

CALENDAR EVENT DETAIL

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U.S. Israel New Media Business Exchange

This event will showcase Israeli companies and their innovative technologies.

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Promoting Sponsor:



Description: Turner Broadcasting, in Partnership with Microsoft and the American-Israel Chamber of Commerce, Announces First U.S.-Israel New Media Business Exchange

July 25-26, 2007 at the TBS, Inc. Techwood Campus in Atlanta, Georgia

Turner Broadcasting System, Inc. (TBS, Inc.), the American-Israel Chamber of Commerce and Microsoft today announced the first U.S.-Israel New Media Business Exchange. Scheduled for July 25-26 at the Techwood Campus in Atlanta, this event will present an unparalleled opportunity for emerging Israeli and the Southeast U.S. to present themselves and have pre-arranged and pre-qualified Israeli and North American companies to foster joint venture R&D, investment and marketing alliances.

The New Media Business Exchange is a unique peer-to-peer networking and matchmaking framework, and for the North American companies, a very concise and productive way to connect with a wide range of cutting-edge technologies from Israel.

Jim McCaffrey, executive vice president, operations and strategy, TBS, Inc., will host the Exchange's Gala Reception on July 25. The Reception will be held at 6:30 p.m. at the Metropolitan Atlanta Convention Center (1285 Andrew Young International Blvd.) and is open to the public. To register, please visit <http://www.usisraelexchange.com/newmedia/Gala.htm>.

"This event will showcase Israeli companies and their innovative technologies to a wide range of North American companies," said Laurie Olivier, board chairman of the American-Israel Chamber of Commerce. "The U.S.-Israel New Media Business Exchange will create relationships between Israeli new media companies and potential partners and investors."

Participating North American companies include Turner Broadcasting, Microsoft, Time Warner Entertainment Company, Time Warner Cable, Time Warner Interactive, Time Warner Entertainment Partners, IDG Ventures, Intent Media Works, Cox Communications, and Comcast Interactive Media.

The Israeli companies are being selected for participation based on their expertise in the following categories that were identified by the major US companies including **Web Applications, Security and DRM, Analytics, Emerging Ad Technologies, Advanced Video Applications, Wireless Applications, Consumer Electronics, and Content / Rights Aggregation.**

"Israel is a hotbed for these technologies, and we have an abundance of companies added," said Olivier.

"Turner Broadcasting realizes the importance of remaining at the cutting edge of the media space," said Alastair Hamilton, corporate senior vice president, platform redistribution technology, TBS, Inc. "We've seen some extremely impressive and innovative companies. Teaming up with the AICC allows us access to these companies to build mutually beneficial relationships in the forefront of the technology revolution."

New Media Event Builds on Previous Successful Exchanges

In 2006, 27 emerging Israeli companies joined eight emerging Southeastern U.S.-Israel Broadband Business Exchange, organized by the American-Israel Chamber of Commerce with Cox Communications and CableLabs®. In less than 24 hours, the innovative match made one-on-one meetings for them with major U.S. companies producing business relationship decisions of several Israeli firms to establish their US headquarters in Atlanta.

"The New Media Business Exchange is a great opportunity to bring together the telecommunications industry," said Gabriele Di Piazza, managing director for the Media Communications Sector at Microsoft Corp. "We look forward to establishing key relationships. We are pleased to sponsor this event."

"Atlanta is a major center for telecommunications and new media entertainment leadership in cable broadband," said Christopher Klaus, CEO & founder of Kaneva at the Chamber of Commerce's technology marketing council. "With access to world-class resources and a talented workforce, Atlanta is continuing to attract emerging businesses."

Turner Broadcasting System, Inc., a Time Warner company, is a major producer around the world and the leading provider of programming for the basic cable industry.

Additional sponsors of the event include the Metro Atlanta Chamber of Commerce, CarterBaldwin, Vyyo, and Greenberg Traurig (Gold), ARRIS (Bronze), and MIT Enterprise Organization Co-Sponsors)

The American-Israel Chamber of Commerce is a binational business association devoted to economic development by fostering understanding, cooperation, and business relationships between the two nations. It is a proud affiliate of the Jewish Federation of Greater Atlanta. Since its founding in 1992, it has facilitated transactions valued at more than \$900 million, creating jobs and benefiting the economies of both nations. It targets a range of projects involving import, export, research & development, direct investment, and trade. Focus areas include software, telecommunications, energy, medical technologies and security.

Start Time: 7/25/2007 at 10:30 AM

End Time: 7/25/2007 at 5:30 PM

Where: Turner Broadcasting
1050 Techwood Drive, NW
Atlanta, GA 30318

Pricing: Visit www.usisraeexchange.com/newmedia for price information

Est. # Attendees: 200

Event URL: <http://usisraeexchange.com/newmedia>

Group Phone #: (404) 843-9426

Event Contact: Mitch Leff
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Return

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