Invest in Israel
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Invest in Israel
New Media

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Company Index

Dear friends,

Israel's strong presence at IBC 2013 offers a unique opportunity to explore investment opportunities in some of the up and coming technology companies in Broadcasting.

Participating companies offer innovative solutions in areas such as satellite services, content management and distribution, Smart TV and OTT to name a few.

Well recognized for its vibrant and creative Eco System, Israel is where many investors and companies are looking for cutting edge technologies.

Come meet early stage companies seeking strategic partnerships and explore lucrative investment opportunities.

Join us for an exciting presentation of the companies listed in this catalog.

We look forward to your participation.

Respectfully yours,

Jonathan Levy
Director of Digital Media
Ministry of Economy

New Media in Israel

Top-tier technology meets vibrant media culture

Israel is a global player in an increasingly digital world. Known for its innovative technological solutions, Israeli local culture is also media-savvy, with a large number of early adopters.

Media outlets, operators and content providers look to Israel today for its blend of utility and creativity. With creativity, comes the ability to generate increased revenues. Israeli companies enable a rich user experience, and have proven they are as profitable as they are pioneering.

"I want to see the next wave of innovation in commerce coming from Israel and I want eBay to be a part of it."

John Donahoe,
CEO and President, eBay

"We should expect much more investment in high technology in Israel, and many more startups as the next generation of the Internet unfolds."

Eric Schmidt,
Chairman, Google

Invest in Israel, the Investment Promotion Center at Israel's Ministry of Economics is the government's focal point for international investors.

Invest in Israel works closely with potential and current investors throughout the investment process and serves as a source for all investment related information.

Where Breakthroughs Happen

More than 700 new media companies

Israel is home to more than 700 new media companies whose offerings span the range of new media possibilities including content creation, delivery and management, gaming, broadcast, digital and cable TV, IPTV and satellite.

Innovative start-ups

Israel continues to be home to global giants as well as more than 400 media companies classified as start-ups. These start-ups are characterized by innovation and entrepreneurship, with low production costs and a willingness to adapt solutions to customer requirements.

Focus on entertainment

While Israel has a recognized global presence in Internet applications and services, e-commerce, online advertising, and social networks, many involved in the industry are now directing their focus to the entertainment sector.

Digital media culture

Tel Aviv, along with other Israeli cities, has become a global city for high-tech companies. Its dynamic urban atmosphere has been the background for the launch of many new media companies, nurturing them to success.

Multinationals in Israel

Technology giants are active in the Israeli market and many have invested in local companies.
Among the many multinationals operating there are Apple, eBay, Google, AOL, Cisco, Ericsson, HP, Intel, IBM, Microsoft, Motorola and Nokia-Siemens.

International outreach oriented

Given the small local market, many of Israel's most innovative companies quickly become global players and are known well beyond Israel, enabling them to reach larger markets and achieve economies of scale.

Increasing international investments

As products are developed for the international market according to the highest standards, international investment in Israel's digital media companies is rising.

ABonAir Ltd.

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www.abonair.com

Investment Rational

Founded in 2008, ABonAir has grown to become a key vendor of professional wireless video link systems with unbeatable prices. ABonAir now has a series of 6 products and over 30 active resellers worldwide. The investment is intended to enable the Company to increase effort in sales and R&D: extend its network of resellers and distributors, increase sales and further reduce the product-line cost.

Solution at a Glance

ABonAir designs and markets wireless video link systems for professional camera and production teams worldwide. Our systems transmit video content from cameras to OB-vans or broadcast stations using microwave technology.

ABonAir's wireless broadcasting solutions are designed for news coverage (ENG), outdoor sports, reality shows, entertainment, live events and video assist. Our customers include TV channels, news broadcasters, production companies, OB vans, rental houses and system integrators.

We deliver systems for broadcast professionals through our global network of distributors and resellers, which functions through our headquarters and R&D center in Israel.

Privately owned, ABonAir is led by industry veteran Mr. Igler, its President and CEO. An industry expert in wireless communications, Mr. Igler has extensive experience in wireless video systems design for the TV and broadcasting markets for over 20 years.

Company's Challenge and Strategic plan

Increasing competition for ratings and viewer engagement, the need to bring breaking news quickly, to go on the air from remote or unexpected places and provide unique shooting angles, have brought broadcast networks worldwide to extensively adopt wireless video transmission technologies.

Microwave camera link solutions today offer either professional systems at very high cost or low-priced products that compromise on quality: at the high end, OFDM/COFDM-based solutions cost around $45K and are available in licensed frequencies- aimed at large broadcast networks that can afford this expense (CNN, NBC, FOX, etc.). At the low end, wireless video links over cellular networks (like Live-U or TVU Networks) encounter the problem of cell congestion and interferences, and video links over WiFi (such as TeraDek) compromise on picture quality, stability and crowded frequencies. Both Cellular and WiFi-based technologies offer low cost solutions but cannot satisfy professional users' requirements.

ABonAir has recognized this gap and identified the need of many small channels and production teams to wirelessly transmit video content professionally but at affordable prices. ABonAir's revolutionary wireless video links were created to cut system cost dramatically (to around $10K per system), while maintaining exceptionally high-end performance.

The systems are based on a robust OFDM technology and utilize the unlicensed frequencies of 2.4Ghz / 5Ghz. This makes the purchase of expensive frequencies unnecessary and allows even smaller productions to use wireless links easily and free of charge.

In addition, as opposed to high-end OFDM uni-directional systems, ABonAir's OFDM system is built on a bi-directional link between transmitter & receiver that allows it to acknowledge acceptance of each pixel, and therefore to guarantee zero errors, accurate pictures and stable transmission. It also allows driving down the cost. The exclusive offering of bi-directional technology and its advantages clearly position ABonAir's solutions at the high end category of wireless camera products, but at the lower scale of prices.

The Company's goal is to become a prime vendor of microwave video link systems, recognized for its high-end professional solutions at the low and medium range of prices.

Our strategic plan to achieve this goal includes both R&D and marketing/sales aspects. In the R&D, we are continuing to dedicate special efforts on cost reduction. Our Marketing and Sales primarily target brand awareness at professional knowledge centers (like broadcast magazines and global exhibitions); lead generation; and channel marketing, extending and supporting our channel network. We aim to partner with the high-end resellers and distributors of each territory.

Unique Differentiators

1. Robust & 100% reliable wireless systems for HD cameras - ABonAir's robust OFDM radio enable to provide professional broadcasters with particularly robust and reliable video transmission
2. Bi-directional technology for zero errors - Built on a unique bi-directional link between cameras transmitters to receivers, superior to anything in the market today, the system acknowledges the acceptance of each packet of pixels and therefore guarantees 100% accurate pictures.
3. Completely automated setup, without confusing buttons or selection menus, enables the camera team to be on-the-air within 60 seconds

Company References & Strategic Partners

Company references: Among our partners: Beijing RealTrust Technology Co. Ltd (China), Garland Partners Ltd (UK), Omega Broadcast Group (USA), Video Plus (France) and Synchro (Russia).

Ayecka Communication systems Ltd.
Contact: Mr. Baruch Kagan, CEO | info@ayecka.com
www.ayecka.com

Investment Rational

Ayecka aims to be a major vendor In the future market of Interactive Satellite Terminals (IST).

The development of IST for the mass market, such as DTH, requires a variety of engineering capabilities including antenna design, advance digital communication, networking, and design for cost and system level vision. With its competitive edge in development of cost-effective IP over satellite modems, Ayecka is well positioned in this market. Ayecka has most of the technology and knowhow in house and plans on establishing strategic alliances with other companies as needed to offer the first IST to the market, ahead of the competition.

Ayecka is looking to raise 3-5M$ needed to develop and secure its position In the IST market.

The investment will be used mainly for R&D and partially for marketing and working capital.

Increased R&D expenditure will enable Ayecka to strengthen its expertise and improve its technologies, becoming a lucrative partner in alliances.

The company expects to reach profitability within three years and become a major player in the market.

The expected market size is valued at 500M$ (assuming 5M units at an average price of 100$), and Ayecka strives to reach a 30% market share.

Ayecka expects competition from other vendors and plans to take advantage of its early entry to the market, creating a technological lead.
The entry barrier to this market is expected to be high in the first five years.

Solution at a Glance

Ayecka develops and manufactures innovative solutions for IP over satellite.

It was founded in 2007 by five engineers with over 100 years of accumulated experience in the field of IP over satellite.

The core team is comprised of seasoned second timers and top professionals with a proven track record of building mature companies and exit transactions.

With its current product line, Ayecka addresses the markets with optimized and highly competitive cost and performance solutions that fit into business models that are applicable to consumers in both developed and emerging markets.

Ayecka is financially balanced with sales in excess of 1M$ in 2012 and with positive future growth prospects.

Ayecka is privately held by its founders.

Company's Challenge and Strategic plan

With an estimated number of 500 million homes viewing Satellite TV, the majority of which are in the BRIC countries where there is very limited IP communication infrastructure, an interactive channel for Satellite TV set-top terminal is seen by most industry experts as the next step in the development of satellite home TV solutions.

The need for an interactive channel for Satellite TV is driven by several market forces such as:

- Operators' plans to broaden TV services over multiple platforms interactively (advanced games, online voting, impulsive shopping etc.)
 Regional demographics support strong demand for such services.
- The high capability/ increased capacity/bandwidth of new generation satellites - (Ka satellites).
- Satellite operators' plans to utilize their infrastructure for embedded intelligence technologies (Smart home, Smart Grid etc.)

The IST customers are the Satellite TV operators in the key mentioned territories. Ayecka has the marketing capabilities to identify and reach these operators directly.

The sales will be driven mainly by the increased revenue for the operators due to the technological advantages offered by the company.

Unique Differentiators

Thanks to its early market entry and the experience and expertise of Ayecka accompanied by the proper alliances, Ayecka is well positioned for success and will be sought after as a vendor by many Satellite TV operators.

Furthermore, Ayecka plans to cooperate with Satellite TV set-top terminals and chip sets vendors to incorporate the IST technology into their products.

Company References & Strategic Partners

Privately owned.

beamr video

Beamr
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www.beamr.com

Investment Rational

Beamr was founded in 2009 and employs 15 people mainly in R&D. The company raised $3.3M from its founder and other private investors. The company is now seeking an additional investment of $5M, which will be used to accelerate its marketing, sales and business development activities, as well as assist in the development of the next generation technology for H.265 video.

Solution at a Glance

Beamr has developed patent-pending video optimization technology, which significantly reduces the bitrate of H.264 video streams without affecting their perceptual quality. The company offers a full software solution for on-premise or cloud installations, which targets mainly the OTT video streaming market. A hybrid HW/SW solution for optimizing video capture in mobile devices is also available.

For more details, please visit www.beamrvideo.com.

Company's Challenge and Strategic plan

The company aims to become the leading video optimization solution in any video capture, storage and delivery application. In video capture our strategy is to create strategic partnerships with chip vendors, allowing the integration of our technology into mobile and consumer electronic device platforms. A Proof-of-Concept has already been successfully preformed with one the world's largest vendors. In order to establish our technology brand in the content creation and delivery markets we are now in the process of evaluation by three major Hollywood studios, and one of the two largest providers of entertainment video content. Closing a deal with one of these players will validate our technology as market-ready, and will drive significant growth in our business.

Unique Differentiators

Beamr alone owns the technology which guarantees preservation of subjective quality when reducing video bitrates. The technology has already been implemented in an image optimization product line (see www.jpegmini.com), and is covered by 42 patent applications and one granted patent. Our technology can reduce video bitrates by 20-40% for streaming content, and up to 75% for Blu-ray content. Using our solutions, customers are able to enjoy lower storage and delivery costs, while offering an improved experience for their users.

Bluebird TV Ltd.

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www.bluebirdtv.com

Investment Rational

Bluebird TV is a private company funded by its founders. The company achieved record sales in 2012 and is planning to grow 50% during 2013. We are seeking $1M, which will help fund our development efforts and international expansion. We are targeting a total available market which is expected to reach $3B WW by 2014.

Solution at a Glance

Bluebird TV is at the front line of the video industry's transition to the cloud. Our unique cloud based video services cover essential elements of the video workflow including Content Preparation, Media Asset Management (MAM), Cloud Playout and Content Delivery Network (CDN).

Bluebird TV is a service provider that operates in a variety of video industry segments such as content owners, broadcasters, ISP's, Telco's, Satellite operators and online video portals.

Company's Challenge and Strategic plan

Our primary goal is to create a global, cloud based video platform that significantly boosts video performance while lowering operational and capital costs to our customers. We believe we can create a true alternative to traditional video preparation, asset management and distribution models.

We are focusing on developing our unique cloud based media asset management and playout technologies while increasing our global platform footprint.

Unique Differentiators

- A true cloud based service alternative to traditional content preparation, digital asset management, playout and distribution.
- No capital cost with low operational costs while improving video quality and service launch time.
- Cost is predictable, based on actual usage (SaaS).
- Providing the team with the ability to work flexibly.
- Easy to scale.
- Extendible to other systems via API's.
- Bridging traditional broadcast content and platforms to the rising new-media and multiscreen era.
- A unique broadcast and cloud computing research and development knowledge.

Comigo

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www.comigo.com

Investment Rational

The company is seeking to raise $10M as an equity investment to fund its ongoing activity until reaching "Break-even" (expected during Q3 2014).

Solution at a Glance

Comigo was established in Feb 2011 by Dov Moran. Dov is known as the inventor of the USB flash drive, founder & CEO of msystems (which was acquired by SanDisk for $1.6B in 2006) and the founder & CEO of modu, which developed the concept of a modular phone (the company ceased its activity end of 2010 and its patents were acquired by Google).

Comigo has developed a multiscreen Smart TV platform targeted toward Operators/TV Service Providers.

Comigo solution offers revolutionary social viewing capabilities as well as contextual value added service ('WatchApps'), all via one super simple and enjoyable personal viewing experience.

WatchApps are applications that can be synced with specific shows and be overlaid on top of the broadcasted stream. The WatchApps are available on the big TV screen, by using Comigo STB, as well as on either Android or iOS Tablets and Smartphones.

Unlike other second screen smartphone apps that have limited functionality, Comigo has released an SDK which enables others to develop apps, and has provided a management tool that allows operators to review WatchApps and assign them to specific programs, channels or time slots.

Comigo platform consists on:

- middleware for Android-based STB (potentially also an Android STB HW as well)
- applications for Smartphones & Tablets (based on Android or iOS)
- web interface for the operator to manage the experience with its customers
- Comigo back-end server which supports the personal and social experience

Company's Challenge and Strategic plan

Comigo aims to transform any show to an exciting one, while bringing significant value to the end user as well as to the TV Service Provider.

We want to penetrate and reach as many subscribers as possible;

We've selected to target Operators/TV Service Providers, since these have:

- Existing customer base
- Ability to bundle TV service with other services (Internet, mobile, fixed line)
- Ability to acquire relevant content which is critical for the success of TV service
- Existing Operational infrastructure to sell the product and support customers

We target initially green-field operators, that aim entering the TV market (mobile/ISP operator), and which are looking for innovative solution which offers them differentiation beyond content.

Unique Differentiators

Comigo platform opens new revenue opportunities for TV Service providers/Operators by:

- Enabling to deliver value added services ('WatchApps') which are relevant to the viewed show
- Comigo back-end server gather extensive data about the user viewing habits and his social interaction, this enables to generate micro-targeted campaigns/advertising
- Comigo utilizes the social nature of its solution to promote campaigns through the viewer's social network

Idioma Ltd.

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www.idiomasolutions.com

Investment Rational

Idioma's real-time sync services provide second screen apps with features that are essential in bringing the main and second screen together, creating a complete and compelling interactive TV viewing experience.

Idioma's services are easily accessible through a simple SDK/API.

Idioma's services are powered by robust and field proven back-end platforms.

Solution at a Glance

Idioma provides automation, synchronization and interactivity for TV second-screen applications.

Idioma has been a leading provider of broadcast monitoring and workflow services for a global client base (companies such as Nielsen, GFK, TNS and more) since 2001.
Idioma integrates various audio and video detection technologies into a sophisticated real-time processing workflow; providing flexible, scalable, location-free, accurate and robust solutions.

Together with wywy, a TV second-screen service provider, Idioma leveraged its technology to fulfill the emerging demand of the second-screen market for app synchronization, interactivity with linear broadcast and automation of check-in processes. After successful launches of ACR (Automatic Content Recognition) platforms in Germany and the in the USA, real-time synchronization services are now available through a simple SDK/API.

Company's Challenge and Strategic plan

Idioma's primary goal is to offer real-time synchronization services through a simple SDK/API on a global scale. Idioma is making strides towards this goal by strategically launching ACR platforms (Automatic Content Recognition) in global locations. By utilizing Idioma's ACR to generate precisely time-synchronized events and promotions on the second screen, broadcasters, marketers and advertisers can more accurately target customers and offer compelling interactive programming and advertisements. So far platforms were launched in Munich, NYC and Tel Aviv, serving Europe, the US, Middle East and South Asia.

Unique Differentiators

Idioma's real-time sync services provide second screen apps with features that are essential in bringing the main and second screen together, creating a complete and compelling interactive TV viewing experience.

Idioma's services are easily accessible through a simple SDK/API.

Idioma's services are powered by robust and field proven back-end platforms.

Company References & Strategic Partners

Company references: Nielsen, GFK, TNS
Main partners: WyWy GmbH
Investors: WyWy GmbH

VideoThru – a division of IPgallery

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www.ipgallery.com

Investment Rational

In order to finish the development and promote VideoThru globally we are seeking to raise 10M USD.

Previous founding was small and done 12 years ago. Not relevant to new activity.

Solution at a Glance

IPallery, founded in 2000, is a prominent software development house for the telecommunications industry.

VideoThru is an end-to-end MSO cloud based Video System.

VideoThru is designed for MSO (cable) and Mobile operators.

VideoThru is a personalized and content-right aware video switching and logic service that resides in the operators' cloud and enables the MSOs and Mobile operators to become the focal portal and end-users' Hub for all their content consumption anywhere, anytime and on any device

Company's Challenge and Strategic plan

TV Everywhere (TVE) was announced in 2009 as the first step in a much larger effort among pay-TV incumbents to address shifting consumer behavior. The fact that TVE is not widely deployed represents a tremendous lost opportunity for TV networks and multichannel TV operators, not to mention consumers.

VideoThru aims at TV networks and multichannel TV operators to help them address their business differences and move forward rapidly with their TVE rollouts. With the evolvement of the Internet, it is even more important both tactically and strategically for pay-TV incumbents to have a robust competitive offering in the rapidly expanding OTT marketplace.

Unique Differentiators

VideoThru is an innovative end-to-end Social TV platform in the MSO cloud, delivering the next generation of TV Everywhere plus value added services.

VideoThru solution highlights:

- MSO Cloud based Portal
- HTML-5 web browser intuitive UI
- Transparent Content Right handling
- Hub to all content consumption anywhere anytime on any device
- VAS in the cloud
- Personalization
- Social experience with grouping beyond content provider's limitation

Company References & Strategic Partners

Company references: Bezeq (Israel), MTS (Russia), Globus (Russia), Megacable (Mexico), Melita (Malta), Globul (Bulgaria)

LATTO (Live Asia Media LTD)

Contact: Mr. Jonathan Benartzi, Co-Founder & CEO | jonathan@latto.tv

www.latto.tv

Investment Rational

LATTO is looking to raise $7-8 million to grow its sales, marketing and R&D.

Solution at a Glance

LATTO is a leading developer and provider of centralized cloud-based multi-screen video store solutions for streaming live/linear and on-demand video content - "Over-the-Top" (OTT) and as part of TV Everywhere (TVE) initiatives. LATTO's proprietary video platform offers Telecommunication Operators, Broadcasters and Content Aggregators an innovative end-to-end and white label solution with the ability to easily monetize video assets.

The LATTO TVE Platform is a modular solution addressing all aspects of the online video landscape and life cycle:

- "LATTO GO" — A centralized content distribution management system for publishing live, VOD and catch-up TV content across devices via a single control console.
- "LATTO PAY" — A flexible & cloud based transaction and payment engine fitting any business model and offering a unified platform for billing end users across multiple devices, real-time data analysis, BI and reporting system as well as a broad array of payment methods.
- "LATTO-SHOP" — Innovative monetization tools maximizing the value of your media assets and creating incremental revenue streams. LATTO media store solutions offer a truly personalized entertainment experience allowing for maximizing content consumption and sales. Further our interactive V-commerce solutions and UI enable "one-click-buy" via any screen and amplify "impulse-buy" creating additional revenue streams. Our intelligent ad- and offer delivery platform ensures micro-segmentation, user-and device specific recommendations and ads, content and product relevancy and an engaging TV- ad experience, while the CPA-based business model allows for maximizing the value of your ads. The LATTO - SHOP user interface offers an intuitive, fun and easy-to-use shopping experience without interfering with the entertainment experience.

Company's Challenge and Strategic plan

Goal

Expand the company's presence and customer base in its primary target market - North America and Americas -

through strategic partnerships and cooperation's.

Strategy

Sales & Marketing:

- Open a NYC based Sales Office
- Expand the Sales Team
- Raise brand awareness with focus in target markets

Research & Development:

- Expand Developer team
- support further product and technology development
- support the increase in the scope of project execution

Unique Differentiators

- LATTO's centralized solutions allow for efficiently managing even large media libraries and monetizing all types of video assets from a single repository, anywhere in the world.
- The flexibility of the platform offers a turnkey solution for easy publication and distribution of content to any connected device, while allowing for a superior time-to-market.
- The modular solution can be purchased as both, a complete end-to-end or a customized stand- alone solution, ensuring a seamless integration and an optimum fit to your unique in-house architecture and business dynamics and goals.
- LATTO's robust Business Management Server (BMS) allows for defining and managing all business rules in a user centric, dynamic and flexible way while enabling to leverage & commercialize any type of media assets at high scalability.
- LATTO's ideally geographically located broadcasting control center oversees the downlinking, turnaround and up - linking of content in a highly cost-efficient & secure way.

Pixellot Ltd.

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www.pixellot.tv

Investment Rational

Pixellot is seeking $US 1-2 million for product enhancement and marketing/sales development.

The funds will be used to:

Develop stats, mobile, replay and home user applications relying on the core technology with the objective of providing customers with a complete production suite.

Establish the company's global sales network, business service model and marketing tools

Solution at a Glance

Pixellot offers an affordable and scalable outdoors broadcast video capture system based on a fixed array of high resolution cameras and a virtual production suite that may be located at the venue, in a remote production room or even at the user's home.

Company's Challenge and Strategic plan

Pixellot has set to generate a broadcasting solution of quality video with no visible stitching lines or other blemishes, while keeping the system cost low and manage the vast amount of pixels data.
The business goal is to dramatically reduce the current production cost of outdoors productions addressing the need to capture hundreds of thousands of events that cannot afford such costs.

Our preferred business model is to set local production service companies in key territories or to partner with local service providers

Unique Differentiators

In face of economic realities and declining TV production budgets Pixellot's offers an affordable answer for event broadcasting and webcasting.

Perfect second screen system providing users with many exciting features such as alternate views and in depth data.

The ability to display unprecedented unique data and graphics as well as augmented replays in sports events.

Generating numerous home user applications enabling new advertising and other revenue sources.

Cost effective coverage of any outdoors broadcast event (not just sports).

Vodience

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www.vodience.tv

Investment Rational

Vodience is seeking $1M-1.5M funding to complete the core product roadmap development to enable aggressive marketing and to build international sales infrastructure to rigorously tap into the global market.

Solution at a Glance

Content owner's web publishers and broadcasters are struggling to find new and unique ways to attract, retain and engage their viewers around the content.

Vodience provides real-time audience or crowd visualization - for any broadcast, on any screen, be it an add-on for web broadcasts or 2nd screen and smart TV apps for TV broadcasters.

 Vodeince's virtual audience creates a unique, brand-new live-audience experience which dramatically increases the retained viewer numbers, consumption time and general engagement.

Company's Challenge and Strategic plan

Our primary goal is to become the default means of social interaction around any event based content to be used by any media (content producer, publisher, broadcaster and media agencies) .

Vodience's strategy consists of two phases:

In the first phase, Vodience is partnering with web-publishers, content owners and broadcasters, creating a consistent, compelling experience across any device around their broadcast events.

Gradually, Vodience will build itself as a destination platform and users DB. In the Vodience destination platform, users will be able to manage their own account by choosing and designing their virtual identity, adding fields of interests and tuning their crowd management preferences.

At a later phase, Vodience will maintain direct contacts with the users and establish direct relationships with the sponsors and advertisers to purchase Vodience's "interactive arena real estate".

Unique Differentiators

Relying on its patent pending crowd management technology, Vodience is the only player to create a real-live audience experience for online and TV viewers. The visualization of the audience opens a vast new feature-set that captures the viewers and increases their engagement and consumption time. These features simply do not exist in any other social plug-in or 2nd screen application. Social plug-ins such as facebook and twitter merely offer live multi-chat rollers, while new 2nd screen players such as Zeebox and GetGlue are providing complementary information on the content and the same common social feeds as their sole viewer's social experience. None of these players are attempting to provide a collective crowd experience, or to face the challenges when visualizing a mass-audience crowd.

Company References & Strategic Partners

Company references: www.one.co.il (2nd biggest sport publisher/broadcaster in IL), www.ynet.co.il : Israel biggest news and Entertainment publisher, Maccabi Tel Aviv - Israel most popular sport club in Europe

Main partners: Team To Market Ltd.

Investors: In Negotitions

InVest in Israel
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