

the Jewish Voice

ותשמע הארץ אמרי פי Deuteronomy 32:1
MAY THE EARTH HEAR THE WORDS OF MY MOUTH

Technology Showcase in Jersey City Highlights Israeli Innovation

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Consul General of Israel in New York Ambassador Ido Aharoni, addresses the crowd at the Israel Technology Showcase at the City Hall of Jersey City, Monday. (Photo Credit: Alton O'Neill, Jersey City Hall Photographer)

Mayor of Jersey City Steven M. Fulop and Consul General of Israel in New York Ambassador Ido Aharoni delivered remarks before eight exciting Israeli start-ups

presented their creative products to New Jersey and New York residents at the City Hall of Jersey City.

JERSEY CITY – On Monday, the Office of the Mayor of Jersey City and the Consulate General of Israel in New York hosted a showcase of innovative Israeli start-ups at the City Hall of Jersey City, putting on display companies that provide economic and unique opportunities for development for residents of Jersey City and the tri-state area.

Mayor Steven M. Fulop, the Mayor of Jersey City, and Consul General of Israel in New York Ambassador Ido Aharoni, delivered remarks before eight Israeli start-ups presented their exciting products. Mark Levenson, Chairman of the New Jersey-Israel Commission, and Aaron Price, New Jersey Tech Meetup, also spoke at the event.

Israel is often referred to as the “Start-Up Nation” for its ground-breaking contributions to the high-tech scene. Israel is home to over 4,000 start-ups, the largest number of start-ups per capita in the world. Hundreds of those start-ups also have ties to the tri-state area. From high-tech to clean tech, cyber tech to environmental solutions, Israel has proven to have a tremendous positive impact on millions of people worldwide and has become a true leader in entrepreneurship.

“Today we saw only a glimpse of the amazing products of Israeli innovation and creativity,” said Ambassador Ido Aharoni, Consul General of Israel in New York. “Israel’s advancements in science, technology and medicine continue to lead and inspire the global community. This spirit of ingenuity that spans throughout Israeli life and culture has proven to benefit the world, and can especially make a difference in the lives of people here in Jersey City and across the tri-state area.”

As the second largest city in the State of New Jersey, Jersey City is quickly proving to be a center of innovation and a hub of business in the region. With its rich diversity and young, educated population, Jersey City was an ideal partner to highlight the applicability of Israeli technology in urban areas.

"Jersey City is a rapidly growing community and a strong leader for innovation in New Jersey, so it is an honor to showcase this Israel technology event here at City Hall," said Mayor Steven M. Fulop. "Over the course of the last decade, Israel has quickly become a leader in technology and innovation globally and we are excited about New Jersey's entrepreneurs, investors, and residents having a chance to be part of this event."

The eight companies and their representatives in attendance were:

CUPS: created a mobile app that connects coffee drinkers with independent cafes, providing users great deals at participating cafes. Presented by Gilad Rotem, Co-founder.

CELLOLO: is developing a set of disruptive technologies for live events enabling a new form of dialog between crowds and their favorite artists or sports team. Beyonce

Knowles is a seed investor and early adopter of Cello technologies. Presented by Tom Ben-Yehuda, CEO & Founder, and Aaron Cohen, Product Evangelist.

FARMIGO: is creating a new farm-to-neighborhood movement that makes fresh products conveniently and affordably available in communities across America. Presented by Benzi Ronen, Founder & CEO.

GETT : developed a transportation app for NYC, with 100% fixed and transparent pricing and 24/7 live customer service. Presented by Justine Karp, Social & Community Manager.

PANGO: allows drivers to pay for parking on the street via their app, and at parking garages using their phones as remote controls to open the gates. Pango is already operating in sixty cities around the world. Presented by Neil Edwards, President.

APPCARD: offers brick and mortar retailers, a totally new concept of making real-time, item level data actionable, while requiring no integration with the POS to drive customer retention and loyalty. Presented by Eran Harel, VP.

LOYALBLOCKS: created a loyalty-based marketing platform for local businesses, offering automatically triggered communication between merchants and customers through the app. Presented by Michael Thau, LoyalBlocks.

SPREO: uses Bluetooth Low Energy Beacons (“iBeacons”), Wi-Fi and other sensors to offer accurate and affordable indoor navigation services, location based marketing, venue analytics, mapping and wayfinding. Presented by Brett Reisman, Director of Marketing.