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**Unveiled**

**CES Unveiled TEL AVIV**

**October 7, 2013**

Hilton Tel Aviv | Tel Aviv, Israel



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**CESweb.org**

# SCHEDULE OF EVENTS

- 9:30-9:50 a.m.**      **TEL AVIV STOCK EXCHANGE OPENING BELL CEREMONY**  
**Ester Levanon**  
CEO, Tel Aviv Stock Exchange (TASE)
- 9:50-9:55 a.m.**      **OPENING REMARKS**  
**Ambassador Daniel J. Shapiro**  
U.S. Ambassador to Israel
- 9:55-10:15 a.m.**      **CES UNVEILED TEL AVIV KEYNOTE ADDRESS**  
**Mooly Eden**  
President, Intel Israel
- 10:15-10:30 a.m.**      **2014 INTERNATIONAL CES PREVIEW**  
**Gary Shapiro**  
President and CEO, (CEA)<sup>®</sup>
- 10:30-11:15 a.m.**      **GLOBAL CONSUMER TECH TRENDS, THE 2014 CES AND IMPLICATIONS FOR ISRAEL**  
**Shawn DuBravac**  
Chief Economist and Sr. Director of Research, (CEA)<sup>®</sup>
- 11:15 a.m.–NOON**      **INNOVATION IN BUSINESS PANEL DISCUSSION**  
**MODERATOR:**  
**Gary Shapiro**  
President and CEO, (CEA)<sup>®</sup>
- PANELISTS:**  
**Meir Brand**  
Managing Director, Google Israel, South Africa & Greece  
**Dan Inbar**  
CEO, N-trig  
**Dr. Yoelle Maarek**  
Head of Yahoo! Labs, Israel  
**Dov Moran**  
Founder and CEO, Comigo  
**Dr. Yossi Vardi**  
Tech Entrepreneur
- NOON–3 p.m.**      **TABLETOP EXHIBITION AND NETWORKING EVENT**

# SPEAKER BIOGRAPHIES



**Mooly Eden**  
President, Intel Israel

Shmuel (Mooly) Eden is senior vice president; and president, Intel Israel. In this capacity, he is responsible for overseeing all Intel Israel operations and strategy.

Eden joined Intel in 1982. He held numerous technical and management positions in microprocessor design for several Intel microprocessors, including the Intel® Pentium® processor with MMX™ technology. From 1999 to 2003, Eden was director and general manager of the Israel Development Center. He was responsible for the development of the mobile microprocessors and chipsets, including Intel® Centrino® Processor Technology and the Intel® Pentium® M processor. In 2004, Eden served as vice president and director of marketing for the Mobile Platforms Group, responsible for driving growth in the notebook computing segment, and in 2005 he was promoted to vice president and general manager of the Mobile Platforms Group, responsible for ramping the notebook and later the netbook categories. In 2009 he was promoted to vice president and general manager of the PC client group, where he oversaw the platform planning, architecture, enabling and marketing of Intel's PC solutions for the desktop and mobile computing segments.

Prior to joining Intel in 1982, Eden was an engineer for Tadiran Communication, Ltd.

Eden received a bachelor's degree in electrical engineering from the Technion Institute of Technology in Israel in 1973 and a senior business management degree from Jerusalem University. He taught as an adjunct senior lecturer at the MBA program of the Technion Institute of Technology from 1999 to 2002.



## **GARY SHAPIRO**

**President and CEO**

**Consumer Electronics Association (CEA)®**

Gary Shapiro is president and CEO of the Consumer Electronics Association (CEA)®, the U.S. trade association representing more than 2,000 consumer electronics companies and owning and producing the world's largest annual innovation tradeshow, the International CES®.

Shapiro led the industry in its successful transition to HDTV. He co-founded and chaired the HDTV Model Station and served as a leader of the Advanced Television Test Center (ATTC). As chairman of the Home Recording Rights Coalition (HRRCC), Shapiro led the manufacturers' battle to preserve the legality of recording technology, and consumer fair use rights.

He is a member of the Board of Directors of the Northern Virginia Technology Council and the Economic Club of Washington. He sits on the State Department's Advisory Committee on International Communications and Information Policy. He has served as a member of the Commonwealth of Virginia's Commission on Information Technology and on the Board of Visitors of George Mason University.

Shapiro leads a staff of 150 employees and thousands of industry volunteers and has testified before Congress on technology and business issues more than 20 times. In 2012, and in prior years, *Washington Life* magazine named him one of the 100 most influential people in Washington. CEA also annually wins many awards as a family friendly employer, one of the best places in Virginia to work, and as a "green" trade show producer.

Shapiro authored CEA's bestsellers "*Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses*" (Harper Collins, 2013) and "*The Comeback: How Innovation will Restore the American Dream*" (Beaufort, 2011).

He received his law degree from Georgetown University Law Center and is a Phi Beta Kappa graduate with a double major in economics and psychology from Binghamton University. He is married to Dr. Susan Malinowski, a retina surgeon.



**Shawn G. DuBravac, CFA**  
Chief Economist and Sr. Director of Research  
Consumer Electronics Association (CEA)®

Shawn DuBravac is the chief economist and sr. director of research for the Consumer Electronics Association (CEA)®, the U.S. trade association representing more than 2,000 consumer electronics companies and owning and producing the world's most important technology event, the International CES®.

DuBravac provides crucial economic analysis to association and industry leaders regarding future economic activity and the relative health of the technology industry. He also contributes research into technology trends that underpin the industry. He was the primary driver of the industry's new smartphone index, developed in partnership with NASDAQ, and the CE consumer confidence index, in partnership with CNET. In 2012, DuBravac was named to *Dealerscope's* "40 under 40" list of people to watch in the consumer technology industry.

DuBravac has been widely published on the topics of finance, economics and technology. His keen insights regarding the economic drivers of the global consumer electronics industry have made him a highly sought-after speaker and commentator. DuBravac travels both internationally and domestically to meet with consumer electronics (CE) industry leaders and make presentations about technology and the economy. In addition, his analysis has appeared in the *Wall Street Journal*, the *New York Times*, the *Financial Times*, the *Los Angeles Times*, *Barron's*, CNN, MSNBC and other media outlets.

DuBravac has taught as an adjunct professor for George Washington University's MBA program and has taught at Mary Washington University and for George Mason University's MBA program. Prior to joining CEA, DuBravac was head research analyst in the Economic Analysis Group of the Department of Justice's Antitrust Division. He holds economic degrees from Brigham Young University and George Mason University.

DuBravac is an active member of several professional organizations including the National Association of Business Economists (NABE) where he is on the board of directors and the National Business Economic Issues Council (NBEIC). He holds the Chartered Financial Analyst (CFA) designation and is the past president of the CFA Society of Washington, DC. In his free time, he volunteers in his community by providing financial education through the Virginia Cooperative Extension.

DuBravac shares many of his insights and ideas on Twitter at @twoopinions.

**Meir Brand**

**Managing Director, Google Israel, South Africa & Greece**

Meir Brand is a member of Google's management team for SEEMEA (Southern and Eastern Europe, Middle East, and Africa) and is managing director for Israel, Greece and South Africa. Meir joined Google in September 2005, when he was appointed to set up and lead Google's operation in Israel as country director for Google Israel. Under his leadership, Google Israel grew to become the leading advertising platform in Israel. Since December 2009 he has also led the Greek and South African offices, both of which are also undergoing substantial growth. To date, the company has almost 350 employees in these three countries in the various business and R&D centers.

Meir has a 14 year successful track record as a business and marketing executive with leading global companies such as: Microsoft, Booz Allen & Hamilton and P&G. An experienced Internet veteran, Meir joined his first Internet company in 1999 as Business Development Manager at Excite@Home. He later moved to ICQ (formerly of AOL Group) as VP sales and marketing. Meir holds an MBA from Harvard University Graduate School of Business (Honors) and a bachelor's degree in economics from Tel Aviv University (*magna cum laude*) and speaks English, Hebrew, Portuguese, and Spanish.

**Dan Inbar**

**Chief Executive Officer**

**N-trig**

Prior to his current position, Dan Inbar served as SanDisk's senior vice president for business initiatives, as well as SanDisk Israel country manager. Previously, he served as general manager of SanDisk's mobile and imaging vendor business. Inbar joined SanDisk in November 2006 through the acquisition of M-Systems Ltd. Prior to that, he held marketing and management positions at e-Mobilis, Top Image Systems Ltd. and NICE Systems Ltd.

Inbar holds a bachelor's degree in electrical engineering from Technion - Israel Institute of Technology, Israel and master degree in business administration from Institut Européen d'Administration des Affaires (INSEAD), France.



**Dr. Yoelle Maarek**  
Head of Yahoo! Labs, Israel

Dr. Yoelle Maarek is the head of Yahoo! Labs in Israel and a senior director at Yahoo. Her team conducts research activities impacting products such as Yahoo! Mail, Yahoo! Answers and Yahoo! Search. Prior to this, Maarek was the director of Google Haifa Engineering Center, which she opened in 2006 and grew to close to 40 team members. There, she led the team that launched “Suggest”, Google’s query completion feature on google.com and YouTube worldwide. From 1989 to 2006, Maarek was with IBM Research, first in the U.S., and then in Israel, where she held a number of technical and management positions, eventually leading the search and collaboration department and becoming a Distinguished Engineer.

She received her doctoral degree in computer science from Technion, in Haifa, Israel. In parallel, during her doctoral studies, she spent a year in the computer science department of Columbia University in New York, as a visiting student. She graduated from the “Ecole Nationale des Ponts et Chaussées” in Paris, France, and received her “DEA” (graduate degree) in computer science from Paris VI University, both in 1985.

Maarek’s research interests include information retrieval, Web search, Web mining and Web applications. She has published more than 70 articles in these fields and is active in the research community. She has served as regular or senior PC member at most recent SIGIR, WWW and WSDM conferences, as PC co-chair of WWW’2009, WSDM’2012 and SIGIR’2012. She is a member of the Board of Governors of the Technion, chairing its Student Affairs Committee. She was appointed ACM Distinguished Scientist in 2010.



**Dov Moran**  
Founder and CEO, Comigo  
Inventor of USB Flash Drive

Technology entrepreneur, inventor and businessman. Dov Moran was founder and chairman of msystems and invented the DiskOnKey, the DiskOnChip and other similar devices. At the end of 2006 the company was sold to SanDisk for the amount of \$1.6B. Moran was also the founder and chairman of modu which invented the modular phone (whose patents were acquired by Google).

Founded by Moran, Comigo presents a revolutionary platform to make TV truly personal in a way that was hardly thought of just a few short years ago, with unique and compelling social interactive features and new types of applications overlaid on top of the broadcast stream.





**Dr. Yossi Vardi**  
Tech Entrepreneur

One of Israel's early entrepreneurs, Dr. Yossi Vardi has co-founded, led, invested and helped build more than 70 high-tech, energy, natural resources and clean-technology companies. Many of these went public or were acquired by leading companies. Tekem, Alon Energy, Granite Hacarmel, Answers.com, Scopus, International Lasers Technologies, ePals, Brightcove and Tucows all went public. Gteko was sold to Microsoft, Tivella was sold to Cisco, Airlink was sold to Sierra Wireless, Foxytunes was sold to Yahoo!, StarNet was sold to IAC and Gift Project was sold to eBay. As the founding investor of Mirabilis, Ltd., Vardi co-pioneered instant messaging. Mirabilis was the creator of ICQ, one of the Internet's earliest successes, which was later sold to AOL.

Vardi was chairman of the Board of Trustees for the Jerusalem Foundation. He serves on the Board of Trustees of the Technion, and served on the boards of Weitzman Institute, Hebrew University, Open University. He was an advisor to the World Bank, the United Nations Development Program and to the CEOs of Amazon, AOL and Allied-Signal.

Vardi has extensive experience in the government and public sector, having served as director general of Ministry of Development and Ministry of Energy. He was also chairman of Israel National Oil Co. and Israel Chemicals. He participated in the peace talks with Egypt, the Palestinians, Jordan, and Syria. Vardi has earned several awards, including receiving an Honorary Doctorate from the Technion, Israel's Institute of Technology; the Prime Minister's for Life Achievements in the field of high-tech; the industry award, Best Internet Personality by TechCrunch Europe; Entrepreneur of the Year by Tel Aviv University; Europe's 25 Top Techs by *The Wall Street Journal*; and One of the 200 Greatest Israelis of All Times by Ynet.

# EXHIBITORS



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CEVA is the leading licensor of silicon intellectual property (SIP) platform solutions and DSP cores for mobile handset, consumer electronics, and storage applications. CEVA's IP portfolio includes comprehensive solutions for cellular baseband, HD video, HD audio, voice over packet (VoP), Bluetooth, Serial ATA (SATA), and Serial Attached SCSI (SAS).

**Find us on the Web:** [ceva-dsp.com](http://ceva-dsp.com)



## **CONSUMER ELECTRONICS ASSOCIATION (CEA)®**

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The Consumer Electronics Association (CEA)® unites more than 2,000 companies within the consumer technology industry. Members tap into valuable and innovative resources including unparalleled market research, networking opportunities with business advocates and leaders, up-to-date educational programs and technical training, exposure in extensive promotional programs, and representation from the voice of the industry.

CEA also owns and produces the International CES® – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services.

**Find us on the Web:** [CE.org](http://CE.org)



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GreenIQ is a startup company, founded in 2013. We believe that a smart home is also a green home. We use mobile and cloud technologies to help our customers save money while conserving our planet's resources. GreenIQ's first product is a weather-aware sprinkler controller that is controlled via a mobile app.

**Find us on the Web:** [greeniq-systems.com](http://greeniq-systems.com)



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HDBaseT Alliance was founded in 2010 by LG Electronics, Samsung Electronics, Sony Pictures Entertainment and Valens to promote and standardize HDBaseT™ technology for whole-home and commercial distribution of uncompressed HD multimedia. HDBaseT enables a single LAN cable to replace multiple cables and connectors in the home entertainment and business environment.

**Find us on the Web:** [hdbaset.org](http://hdbaset.org)



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Intel designs and builds the essential technologies that serve as the foundation for the world's computing devices.

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MAFIL founded in 1939, and since then leading in the field of total office solutions. MAFIL is the official distributor of TOSHIBA Computing in Israel more than twenty years and in addition, for operates a repair lab and help desk call center. MAFIL is proud to present the innovations of TOSHIBA in laptops, All In One computers and tablets.

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Magisto transforms the video and photos you shoot into polished short movies with emotion and excitement at the core of every story. Magisto is a cross platform, cloud-based service with a 4.5 star rated app that has been downloaded by over 10m users worldwide. Available on iOS, Android and Web.

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The U.S. Commercial Service in Israel promotes exports of U.S. goods and services into the Israeli market and inward investment into the U.S.

We also help Israeli companies locate U.S. products, services, and business partners; and lead trade delegations to leading U.S. tradeshow that feature thousands of U.S. companies.

**Find us on the Web:** [export.gov/israel](http://export.gov/israel)



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VBox Communications Ltd. is a provider of solutions for migrating Digital Broadcast (DVB) to IP network environments: VBox TV gateway converge Live broadcast TV into Home IP platform with possibility to combine OTT service and Entertainment content with Life broadcast TV.

VBox solutions

V@Home

V@Enterprise

**Find us on the Web:** [vboxcomm.com](http://vboxcomm.com)



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