Taboola & Outbrain sail on

Taboola buys US ad solutions co Connexity for $800m

Los Angeles-based Connexity will become Taboola's e-commerce arm.

A month after completing a Nasdaq listing via a merger with a SPAC, web recommendations company Taboola (Nasdaq: TBLA) is starting to make use of the money that it raised. The company announced that it would buy advertising solutions company Connexity from Symphony Technology Group for approximately $800 million in a cash and shares deal. Taboola says it will finance the transaction with approximately $260 million from cash on hand, $300 million from committed debt financing, and approximately $240 million through the issuance of ordinary shares to the seller.

Connexity is one of the largest independent e-Commerce media platforms in the open web. According to Taboola's announcement, it serves over 1,600 direct merchants, and 6,000 publishers. After the acquisition, it will become Taboola's e-commerce arm. The company has 200 employees and is based in Los Angeles. Among its customers are Walmart, Wayfair, Skechers, Macy's, eBay and Otto.

In 2019, Connexity had revenue of $158 million, $63 million ex-TAC gross profit, and $28 million adjusted EBITDA. This grew to $176 million revenue, $78 million ex-TAC gross profit, and $38 million adjusted EBITDA in 2020.

This is Taboola's fifth acquisition, and it brings its workforce to 1,600. It will bring Taboola's annual revenue to over $500 million.

"We're so excited to welcome the Connexity team to our Taboola family, today is a big day,"

said Taboola founder and CEO Adam Singolda. "The rise of social commerce proves the value of commerce alongside content, and with Connexity, Taboola is primed to bring this value to the open web." "Today, our vision of helping brands easily connect with customers and helping publishers grow gets supercharged with Taboola," said Bill Glass, CEO of Connexity. "This is a shared vision for both companies, which makes this deal a natural fit and a huge win for both of our customer sets."

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In this issue

At the end of July, Taboola's share price closed up 14.44% bringing the company to a market cap of $2.2 billion.

Outbrain cuts valuation in Nasdaq IPO

The Israeli web recommendations platform's IPO took place at a valuation of $1.1 billion.

Israeli web recommendation platform Outbrain Inc., headed by founder and CEO Yaron Galai, has made its IPO on Nasdaq. The company offered 8 million shares at $20 per share, raising $160 million gross, at a valuation of $1.1 billion. The valuation is considerably below the figure that Outbrain aimed at at the beginning of the process, and below the reduced value in the prospectus published end of July.

The shares are traded under the symbol OB.

Outbrain's rival Taboola recently began to be traded on Wall Street after merging with a SPAC at a valuation of $2.6 billion. The two Israeli companies, which lead their market, were on the point of merging two years ago, but the move was eventually abandoned. Taboola's share price has fallen sharply since the company was listed.

In last week's revised prospectus, the share price was set at $24-26, which would have given gross proceeds of $192-208 million at a valuation of $1.3-1.4 billion, lower than the $1.8 billion initially spoken of.

Outbrain and Taboola are both in digital advertising. Each has developed a platform for content recommendations on news sites. On finishing reading an article, a surfer receives suggestions for further reading, with the aim of generating traffic on the sites concerned and extending surfing time on them. Some of the recommended sites are sponsored by advertisers that pay Outbrain or Taboola, which in turn share the revenue with the news sites.

Israel Water Authority selects SIGA for cyber protection

Following cyber-attacks last year against Israel's water utilities, the Authority has moved to enhance security.

Israel's water system came under major attacks last year by what foreign intelligence sources described as an attempt by Iran to disrupt the country's critical infrastructure. The apparent goal of the attacks was to raise the level of chlorine in the water supply by changing the logic of the Programmable Logic Controller without raising any alarms. These attacks, together with other attacks on US water facilities, highlighted the vulnerability of global water infrastructure and the necessity for independent and reliable monitoring solutions.

The Israel Water Authority has now announced the selection of Israel's SIGA OT Solutions and its SigaGuard system to counter cyber-threats to the machinery and equipment that comprise the critical infrastructure which operates in the Industrial Control Systems (ICS) and Operational Technologies (OT) environments. SigaGuard also deals with ransomware attacks on critical infrastructure, which are now an even more common threat.

SigaGuard provides security in the operational information layer (Level 0), which is not subject to external manipulations and is therefore the most suitable level for defending water utilities. SigaGuard "listens" to the rich and un-hackable electrical signals of the water treatment process and leverages advanced AI engines

and machine learning to detect initial evolvements of anomalies in the process behavior and gains direct visibility into the OT process.

Amir Samoiloff, co-founder and CEO of SIGA said, "Water utilities are at the forefront of global cyber-attacks. But utilities have minimal tolerance for a downtime in service and no utility would agree to a hacker deciding whether its infrastructure will operate or not. The hacker's actual attack surface on water utilities is limited, and SIGA has the most suitable solution to deal with this threat, from both the cyber capability and operational standpoint. Our solution is simple, easy to install and is focused on Level 0 monitoring - the level where the sensors and actuators of the water infrastructure are located."

David Geffen funds auditorium on new National Library campus

The David Geffen Auditorium will be a centerpiece of the new campus next to the Knesset in Jerusalem.

The National Library of Israel (NLI) has announced that a generous gift from legendary entertainment figure and philanthropist David Geffen will establish the David Geffen Auditorium on the new National Library campus, on schedule to open its doors next year adjacent to the Knesset in Jerusalem.

The new NLI campus, designed by Swiss architectural firm Herzog & de Meuron, will provide access to the Library's world-class collections as never before, and offer a range of venues for its groundbreaking cultural and educational programming in a secure, sustainable and state-of-the-art environment.

The David Geffen Auditorium will be a centerpiece of the new campus, playing host to concerts, conferences, lectures, film screenings, performances and other special events produced by NLI, as well as other institutions and organizations.

The 480-seat, 5,000 sq. ft. (470 sq. m.) space will present a best-in-class performance venue, filling a much-needed niche for a multi-purpose hall of this size and caliber in Israel's capital. The rear of the stage will feature a distinctive

24 ft. (7.5 m.) high glass curtain wall, which will provide a visual connection to the campus's Idan and Batia Ofer Park featuring a public outdoor amphitheater, plaza and pedestrian area.

In order to ensure exceptional versatility for the range of events to be held there, the design incorporates optimized sightlines, lighting and audio-visual equipment, as well as a customized ceiling that will integrate mineral fiber, gypsum and wood elements to achieve ideal multifaceted acoustics for different types of events, including musical performances, lectures, panel discussions and more.

This is the most prominent philanthropic support for an Israeli cultural institution from Geffen, who for more than half a century has been a leading force in the entertainment industry, founding music label Geffen Records and co-founding movie studio DreamWorks SKG with Steven Spielberg and Jeffrey Katzenberg. He has provided major support to countless causes, particularly in the fields of health and the arts.

"I'm proud to partner with the National Library of Israel, one of Israel's leading cultural institutions, and to support its incredible collections and thoughtful, innovative programming," Geffen said.

National Library of Israel director Oren Weinberg said, "We are very grateful to David Geffen for his exceptional support and look forward to the David Geffen Auditorium in the new National Library of Israel hosting local and international audiences, and providing a stage for the wonderfully diverse expressions of cultural creativity embodied in our collections, which celebrate and reflect a broad range of cultures, traditions and languages."

Jacob "Jack" Lew, Co-President, NLI USA, said: "NLI USA, which promotes the work of the National Library of Israel throughout the United States, is delighted that David Geffen, who has so left a mark on the global cultural landscape, has joined our efforts as we continue cultivating the National Library as a eading cultural institution for Israel, the Jewish people and the international community."

Amir Marketing teams with irrigation startup NDrip

Amir Marketing and Investments in Agriculture will distribute NDrip's precision irrigation system to Israeli farmers.

NDrip has signed an exclusive agreement with Amir Marketing and Investments in Agriculture Ltd. (TASE: AMRK) for distribution of it smart irrigation system. The NDrip Connect system enables farmers and growers to obtain forecasts and precise irrigation recommendations, and to monitor nitrogen levels in the field, without the need for calibration. The system has so far been installed on about 15,000 dunams (3,750 acres) in Israel, Brazil, the US, Australia, Africa, Vietnam and Thailand.

Amir Marketing and Investments in Agriculture CEO Guy Binstok said, "This is our first venture into precision irrigation, as one of the company's growth engines. We examined the system during a year of collaboration with NDrip, and we are now able to reach every farmer in Israel with a basket of product and solutions that enable him to make his farming practice more efficient."

NDrip was founded in 2015 by Prof. Uri Shani, formerly head of the Water Authority. Its CEO is Eran Pollak, formerly deputy head of the Ministry of Finance Budgets Division. So far, the company has raised over $25 million, and it will shortly embark on a further fund raising round.
"We are very proud of being able to collaborate with Amir Marketing and Investments in Agriculture, which is a leading company in Israeli agriculture, with optimal deployment from Metula to the Arava. This strategic collaboration will enable us to provide a reliable and high-quality service to Israeli farmers, at the same time as the company's extensive international activity."

Kape signs VPN deal with Hutchison's 3 Hong Kong

The Israeli cybersecurity will provide its digital privacy solutions to the Honk Kong mobile p one operator.

Israeli cybersecurity company Kape Technologies plc (LSE: KAPE) has signed an agreement to provide its digital privacy solutions to Hutchison's mobile operator 3 Hong Kong.

Under the terms of the agreement, the company will provide the VPN solutions of its PIA subsidiary to 3 Hong Kong customers. This is PIA's first cooperation deal with a telecom company. PIA's VPN solutions will be available to 3 Hong Kong's three million customers, who can register for services directly with 3 Hong Kong.

Kape acquired US company PIA in December 2019. PIA provides digital data encryption services, mainly for web privacy. The consolidated company has become the biggest player in its field in the US and worldwide is one of the world's leading three players in this area.

After the consolidation between the two companies took place towards the end of 2020, Kape began reporting its results based on two areas of activity: digital security, including the optimization and protection products for the aforementioned malicious software; and digital privacy including its own and PIA's web privacy products. As a result of the consolidation, Kape has become the leading supplier of digital privacy software for consumers, the main aim of which is to protect the consumer and the personal information managing their digital lives.

3 Hong Kong, which operates under the Three brand, is the mobile division of the telecom giant Hutchison, which is part of the Hutchison Group, which is listed as a Fortune 500 company - one of the world's largest 500 companies. 3 Hong Kong has three million customers in Hong Kong alone and 130 million customers worldwide.

Kape CEO Ido Erlichman said, "We are delighted to announce this agreement with 3 Hong Kong, which marks a first of its kind for Kape. We anticipate that with 3 Hong Kong's distribution capabilities and unique market positioning, coupled with PIA's brand recognition and tier one product, that we will successfully increase our product penetration in Hong Kong. This agreement is further evidence of the growing awareness and demand for privacy products amongst consumers and brands globally."

Kape currently has a customer base of 2.6 million paying subscribers in the main markets in which it operates - North America and Europe. The company 430 employees in eight countries, and its main development center is located in Tel Aviv.

Nestle teams with Israel's Future Meat on cultured meat

The food giant is cooperating with the Israeli startup on lab-grown meat.

International food giant Nestlé has announced that it is cooperating with Israeli cultured meat startup Future Meat Technologies. The Israeli food-tech startup and scientists at Nestlé Research in Lausanne in Switzerland will explore the potential of cultured-meat components that do not compromise on taste or sustainability. Future Meat Technologies innovative proprietary technology can produce lab grown non-GMO cultured-meat components from animal cells, therefore reducing the need for land and resources to raise animals and animal slaughter.

Nestlé Institute of Material Sciences head Reinhard Behringer said, "For many years we have been investing in our protein expertise and the development of proprietary technologies for plant-based meat alternatives, allowing us to continuously expand our wide range of tasty and nutritious products with a lower environmental impact.
To complement
these efforts, we're also exploring technologies that could lead to animal-friendly alternatives that are nutritious, sustainable, and close to meat in terms of taste, flavor, and texture."

In June opened an industrial cultured meat facility with the manufacturing capacity to produce 500 kilograms of cultured products a day, equivalent to 5,000 hamburgers.

The production plant can produce cultured chicken, pork and lamb, without the use of animal serum or genetic modification (non-GMO) with the production of beef coming soon. Future Meat Technologies platform enables fast production cycles, about 20-times faster than traditional animal agriculture. Future Meat expects products to reach store shelves in 2022.

Israeli AI medical imaging co Aidoc raises $66m

Aidoc's FDA approved healthcare AI platform is currently used by radiologists in health networks, hospitals and radiology groups worldwide and has analyzed over 8 million cases.

Israeli artificial intelligence (AI) medical solutions developer Aidoc announced the completion of a $66 million Series C financing round led by General Catalyst. This brings to over $140 million the total amount raised by Aidoc.

Aidoc, which supports medical specialists to help flag acute anomalies in real time, said that the new funds have been raised following increased demand for its AI-driven solutions, including the largest clinical deployment of AI in healthcare through its partnership with Radiology Partners.

Aidoc cofounder and CEO Elad Walach said, "This investment comes after significant milestones; expanding our product lines, doubling our FDA clearances and quadrupling our customer base.

We are experiencing a huge expansion, which is also a direct result of C-level executives adopting an AI strategy and integrating our platform as a must-have solution across clinical pathways. It is truly rewarding - and a great responsibility - to be the trusted partner of the most innovative health systems and physician practices across the globe."

The Tel Aviv-based company's FDA approved solutions analyze medical images for critical conditions and trigger actionable alerts directly in the imaging workflow supporting medical specialists in reducing turnaround time and improving quality of care.
With the new funding,
Aidoc will expand its comprehensive platform taking AI solutions to the enterprise-grade level, while empowering medical specialists worldwide to leverage AI for better outcomes.

Aidoc's healthcare AI platform is currently used by radiologists in health networks, hospitals and radiology groups worldwide and has analyzed over 8 million cases.

Drone operator Aerodrome acquires FlyTech

FlyTech operates in the commercial field and Aerodrome plans concentrating all its commercial activities in the acquired company.

Israeli unmanned aerial systems operator Aerodrome Group Ltd. (TASE: ARDM) announced that it has acquired FlyTech, which specializes in providing advanced aviation services and solutions in the commercial market. FlyTech operates in the commercial field and Aerodrome plans concentrating all its commercial activities in the acquired company. The acquisition will help Aerodrome enter the US commercial market.

Aerodrome will acquire from the sellers all the capital shares of FlyTech and after completion of the transaction Aerodrome will hold 100% of FlyTech's capital shares, in full dilution. On the date of the completion of the transaction, Aerodrome will pay the sellers a total of NIS 4.3 million in exchange for FlyTech shares and will allocate to them 2.5 million regular shares of the company.

FlyTech is Aerodrome's first acquisition. Aerodrome has bought a company that is an operator and thus works mainly in the commercial sector where the rate of growth in Israel and worldwide is increasing significantly. Due to its experience, the acquisition will help Aerodrome learn about methods and the work in the commercial sector, and will bring it major knowhow, including pricing methods, contracts with quality customers, and knowhow in creating value in target markets that the company is aiming for in the commercial market.

FlyTech is an Israeli company specializing in providing advanced aviation services and solutions based on unmanned aircrafts systems (UAS) (drones) including training, handling complex regulatory procedures. The company operates in the commercial and internal security sectors and provides aviation services based on the advanced UAS (drones) that it owns. FlyTech has longstanding connections with commercial and government agencies in the fields of infrastructures, renewable energy, law enforcement, and organizations mapping and protecting the environment.

FlyTech's revenue doubled in the first half of 2021 with sales of NIS 1.6 million and an operating profit margin of about 40%. The company's customers include: Intel, Motorola, Mekorot, Israel Electric Corp., NTA Metropolitan Mass Transit System, Israel Land Authority, Israel Railways, Tel Aviv - Jaffa Municipality, Ministry of Internal Security (Police and Fire Service), Israel Nature & Parks Authority, Ministry of Agriculture, Ministry of Defense and more.

Aerodrome founder & CEO Roy Degani said, "We see the commercial sector as a very significant engine of growth for the company in the coming year and after Aerodrome has positioned itself as a leading global player with a major reputation in the defense sector, we are taking advantage of these assets and entrrting the commercial market, with FlyTech coordinating the Group's commercial division."

"The acquisition of FlyTech is a first and major foothold in the commercial market and will allow us to diversify and expand the products and services that we provide to our customers and mainly to support the implementation of our global growth strategy and allow significant penetration into the US - the world's biggest market."

"Aerodrome will expand its activities in entering the US market through additional acquisitions, which will significantly increase the scale of its activities and its international deployment, and which will allow us to enjoy a high rate of growth in this flourishing market, especially in the commercial sector."

"This acquisition opens the way for more purchases and expansion of the company's activities in the growing commercial market. The extensive activities of FlyTech, will serve us in both the short term and the long term in entering new activities (through unmanned aircraft systems) and will reinforce the capabilities for each and every one of our present and future customers."

Bank of Israel bought $25b foreign currency in H1 2021

Israel's foreign exchange reserves broke above the $200 billion barrier for the first time-ever in June.

The Bank of Israel purchased $3.166 billion in foreign currency in June 2021, boosting the country's foreign exchange reserves through the $200 billion barrier for the first time-ever.

Israel's foreign exchange reserves at the end of June 2021 stood at $200.175 billion, up $1.825 billion from their level at the end of the previous month, the Bank of Israel reports. The reserves represent 48.8% of GDP.

This means that the Bank of Israel bought $25 billion in foreign currency in the first half of 2021. In January the Bank of Israel announced that it would buy $30 billion in 2021 to moderate the strengthening of the shekel and assist exporters. However, the Bank of Israel has since clarified that the 2021 foreign currency purchasing program will likely exceed $30 billion.

The purchases have kept the shekel stable at about NIS 3.25/$ for the past six months.

The increase in the foreign currency reserves in June was the result of foreign exchange purchases by the Bank of Israel totaling $3.166 billion partly offset by a revaluation that decreased the reserves by $1.057 billion, government transfers to abroad totaling $155 million and private sector transfers of $129 million.

AI facial recognition co AnyVision raises $235m

The Israeli company will use the new funds for product innovation in edge computing and its Access Point AI platform.

Israeli AI-driven facial recognition company AnyVision has announced the completion of a $235 million financing round from SoftBank Vision Fund 2 and Eldridge with participation from existing investors. SoftBank Investment Advisers director Amit Lubovsky, is joining AnyVision's board.

The new funds will be used for product innovation in edge computing and Access Point AI used to optimize touchless access control, video surveillance, and watchlist alerting. This same platform will provide

operational insights including occupancy analytics, number of people counting, the amount of time they spend in a particular place and potentially dangerous behavior.

AnyVision's Access Point AI platform leverages state-of-the-art technologies to help protect an organization's physical access points by identifying authorized personnel and persons of interest in real-time and layering in additional operational insights to streamline the customer experience

AnyVision CEO Avi Golan said, "AnyVision's innovations in Recognition AI helped transform passive cameras into proactive security systems and empowered organizations take a more holistic view to advanced security threats. The Access Point AI platform is designed to protect people, places, and privacy while simultaneously reducing costs, power, bandwidth, and operational complexity."

AnyVision has formed strategic relationships with several key partners in this space including Honeywell, Schneider Electric, Boon Edam, Ambarella, and Nvidia as well as a number of key regional system integrators.

Israeli fintech co Sorbet raises $15m

Sorbet's platform allows employees to convert their unused Paid Time Off into cash.

Israeli fintech company Sorbet has announced the completion of a $15 million seed extension financing round, bringing the seed round to $21 million. The seed round was led by Dovi Frances' Group 11, along with current investors, including: Viola Ventures, Meron Capital and Global Founders Capital.

Sorbet's platform allows employees to convert their unused Paid Time Off (PTO) into cash. In the US alone, the value of unused PTO totals $270 billion and frequently employees are unable to cash out their PTO until they resign or are fired. From the employer's perspective, this unused PTO value creates a cash flow liability on the company's balance sheet.

Sorbet integrates into and syncs with employers' existing calendar, HR and payroll

systems, so it can identify habits and analyze time management patterns.

Sorbet both increases Time Off usage by an average of +15%, and is able to predict the portion of time-off which will never be used by the employee, and will end-up accruing. Once Sorbet offers to buy out the unusable portion of the employees PTO, it is able to refinance these liabilities for employers so they can better manage their cash flows, save on financing costs and increase tax deductions. A clear and quantifiable win-win for all.

At a time when everyone can use some extra cash, employers are able to offer their employees an amazing financial benefit without having to bear the burden of a significant cash expense.

Sorbet is also announcing it is expanding its operation from the US to Australia as well, where labor laws allow employees to accrue PTO indefinitely - a major challenge for Australian employers, which Sorbet can bring value to.

Sorbet was founded in 2019 by CEO Veetahl Eilat-Raichel, CPO Eliaz Shapira and Rami Kasterstein. Veetahl most recently served as Head of Retail Marketing at Bank Hapoalim and Head of Marketing and Customer Experience at Isracard.
Eilat-Raichel said, "It's clear that we're in the midst of a tectonic shift in employer-employee dynamics."

The company currently has 28 employees, of which 16 are in Israel. Sorbet will be hiring dozens of new employees this year, the majority of which in Israel, with others joining the US and Australian operations.

Israeli cybersecurity co Mitiga raises $25m

The company has developed a cloud-based solution for incident readiness and response in cloud and hybrid environments.

Israeli cybersecurity company Mitiga has announced the completion of a $25 million Series A financing round led by ClearSky Security, Atlantic Bridge and DNX. This brings the total amount raised by the company to $32 million

The company has developed a cloud-based solution for incident readiness and response in cloud and hybrid environments, which changes the traditional incident response market by supplying unlimited active incident response support for subscribers.

With offices in Tel Aviv and New York, Mitiga was founded by CEO Tal Mozes, CTO Ofer Maor and COO Ariel parnes.

Mozes said, "We have seen firsthand how demoralizing and detrimental slow responses are to cyber-attacks. The cloud represents new challenges for incident readiness and response and we're bringing the industry's first incident response solution in the cloud, for the cloud. This funding will allow us to further our engagements with heads of enterprise security who are looking to recover from an incident in real-time, attract even more of the most innovative cybersecurity minds in the industry, and expand our partner network. I couldn't be more excited about what Mitiga is going to do for cloud-first organizations who understand the importance of cybersecurity readiness and response."

Mitiga's hybrid managed services currently provide Fortune 1000, financial service institutions, banks, ecommerce, law enforcement and government agencies with Incident Response to handle real-time incidents and Incident Readiness that accelerates post-incident bounce back from days down to hours. The company also provides emergency response to active network security incidents such as ransomware and data breaches for non-subscription customers.

Softbank leads $200m round in IoT co Wiliot

Wiliot has developed miniature self-powered tags for monitoring products throughout the supply chain.

Israeli IoT company Wiliot has received $200 million in a Series C funding round led by SoftBank Vision Fund 2.

SoftBank joins existing investors that include 83North, Amazon Web Services, Inc. (AWS), Avery Dennison, Grove Ventures, M Ventures, the corporate VC of Merck KGaA, Darmstadt,

Germany, Maersk Growth, Norwest Venture Partners, NTT DOCOMO Ventures, Qualcomm Ventures LLC, Samsung Venture Investment Corp., Vintage Investment Partners, and Verizon Ventures. As part of the investment, Amit Lubovsky, Investor for SoftBank Investment Advisers, will join Wiliot's board of directors.

Wiliot has created a platform that is built on Wiliot IoT Pixels and the Wiliot Cloud. Wiliot IoT Pixels are tiny low-cost, self-powered tags that attach to any product or packaging to sense a range of physical and environment data that is then fed into the Wiliot Cloud, where machine learning algorithms translate data into actionable insights for businesses across a range of industries. The Wiliot Cloud also ensures data remain secure, private, and authentic.

The company's technology means that products that were off-line during their manufacturing, shipping and consumption journeys are now online, which it says is changing the way products are made, distributed, sold, used, reused, and recycled. "This omniscient view of the supply chain built on people's usage allows a new paradigm called Demand Chain, which promises to slash the required capital that's non-productively tied up in inventories. Products will be able to self-reorder based on usage, accelerating the adoption of the "subscription economy" as brands transform their business models. All this will provide consumers with increased convenience, fresher, safer food, less waste, lower medical costs and a lower environmental impact," Wiliot says.

"Wiliot has created a vision of the future of AI-enabled IoT, and we are delighted that SoftBank is supporting us in making this future a reality," said Wiliot CEO Tal Tamir. "IoT is a vision created around Things and our mission at Wiliot is to use cutting edge hardware, AI-based sensing and an innovative business model to implement a safer and more transparent world, a world in which all the things around us help consumers use them better and suppliers avoid waste."

"Wiliot is positioned to bring together the digital and physical" said Yanni Pipilis Managing Partner at SoftBank Investment Advisers.

"We have always believed that with IoT and AI, people will live better and healthier lives - where any food or medicine has the ability to understand if it's safe to use and communicate seamlessly with people. We are pleased to play a part in helping Wiliot dramatically scale the ever-expanding application of IoT globally."

BioLight invests in US peripheral vision home test co

BioLight will invest up to $3 million in Peripherex, founded on the basis of an invention of Prof. Jeffrey Goldberg of Stanford University.

BioLight Life Sciences Ltd. (TASE:BOLT) has signed an investment agreement with privately-held US company Peripherex Inc. Peripherex develops solutions for diagnosis and monitoring of peripheral vision impairment using a personal computer and a built-in camera, by monitoring eye movements. The test is designed to check for suspicion of the presence of glaucoma and other eye diseases that affect peripheral vision.

Peripherex was founded on the basis of an invention of Professor Jeffrey Goldberg, who serves as Chair of Ophthalmology at the Byers Eye Institute at Stanford University, and in collaboration with the Israeli company UMOOVE. BioLight will invest a $1 million in Peripherex, and it was also granted an option to invest up to an additional $2 million until the receipt of FDA approval for the Peripherex Product, or eighteen months from the initial closing, whichever is the later.

Professor Goldberg said, "The Peripherex team is excited to partner with Biolight to bring to the market a product that will allow simple at-home and in-clinic objective measurement of peripheral vision. This program stands to serve a major unmet need in ophthalmic care in glaucoma and other diseases, which is much needed to treat and save patients' vision".

BioLight CEO Yaacov Michlin added: "We are happy to lead the investment in Peripherex with the goal to bring an innovative efficient and cost effective tool that will assist in preventing blindness in glaucoma patients.

This investment is part of our strategy to focus on companies close to commercial launch of products that combine digital health and ophthalmology"

Israeli remote IT management co Atera raises $77m

Atera has raised over $100 million, and the Series B round was at a valuation of over $500 million, tripling the company's valuation in less than a year.

Israeli remote IT management company Atera announced the completion of a $77 million Series B financing round led by General Atlantic, with participation from previous investor K1 Investment Management. This latest investment will be used for global expansion and product development to serve cloud-based technology. Atera has raised over $100 million, and the Series B round was at a valuation of over $500 million, tripling the company's valuation in less than a year. The Tel Aviv-based company has developed an all-in-one platform that combines remote monitoring and management (RMM) with help desk, reporting, and operations management in a single intuitive system. Atera's platform enables managed service providers and IT

departments to meet the challenges in a constantly changing IT environment. The company says that its technology enables IT professionals to shift from a reactive model to become proactive problem solvers, both in the office and remotely.

Atera now has over 7,000 customers worldwide in over 90 countries. Having earned widespread industry recognition, Atera has grown rapidly as the global business economy pivots towards a remote workforce, a landscape in which Atera's accessible, easy-to-use platform is needed more than ever before.

Atera founder and CEO Gil Pekelman said, "The global ecosystem has changed, and the need for the fast and easy deployment of IT services is more critical than ever to keep businesses running smoothly. To meet this new reality, we are investing even more into our research, development, and innovation efforts to enhance and accelerate the product offerings and features our customers need most. We are dedicated to upgrading our platform both to better serve our customers but to likewise provide them with the ability to seamlessly scale their business and IT management offerings, friction-free."

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