unique mobile and social experience. Using Zipory, SMBs seamlessly create and maintain meaningful relationships: communicating and engaging with their customers, better understanding them, and increasing their chance of returning.



ZooZ is a true mobile electronic wallet that is fast, easy to use and secure. ZooZ enhances the shopping experience by providing secured mobile payments and a delivery platform for loyalty clubs, targeted advertising and marketing.

ZooZ allows users to pay with their smartphone at participating merchants POS, at online commerce sites or over the phone using only their phone number as identification while preserving the trusted and familiar credit card payment flow.

<http://www.zooz2pay.com/>