



ISRAEL
Inspired by *innovation*



at Medica 2016

Düsseldorf / November 14-17 / Hall 16, Stand G40

Last minute arrivals

Meeting Global Healthcare Challenges

DYN R&D



DYN R&D

www.dyn-rnd.com

Category: Medical Devices, Biotechnology

Sub-category: Medical Equipment, Diagnostic Kits, Molecular Biology

Therapeutic Area(s): Gynecology, Women's Health, Dermatology

Company Status: R&D and Regulatory Approval

Company at a Glance:

DYN R&D was founded in 2002 as the development and commercialization branch of DYN Diagnostics Group. Since 1990, **DYN Diagnostics** has been one of the largest distributors in Israel of leading international brands in the fields of In-Vitro Diagnosis, Medical Devices, Disposables and more.

The innovative atmosphere that constantly pushes the Israeli market in all fields inspired DYN to take its part in development and research by harnessing the experience, knowledge and familiarity with the needs of the medical market. Thanks to DYN's professional reputation, **DYN R&D** collaborates with opinion leaders, research facilities and health institutes in order to create advanced solutions that correspond with today's needs of both the Molecular Diagnosis field and the Medical Devices field.

Combining advanced technologies with a highly skilled professional team, **DYN R&D** is constantly expanding its professional horizons and innovative perspective towards the future of the medical market.

Technology & Product:

DYN R&D offers accurate, efficient and cost effective diagnostic tools and platforms.

CIN Finder 3000 Digital Colposcopy System

A complete solution that was uniquely developed by DYN R&D for colposcopy exams.

The system integrates the patient's file management, examination and documentation using the CIN Finder 3000 software, a patient management system designed to work together with an HD colposcopy camera. The integrated system provides physicians with a user friendly approach for examination, image storage and annotation, image comparison tools, pathological report management, data summarization and patient follow-up. The history of each visit is documented, and tracking the patient's status is possible in a push of a button. The system is set on a customized cart designed to provide maximum comfort during examinations.

The CIN Finder 3000 was embedded with all required professional glossary and designed to fit the protocols and needs of common cervix examination procedures and sexual assault clinics.

The system offers reliability, easy-to-use interface, image storage and documentation options— All are key requirements for any Gynecologic imaging system and in sexual assault centers.

DERMADYN IVD Kit

Advanced IVD kit based on real time PCR for fast and reliable Dermatophytes detection. The kit detects 7 different common types of Dermatophytes within 3 hours based on non-invasive body samples – DNA swabs, skin scale specimen, plucked hair, nails and more. All samples can be tested using the kit on LightCycler™ 480 (ROCHE), CFX96™ (BIO-RAD) and Applied Biosystems™ 7500 (Thermo Fisher Scientific). The DERMEDYN IVD is a fast and easy solution designed to save time in the diagnostic process and provide the patient with a better and targeted treatment.

DYN R&D complies with the international standards of ISO13485:2003 and maintains a full quality management system.

Goals

Objectives: To provide innovative, accurate and fast solutions while maintaining high levels of reliable customer service.

Target businesses: Medical Device Distributors

Target Countries: All EMEA countries

Lumenis Ltd.



www.lumenis.com

Category: Medical Devices, Biotechnology

Sub-category: Medical Equipment, Diagnostic Kits, Molecular Biology

Therapeutic Area(s): Gynecology, Women's Health, Dermatology

Company Status: R&D and Regulatory Approval

Company at a Glance:

Lumenis is the world's largest energy-based medical device company for surgical, ophthalmology and aesthetic solutions. As an international leader in the development and commercialization of innovative energy-based technologies, including laser, Intense Pulsed Light (IPL), Radio-Frequency (RF) and Ultrasound, Lumenis has redefined medical treatments and set numerous technological and clinical gold standards .

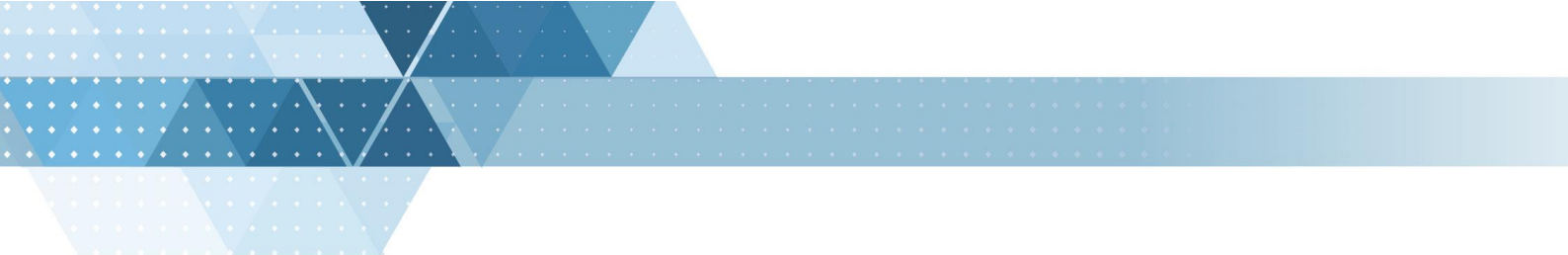
Lumenis' vision is to provide better technology for better patient care through innovative energy-based solutions. With a ground-breaking technological legacy of more than 50 years, we are committed to enhancing patient health and quality of life; addressing new and growing needs of aging populations; and offering medical professionals innovative solutions to meet the developing and dynamic healthcare environment of the 21st century.

Lumenis operates in three core markets: Surgical, Ophthalmology and Aesthetics. Throughout our history, Lumenis has created innovative solutions for previously untreatable conditions and designed advanced technologies that have revolutionized existing treatment methods in each and every one of the sectors we operate in.

With more than 20 new products launched since 2010 and multiple new applications in the pipeline, Lumenis is poised to maintain and grow our leadership position, bringing our advanced technological innovations to patients all over the globe.

Technology & Product:

We pioneered the development of high-powered holmium lasers for the urology application, including the HoLEP procedure for the minimally invasive treatment of benign prostatic hyperplasia (BPH), and urinary lithotripsy. HoLEP, the use of our high-powered holmium laser (the Lumenis Pulse™ 120H) to perform enucleation of the prostate, has proven to be more effective than alternatives while minimizing collateral tissue damage and demonstrating the lowest recurrence rates. In addition, the high-power, high-repetition holmium laser is an effective form of treatment for a broad range of urinary and kidney stones, enabling stone dusting, which reduces the stones to minimally sized particles and allows them to be self-cleared.



Our CO₂ laser-based product line (The UltraPulse® DUO and AcuPulse™ DUO) is a leader in the treatment of benign and malignant lesions and inflammations in the ear, nose and throat (ENT) laser market, using innovative technology, including guidance technology, which provides advanced precision with minimal collateral tissue damage compared to other alternatives. Our CO₂ laser application for vocal chords resission provides better patient outcomes and lower overall costs to the healthcare system.


In Gynecology, Lumenis leads the way, offering smart CO₂ laser solutions providing gynecologists and fertility experts with an ultra-precise and flexible CO₂ laser solution for treatments of endometriosis, uterine fibroids, adhesions and vaginal health-related conditions.

Goals

Objectives: We would like significantly enhance our presence in the Urology, ENT and GYN. clinical areas in any given country in general and in EMEA region in particular

Target businesses: Distributers, located in EMEA, who are specialized in selling capital systems and disposables products in Urology, ENT and GYN.

Target Countries: Any country located within EMEA



Pangolin Medical



www.pangolinmedical.com

Category: Medical Devices

Sub-category: Disposable, Implantable, Diagnostic, Imaging, Training, MIS - Minimally Invasive System, Monitoring, Research equipment, Drug delivery

Therapeutic Area(s): General Surgery

Company Status: Sales

Company at a Glance:

Pangolin Medical develops and manufactures a bio-mimetic heart simulator with a complete endovascular system and simulators of the Gastro intestinal tract.

Pangolin simulators are a powerful tool for physician training, high risk procedures, R&D, education and presentations.

The bio-mimetic simulators are anatomically correct replicas of the endovascular circulatory system. They are aimed to bring users as close as possible to the body's actual anatomy. The simulators are impressive and robust, while simple to use and display.

The simulators have elastic and transparent anatomy that is securely fixed in a transparent case. Transparency allows direct visual observation of procedures. Users can examine and practice all stages of performing implants before the actual procedures thereby reducing uncertainty and increasing success rates.

The simulators can be created according to the CTs of specific patients, CAD files or any required engineering geometry. The simulator can also undergo x-ray scanning. Liquids with microsphere particles are used to simulate and observe blood flow in the circulatory system and allow users to face clinical reality.

Technology & Product:

Training simulator – physician training at medical and training centers.

Patient-specific simulators – First in man/high risk procedures.

R&D simulators - engineering R&D tool/lab testing

Pangolin simulator – early plans and debriefing for procedure

Education simulators – practical teaching

Presentation simulators – impressive demonstrations of products and procedures in their natural environment

Goals

Objectives: Sales, Collaborations, Distributors

Target businesses: Training Centers, Medical Centers, Hospitals, Medical Device Companies, R&D Departments, Distributors, Universities.

Target Countries: Worldwide



Polycart Medical

<http://www.polycartmedical.com/english>

Category: Medical Devices

Sub-category: Medical Equipment

Therapeutic Area(s): General Health

Company Status: Initial Revenue

Company at a Glance:

Polycart Medical has completed years of research and development and is proud to present POLYAB PL0211.

Our production technologies enable the design and manufacture of components of various sizes and designs, tailored to the system that the manufacturers require to provide an antibacterial solution for the patient environment.

Technology & Product:

POLYAB PL0211 is an innovative solution featuring a panel made of ABS material that can be converted by thermo-forming technology into a component of the finished product for the patient environment, operating and other rooms where bacterial deposits are substantial, and the risk of infection is high. POLYAB PL0211 contains embedded antibacterial material, unlike other solutions in which antibacterial material coats the inner surfaces, and any groove or scratch exposes the product to renewal of bacterial colonies.

Goals

Objectives: Finding distributors and manufacturers that can produce products from our antibacterial ABS plates.

Target businesses: Finding distributors and manufacturers from Europe, USA and Canada.

Target Countries: Germany, UK, France, Spain, Italy, Switzerland, Holland, Belgium, Austria, Sweden, Russia, China, Australia, Japan, Singapore, Brazil, USA, Canada and S. Africa.



Tyto Care

www.tytocare.com

Category: Medical Devices

Sub-category: Telemedicine

Therapeutic Area(s): Primary Care, Internal Medicine, General Health, Emergency Care, ENT, Respiratory

Company Status: Regulatory Approval

Company at a Glance:

TytoCare is a remote examination tool and telehealth platform that enables a comprehensive examination of the heart, lungs, skin, ears, throat and temperature, anywhere and anytime. Our mission is to delight consumers and clinicians alike by delivering easy, affordable and high quality telehealth visits, complete with medical exams, all from the comfort of home.

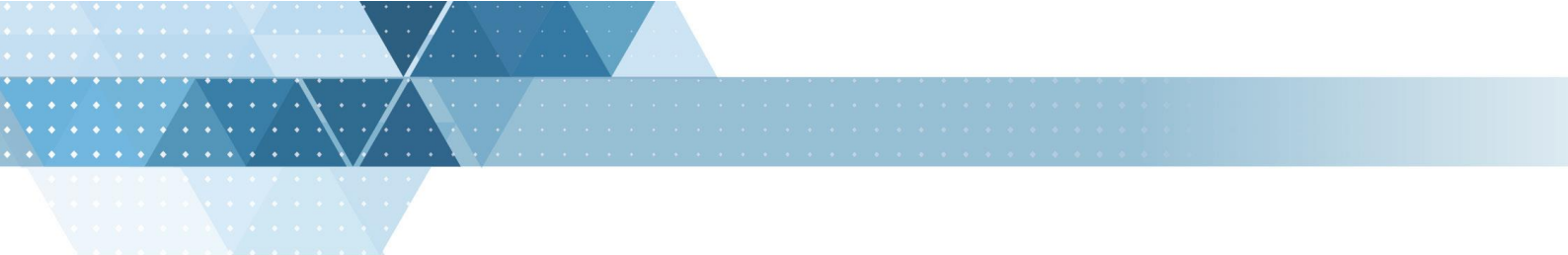
TytoCare is introducing two new telehealth products.

TytoHome™, designed for consumers, enables a comprehensive remote exam and telehealth visit and features patented guidance technology to ensure ease of use and accuracy. TytoPro™ is a professional device and platform that connects medical practitioners to each other to share remote exam data, conduct a specialist consultation, or get a second opinion. TytoPro can also be used in-office to share images with patients to explain diagnoses and motivate treatments.

TytoCare was founded by Dedi Gilad, Ofer Tzadik and industry experts in 2012 with a vision to put health in the hands of the consumer. The Company has received over \$18 million in funding from investors including Walgreens, Cambia Health Solutions, OrbiMed, Fosun Pharma, LionBird, and Teuza. For more information visit www.tytocare.com.

Technology & Product:

1. **TytoHome™:** Designed for consumer use, TytoHome is a remote examination device and telehealth platform that enables a comprehensive examination of the heart, lungs, ears, skin, throat and temperature, anywhere and anytime. Proprietary guidance technology ensures patients can capture and share accurate exam results with their physicians so they can be confident that the remote diagnosis is the right diagnosis. TytoHome gives patients the tools they need to:
 - Perform a comprehensive exam at home
 - Share exam results remotely with a physician for a quick, convenient diagnosis
 - Store and compare results over time

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2. **TytoPro™:** Designed for professional use by clinicians and healthcare providers, TytoPro is a remote examination device and telehealth platform that enables a comprehensive remote examination of the heart, lungs, ears, skin, throat and temperature. TytoPro has an extended battery life designed to last for up to 25 exams per day and clinician software for receiving and reviewing examination data, communicating with patients, linking to EHR systems, and conducting a live telehealth exam. TytoPro enables clinicians to:
- Extend services to remote locations such as home visits, employer work sites, and urgent care clinics
 - Get a quick and easy second opinion or a specialist consult
 - Examine, capture and share images with patients to explain a diagnosis and motivate treatment


Download to patient EHR for continuity of care and disease tracking

Goals

Objectives: Connect with customers and potential partners.

Target businesses: Health systems, healthcare providers, urgent care, employers, consumers.

Target Countries: USA, EU, Canada, India, China, Israel.





Why Israel?

DIVERSITY is the backbone of Israel's Medical Device Industry:


Diverse Companies - Diverse Technological Implementation - Diverse Medical Applications.

By the end of the 1990s, Israel was home to more than 200 life science companies. With steady growth over the last decade (some 40 new companies formed each year), Israel has introduced creativity and innovation into the field; today **there are over 1200 active life science companies**.

In a relatively short period of time, an impressive 34 per cent of these companies are already generating revenues. Israel's entrepreneurial ecosystem creates opportunities for start-ups to become advanced, commercially viable and promising businesses. As proof of the industry's development, **2014 life science exports reached \$8.5 billion, growing steadily since 2008**; while a rich pipeline of seed companies promises to perpetuate current growth.

The Largest Sector is Medical Devices and HealthCare IT Technologies (more than 60 percent of companies). In the medical device arena, Israeli scientists and engineers have integrated advanced technologies in electronics, communications and electrooptics to develop world-class innovations in **Digital Imaging, Medical Lasers, Telemedicine, Early Diagnostic and Smart Surgical** equipment and more. More than 500 medical device exporters engaged in a variety of medical applications such as **Cardiovascular and Peripheral Vascular, Neurology and Degenerative Diseases, Emergency Medicine, Intensive Care and Rehabilitation, Respiratory and Airway Management, Oncology, Women's Health, Orthopedics and Sport Medicine, Gastrointestinal, Infection Control, Ophthalmology, Pain and Wound Management, Oral and Dental, Dermatology and Aesthetics**.

There is no other country in the world with such a concentration of life science companies. Companies rooted in top international academic and research institutions; staffed by highly educated and skilled teams; operating within an entrepreneurial and audacious climate, to offer a variety of innovative medical solutions and technologies that answer today's healthcare challenges: to lower overall healthcare costs and meet the world's evolving needs of aging populations while creating significant investor value.



Israel Inspired by Innovation at Medica 2016

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

The IEICI's Life Science Department is the leader in business matching between the more than 1,200 companies in the Israeli life science industry and worldwide business partners at all levels. It has a proven ability to identify and match suitable potential business partners, organize one-on-one business meetings, and is a focal point for contacts with the government as well as with industry.

The IEICI is the major organizer of Israeli companies' participation at Medica 2016. Discover Israeli Life Science Industry with IEICI.

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www.export.gov.il

The Foreign Trade Administration at MEDICA 2016

The Foreign Trade Administration (FTA) at the Israeli Ministry of Economy and Industry manages and supports Israel's international trade and trade policy. Through our headquarters in Jerusalem together with over 40 economic and trade missions in key financial centers throughout the world, the FTA promotes Israel's economy worldwide.

Israel's economic and trade missions are at the forefront of the Israeli government's efforts to boost our industries in foreign markets. Our team of highly experienced economic representatives and business consultants provide a wide range of services to Israeli companies and to the international business community.

The FTA is divided into three main divisions, each promoting the Israeli economy in distinct and significant ways:

- The Trade Promotion Division - works to ensure the continued development of Israel's exports.
- The Trade Policy and International Agreements Division - responsible for Israel's free trade agreements, maintaining and developing inter-governmental relations and addressing regulatory barriers that affect Israeli industry.
- The International Projects and Financing Division - offers different programs that support Israeli companies in their business operations abroad.

At MEDICA 2016, our Economic and Trade Missions around the world will continue to work on connecting the international business community with Israel's innovative Medical Devices Industry, as it has done in previous years with great success.

Joseph Akerman, Project Manager - MEDICA 2016

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