



THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE



Ministry of Economy and Industry
Foreign Trade Administration



רשות החדשנות
Israel Innovation
Authority



REDEFINING INNOVATION

CES[®] 2024



January 9-12, 2024 | Las Vegas, NV | Venetian Expo
Eureka Park | Hall G | Booth No. 61701



Consumer
Technology
Association



THE ISRAEL EXPORT & INTERNATIONAL COOPERATION INSTITUTE

The Israel Export & International Cooperation Institute (IEICI), supported by member firms, private sector bodies, and the government of Israel, advances business relationships between Israeli exporters, overseas businesses, and organizations. By providing a wide range of export-oriented services to Israeli companies and complementary services to the international business community, IEICI helps build successful joint ventures, strategic alliances, and trade partnerships.

Israel has more than 9,000 hi-tech companies whose offerings span the range of innovative solutions. They are active on mobile devices, smart home and smart TV, video and gaming, medical, automotive, wearables, the Internet of things, and many other arenas. IEICI is committed to advance Israeli hi-tech companies by bringing together Israeli companies and leading tech companies from around the world.

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Ministry of Economy and Industry
Foreign Trade Administration



THE FOREIGN TRADE ADMINISTRATION AT THE ISRAELI MINISTRY OF ECONOMY AND INDUSTRY

The Foreign Trade Administration (FTA) is an agency within the Israeli Ministry of Economy and Industry responsible for promoting and facilitating Israel's international trade activities. Its main objective is to expand Israel's exports, attract foreign investments, and strengthen economic ties with other countries. The Foreign Trade Administration operates through more than 50 Economic and Trade Missions worldwide, assisting Israeli businesses in accessing foreign markets and identifying potential partners and opportunities.

ISRAEL ECONOMIC AND TRADE MISSION TO THE WEST COAST

The Israel Economic and Trade Mission to the West Coast is the official representation of Israel's economic interests in the western region of the United States. It serves as a liaison between Israeli businesses and potential partners, investors, and customers on the West Coast. The Mission focuses on promoting trade and investment opportunities, fostering innovation and technology collaborations, and strengthening economic ties between Israel and the West Coast states, such as California, Oregon, and Washington. Through various events, conferences, and networking opportunities, the Mission aims to facilitate bilateral economic growth and cooperation in key sectors like technology and AI, cybersecurity, agriculture, health, and more.



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THE ISRAEL INNOVATION AUTHORITY

The Israel Innovation Authority, responsible for the country's innovation policy, is an independent and impartial statutory public entity that operates for the benefit of the Israeli innovation ecosystem and the Israeli economy as a whole. Its mission is to strengthen the innovation ecosystem and promote innovation, entrepreneurship, and disruptive technologies as a leverage for inclusive and sustainable economic growth. The Authority functions as an enabler for all things related to the Israeli innovation ecosystem. It provides conditional grants to support disruptive technological innovations as well as engage in creating the groundwork and infrastructure to prepare for future technologies in order to maintain both technological and economic leadership as well as improve productivity and global competitiveness of the Israeli economy. For more information, visit our site: www.innovationisrael.org.il/en



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Location Technology											
Secured Self Shopping											
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AI & Computer Vision											
Customer Experience											
Wearables											
Loyalty & Personalization											

AR/VR | 3D

3D augmented reality platform for video streams

Make any video stand out with broadcast-quality augmented reality. Arti's simple content creation workflow makes it easy to add 3D graphics to any video stream by anyone - no hardware or design skill needed. We combine your live video with 3D cloud rendering to create a live, mixed-reality scene that will make any webinar, zoom call, Twitch stream, sales or training video 3X more engaging and 70% more memorable.





www.carTEAV.com

Mobility | Logistic & Last Mile

Autonomous low speed solution for geo-fenced areas.

Carteav provides autonomous low-speed vehicles used to transport people and goods, operated in regulation-free and managed & geo-fenced areas such as resorts, retirement, villages, airports, gated communities, campuses, and car free zone in urban areas. This largely circumvents the issues around regulation on public streets and is in itself a massive opportunity that is available right now. From there, Carteav plans to expand to fulfill its complete vision: expanding significantly into the full autonomous vehicle market, in all areas of urban tremendous opportunity.





www.corractions.com

AI | Mobility | Wearables | Logistics & Last Mile

Prevent accidents through AI based brain activity monitoring.

CorrActions is disrupting the brain-computer-interface, providing a highly accurate software-only brain activity monitor, using AI analysis of unconscious muscle motion that reflects brain signals activity. CorrActions enables reliable brain activity monitoring on the go based on data from motion sensors available in any digital device. CorrActions enables automotive manufacturers to understand drivers' and passengers' cognitive symptoms, such as fatigue, inattention, anxiety, alcohol, motion sickness, drugs influence, etc., with high accuracy, using data that is already available in vehicles without any changes to hardware changes.



en.ezingrow.com

Retail Tech | eCOM | AI & Computer Vision | Customer Experience
| In-store Marketing

Indoor plant growing made easy using automated smart planter.

EZinGrow is a startup company offering an intelligent, simple, low cost, maintenance free and user friendly solution for plants growing in indoor environments – home, office, building, organization, institute, etc. EZinGrow's innovative solution relies on a controller which automatically monitors and controls plant grow conditions according to specifically customized grow plans generated by a cloud service thus providing guaranteed success with an unprecedented user experience requiring minimal intervention and no need for prior knowledge or experience.

The control unit may be easily integrated and hosted by practically any planter thus ensuring a wide variety of aesthetic planter selection.



hailo.ai

Mobility | AI | Loss Prevention Technology |
Frictionless Shopping | AI & Computer Vision

Hailo develops top-performing AI processors specifically designed to enable AI tasks on the edge.

Hailo, an AI-focused chipmaker, is developing specialized AI processors that enable data center-class performance on edge devices. Hailo's processors are the product of a rethinking of traditional computer architecture, enabling smart devices to perform sophisticated deep learning tasks such as object detection and segmentation in real-time, with minimal power consumption, size, and cost. The processors are designed to fit into a multitude of smart machines and devices, impacting a variety of sectors including automotive, security, industry 4.0, and retail.





iRomaScents™



Seeking
Investment

www.iromascents.com

Secured Self Shopping | AR/VR | Retail Tech | Customer experience
| Customer Experience AI for Marketing

iRomaScents adds scents to life and to messages (Scenticon = scented emojis).

Today, the most common way to express emotions is by using Emojis (92% of the Net users use emojis, regularly).

Over 5 billion emojis are being sent daily!

Adding scents to emojis, or even sending scent attached to a message, picture, music, or any other file type, enhances the messages and elevate them to higher level.

iRomaScents® enables users to send such scented messages (Scenticons™) from their smartphones and/or computer to the other side of the world, by a simple tap.

Same device is being used as a platform for other applications: retail, scented movies and video games, commercial ads, education, etc.

Nimble



www.nimblebeauty.com

AI | eCom | Automated Dispensing Merchandising
| AI & Computer Vision

Nimble Beauty is the world's first smart at-home nail salon, using a patented combination of sophisticated robotics and AI algorithms to scan, paint, and dry your nails in one game-changing device from the comfort of home.

Meet Nimble: the next generation of at-home beauty.

Nimble uses a patented combination of sophisticated robotics and AI algorithms to scan, paint, and dry your nails in one game-changing device, delivering salon-quality manicures from the comfort of home. Addressing the \$60BN global nail market, Nimble offers the 100MM US women who paint their nails on a regular basis a vastly more convenient, affordable, and delightful option.

Nimble drove a wildly successful pre-order campaign, during which 5000 devices were sold, generating almost \$2MM within a month. With almost 1000 devices delivered and thousands more to come, Nimble is available to purchase on nimblebeauty.com.





AR/VR | AI & Computer Vision | 3D | Location Technology |
Data & Analytics

Unleash the power of real-time 3D digital twins and AR anchors on edge devices.

Resight has developed a real-time distributed AI perception engine, running on edge devices, enabling the creation of 3D digital twins, a replica of the physical environment.

Resight's unique edge device processing ensures low latency, temporal robustness, and enhanced privacy, while providing collaborative 3D digital twin creation and analytics, and a multi-user persistent augmented reality layer overlaying physical locations, enabling navigation and discovery.

This has been utilized by early adopters with the potential to revolutionize their industries, from manufacturing and retail to tourism and training. Enterprises can leverage the solution for collaborations, data-driven decisions, and immersive augmented experiences.





Wearables | Customer Experience | Loyalty & Personalization

Stay optimally hydrated with Water.io smart bottle. Start the wellness effect today!

Explore Water.io: where tech meets your well-being. The smart bottle with patented technology that offers customized hydration plan, reminders, and real-time tracking so you can reach your goals as you stay optimally hydrated day after day.

VISIONARY.AI

www.visionary.ai

AI

Visionary.ai empowers cameras to see in the dark.

Listed as one of the 100 Most Promising AI Startups of 2023, Visionary.ai empowers cameras to capture state-of-the-art video quality in extreme low light. The software uses edge AI to achieve state-of-the-art video quality in real-time.

Features include True Night Vision, blur and noise reduction, improved HDR performance, and superior object recognition.

The technology has applications across several industries, including mobile, laptop, IoT, drones, robotics, mobility, and medical imaging.

Visionary.ai's partners include Qualcomm, Synopsys, Cadence, NVIDIA, and CEVA.





Visual Layer

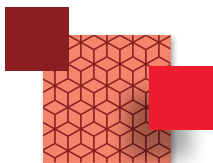
visual-layer.com

AI & Computer Vision | Data & Analytics

Software for management, exploration and visualization of large image and video repositories.

Visual Layer is building the most powerful visual data management platform that enables companies to manage, explore, visualize and curate massive image and video datasets with unparalleled speed and quality. Based on our popular open-source tool fastdup, which reached 320,000 users within its first year, Visual Layer leverages its proprietary graph engine to automatically understand your data, surface critical events, fix data quality issues. Visual Layer can be used by programmers and analysts (no code).





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Production: IEICI Media and Communication Division. Design: Ayala Eylath

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