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Interview with Dr. Larisa Tsirinsky Founder and CTO and Mr. Jacob Shuhami Vice President of E.S. Embedded Solutions 3000



Dr. Larisa Tsirinsky Founder and CTO and Mr. Jacob Shuhami Vice President of E.S. Embedded Solutions 3000 presented on an exclusive interview given to Epicos the company, its products and it's new directions in the international market both with military and commercial products. Amongst others they stated that: "during all those years we worked

with a mix of military and non- military customers like Rafael, Tadiran, Elta, Elbit, IAI, IMI, Orbit, Shiron and others".

- Can you please tell us about the place of Embedded Solutions in the national and international market?

E.S. Embedded Solutions 3000 (ES 3000) is a well-known company in the national market due to its 11 years' experience and excellent performance. ES 3000 is a national leading company in the fields of time-critical and mission-critical network communication solutions and very high data rate recording systems. In the international market the company is relatively new but appreciated due its already known solutions.



- Can you please briefly describe the history of the company?

ES 3000 has been founded in 2001 by Dr. Larisa Tsirinsky that brought to the company expertise, knowhow and excellent professional people. Since then there was intensive hard work with dedicated people that count about 35 today and that succeeded to provide best solutions to the customers.

- Can you name the main customers of Embedded Solutions?

Yes, during all those years we worked with a mix of military and non- military customers like Rafael, Tadiran, Elta, Elbit, IAI, IMI, Orbit, Shiron and others.

- What are the main distinct divisions and market segments of Embedded Solutions?

The divisions and market segments of ES 3000 are Communication Equipment for mission-critical and time-critical systems and Recording/Playback Systems, both facing the commercial and military markets.

- Is there a specific country that the company is planning to expand?

Honestly, we believe that there is a real need for our products all over the world – we will be there to satisfy the need.

- What are the main products that Embedded Solutions develops?

There are 4 main product lines:

1. Tactical Data Linker (http://www.embedded-solutions.co.il/products/smart_gateway.htm) that enables IP communication over the unstable data link (satellite, LOS etc.)
2. Network probe/monitor that allows Quality of Service parameters measurement for wireless networks
3. Deep Packet Inspection devices for in-depth analysis of data traffic
4. Multichannel very high rate recording and playback systems



Smart Gateway (ES-SG1)

- Is Embedded Solutions currently developing a new product? Which are the main characteristics of this product?

Yes, we are working on a stand-alone Deep Packet Inspection device for wide variety of communication protocols. It is intended to provide the statefull packet analysis and transparent traffic monitoring.

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ES-Embedded Solutions 3000: Multi Channel Recording System



MCRS is a real time recording and playback system designed for long term synchronous recording of multiple channels with very high data rates. MCRS may be supplied as a stand-alone HW box (military, industrial and commercial specifications are available) or as a SW component that may be installed on customer's computer. Modular structure and variety of external interfaces of MCRS allow easily integrating it in customer's environment. MCRS is capable of recording for long periods of time using solid state or magnetic media per application and environment requirements definition.

[For Further Information Click Here](#)

ES-Embedded Solutions 3000: Smart Gateway – Tactical Linker



The SG-TL is modular “deployment ready” subsystem for the optimization and control of time-critical/mission-critical communication (mostly for military communication). Physically connected to the switch, router or other standard network equipment it seamlessly monitors all the data-link traffic and provides the services needed to meet the strict military requirements and still be fully interoperable with standard protocols (i.e., standard equipment).

[For Further Information Click Here](#)

ES-Embedded Solutions 3000: Network Traffic Probe, Optimizer and Analyzer Integrated with Deep Packet Inspection



The Network Traffic Probe, Optimizer and Analyzer Integrated with Deep Packet Inspection provides:

- COTS Solution for secure IP Networking over Data Link
- Fast and easy integration in existing networks
- Fully managed device with extensible architecture
- Strict and “best effort” bandwidth management
- User-defined security policies

[For Further Information Click Here](#)

Epicos "Industrial Cooperation and Offset Projects"



Epicos "Industrial Cooperation and Offset Projects" provides a unique set of online tools enabling the structure, identification and implementation of comprehensive Offsets programs, through a searchable database. By introducing different offset projects and ideas proposed by local A&D industry it ensures the optimum cost for Prime Contractors and reassures that the priorities of local industry are fully met...

[For Further Information Press Here](#)

Upgrade of armored military vehicles with state of the art air conditioning and NBC protection systems



As existing military Armored and/or Wheeled vehicles age and fewer new systems are under development or close to be deployed, the needs of the Forces for more reliable and operational capable armored vehicles and state of the art subsystems dictate that these needs can be met by modernization and upgrades on the vehicles the armed forces are currently deploying. A company specializing in the design, development and manufacture of heat

exchangers, cooling and air conditioning systems, fuel systems, etc., for military and commercial applications, is proposing the upgrade of military armored (fighting or not) vehicles with state of the art air conditioning and NBC protection systems.

[For Further Information Contact our ICO Department](#)

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Mini-UAV compact avionics package



A leading company in the design and development of advanced avionics systems is proposing the development and installation of a miniaturized avionics package system to be used in several Unmanned Airborne Vehicle (UAV) designs. The proposed system will utilize state of the art sensors technology and it will include rate sensors, acceleration sensors, GPS, air data sensors and multiple I/O signals, all controlled and monitored by a

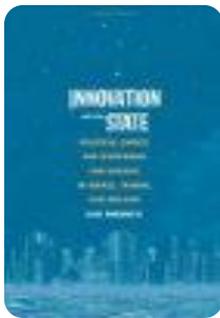
single powerful processor. The developed system will be capable of fulfilling the related requirements of existing or new UAV designs.

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**Transfer of Technology: Sustainable and Unsustainable Experience from Israel, by A. Paul Hare**

Transfer of Technology is an important issue in the current state of industries. The author of this book is trying to delineate this issue by presenting an eclectic and diverse mix of research strategies for understanding the impact of desertification, as well as applications for coping with arid environments. Emerging from experiences in Israel's Negev Desert, the book should be of interest to any one concerned about the effects of global environmental change. As the subtitle "Sustainable and unsustainable experience from Israel" suggests, some learnings are more transferable than others, a challenge revealed in many chapters that examine transfer beyond Israel to other nations in Africa and Asia. The array of research reported encompasses land degradation, gully incision and desertification, draught analysis using remote sensing, ground water pollution, parasite populations in rodent species, soil and dust analysis.

Innovation and the State: Political Choice and Strategies for Growth in Israel, Taiwan, and Ireland, by Dan Breznitz

The 1990s brought surprising industrial development in emerging economies around the globe. Firms in countries not previously known for their high-technology industries moved to the forefront in new Information Technologies (IT) by using different business models and carving out unique positions in the global IT production networks. In this book Dan Breznitz asks why economies of different countries develop in different ways, and his answer relies on his exhaustive research into the comparative experiences of Israel, Taiwan, and Ireland—states that made different choices to nurture the growth of their IT industries. Another goal of this book is to highlight the role of the state in economic development. It offers a new way of thinking about state-led rapid-innovation-based industrial development that takes into account the ways production and innovation are now conducted globally.



Boeing to clinch \$2.4 billion Indian deal: report

Boeing looks set to win military contracts worth \$2.4 billion from India for its Chinook and Apache helicopters, a report said Monday.

Dow Jones Newswires, quoting an unidentified Indian Air Force official, said commercial negotiations would begin soon for the purchase of 15 Chinook CH-47F heavy-lift helicopters and 22 AH-64D Block III Apache helicopters.

The transaction would mark a big shift for India away from its traditional supplier Russia.

Boeing's twin-rotor Chinook was chosen recently as the preferred bidder over Russia-based MiL Moscow Helicopter Plant's Mi-26, while the Apache was selected over the Mi-28, Dow Jones reported.

It quoted another person familiar with the matter as saying the Chinook deal was estimated at \$1 billion while the Apache deal was worth \$1.4 billion.

There was no immediate comment available from the Indian Air Force or Boeing.

Moscow has traditionally been the biggest supplier of aircraft and defence equipment to India.

With the latest reported development, Russia would have lost both recent competitive tenders in India in which it took part -- the other being its bid to supply combat helicopters, which was also trumped by Boeing.

Earlier this year, France's Rafale won a competition to provide 126 combat jets for the Indian Air Force.

Russia supplies around 70 percent of India's military hardware. But New Delhi has been unhappy about delays in arms orders from Moscow and has looked to other suppliers including the United States and Israel in recent years.

Source: 2012 AFP, Agence France-Presse (AFP)

Boeing, ALAFCO Firms up Order for 20 Boeing 737 MAXs

Boeing (NYSE: BA) and Kuwait airplane leasing company ALAFCO finalized an order for 20 Boeing 737 MAX 8s valued at \$2.0 billion at current list price. The order was first announced as a commitment at the Farnborough Airshow in July.

"This is the first order for the 737 MAX from the Middle East, which is one of the aviation industry's highest growth regions," said Ray Conner, president and CEO of Boeing Commercial Airplanes. "We are proud of the confidence that ALAFCO has placed in the 737 MAX, and hope to continue this partnership well into the future."

The 737 MAX is the new-engine variant of the world's best-selling airplane and builds on the strengths of today's Next-Generation 737. The airplane will be powered by new CFM International LEAP-1B engines. Along with the engines, aerodynamic improvements to the tail and the new Advanced Technology winglet, the 737 MAX will reduce fuel burn and CO2 emissions by 13 percent over today's most fuel-efficient single-aisle airplane, the Next-Generation 737. The 737 MAX will have the lowest operating costs in the single-aisle segment with an 8 percent advantage per seat over tomorrow's competition.

"Today, with rising fuel costs, the 737 MAX will provide operational cost savings to airlines in addition to being more environmentally friendly due to its latest quiet engine technology," stated ALAFCO's chairman and CEO Ahmad Alzabin during the Farnborough Airshow. "These are the advantages that airlines are looking for in the current competitive and demanding environment."

The order brings the total number of 737 MAX orders to date to 878.

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Photo and caption will be available here: <http://boeing.mediaroom.com>

Source: Boeing

Taiwan to buy two frigates from US: defence minister

Taiwan plans to buy two warships from the United States as part of an effort to modernise its naval force amid a perceived military threat from China, defence minister Kao Hua-chu said Monday.

The two Oliver Hazard Perry-class frigates, now serving in the US navy, will be delivered to Taiwan by 2015, Kao said while answering questions in parliament.

"The defence ministry has decided to take the two Perry-class frigates. It is a good bargain," Kao added, according to a statement released by Lin Yu-fang, the legislator who raised the question.

The two warships, estimated to cost a total of about Tw\$7 billion (\$240 million), will replace two of eight now ageing Knox-class frigates which Taiwan acquired in the early 1990s, Kao said.

Beijing put its first aircraft carrier into service in September this year amid escalating tensions over Tokyo-controlled islands in the East China sea, which Taiwan also claims.

Ties between Taiwan and its former rival China have improved markedly since Ma Ying-jeou of the China-friendly Kuomintang party became president in 2008 on a platform of ramping up trade and tourism links. Ma was re-elected in January for a second and last four-year term.

Despite the warmer relations, China still claims sovereignty over Taiwan, which has governed itself since 1949, and has vowed to get it back -- by force if necessary -- even though the island has ruled itself for more than 60 years.

Source: 2012 AFP, Agence France-Presse (AFP)

Lufthansa, Turkish Airlines eye cross-shareholdings

Lufthansa and Turkish Airlines are in talks to each take share stakes in the other, Financial Times Deutschland reported on Tuesday, quoting sources close to the German carrier.

A Lufthansa spokeswoman declined to comment on the information. The day before, the German group had rejected rumours of a possible merger between the two as "pure speculation."

Lufthansa and Turkish Airlines are both members of the Star Alliance cooperation network and jointly operate Sun Express, which serves routes between Germany and Turkey.

FT Deutschland said the two partners are eyeing other joint ventures and partnerships as well.

Source: 2012 AFP, Agence France-Presse (AFP)

Britain agrees UAE defence partnership

Britain and the United Arab Emirates agreed on a defence partnership and to boost the British military presence in the Gulf state, they said as Prime Minister David Cameron ended a two-day visit Tuesday.

In a joint statement, the two countries said that they would "work together to deepen our defence ties" for the "security of the UAE and wider Gulf region".

They agreed to "establish an industrial defence partnership that involves close collaboration around Typhoon (fighter jets) and a number of new technologies," it added.

The two sides also agreed to increase joint military and training exercises and invest "in the British military presence in the UAE," without giving any details on what that might entail.

The announcement came after Cameron held talks with UAE President Sheikh Khalifa bin Zayed al-Nahayan aimed at boosting economic ties, specifically in the defence industry, the official WAM news agency reported.

Cameron's office said the prime minister was to accompany senior Emirati officials on an inspection of RAF Typhoons stationed at a UAE airbase as part of a training exercise.

The United Arab Emirates had shown an interest in ordering up to 60 Typhoon Eurofighters to replace their ageing French Mirages, according to the statement.

Cameron was expected to use the trip to push Britain's defence industry and to have a dialogue about human rights, an issue he has come under fire for at home.

In an interview with the BBC on Tuesday, Cameron said human rights issues were on the agenda in the talks but that the differences between countries should be noted.

"I'm a believer in the growth of democracy and human rights but we should recognise that all countries are different. They have different pathways, different histories, different cultures," he said.

"And we should recognise in many of our strong Gulf partners, for instance in Kuwait you have a Kuwaiti parliament, you have the growth of building blocks of open societies and democracies and that's the case in the United Arab Emirates as well."

He also defended doing military deals with Gulf states.

"(The UAE) stood with us and fought with us in the Libya campaign to help bring freedom to that country from the tyranny of Colonel (Moamer) Kadhafi," Cameron told the BBC.

"Every country in the world in my view has a right to self defence. But you cannot expect every country in the world to produce every tank, every ship, every plane that is necessary for that self-defence."

"I make absolutely no apologies for the fact that I am here talking to our friends in the Emirates, our friends in Saudi Arabia about defence partnerships because their security is important for our security, and this is vital for British jobs."

He is expected in Saudi Arabia later Tuesday before travelling onwards in the Middle East. His itinerary for the rest of the trip remains undisclosed for security reasons.

Source: 2012 AFP, Agence France-Presse (AFP)