

Hadasit and Bezalel Sign a Collaboration Agreement to Commercialize Joint Inventions

Jerusalem, Israel, April, 2010 – Hadasit Medical Research Services & Development Ltd., the technology transfer company of the Hadassah University Medical Center, and Bezalel Labs Ltd., the technology transfer company of Bezalel Academy of Arts and Design in Jerusalem, have signed a first of its kind agreement to develop and commercialize products created by students in the framework of their studies at Bezalel. Hadassah and Bezalel will work together to design and commercialize medical and para-medical products based on the clinical needs of Hadassah's physicians.

The present opportunity is a result of five years of collaboration in the framework of a course under the direction of Dr. Shmuel Arwas of the Department of Industrial Design at Bezalel. Human engineering and ergonomics are covered by Prof. Yoel Donchin, a senior Hadassah anesthesiologist and Director of Hadassah's Patient Safety Unit, who lectures on various problems facing Hadassah's physicians with an emphasis on design of medical products and how to improve their safety. In an additional course held this year, under the direction of Prof. Didi Lin, students in the Department of Ceramic and Glass Design tackle problems in the field of sanitary products. During these past years Bezalel's students have developed a number of ideas for new products that have caused great interest and a need for their implementation in the medical marketplace.

"The first joint project is nearing the completion of the development phase," said Prof. Didi Lin, Bezalel Labs CEO. "Prof. Donchin drew our attention to the lack of a satisfactory solution regarding the separation of the surgeon and the anesthetist during an operation. Our students were present during actual procedures at Hadassah and the result is a number of innovative solutions which will hopefully find their way to the market."

"This exciting opportunity will enhance Hadasit's potential to commercialize medical and para-medical technologies created to suit a specific need," said Dr. Einat Zisman, Hadasit CEO. "Hadassah physicians will be able to present unmet clinical needs or share their inventions with Bezalel students who will develop the concept and prototype in the framework of their studies. Hadasit will then promote the product in the relevant industry with the objective of licensing it to an industrial partner."

About Hadasit

Hadasit Medical Research Services & Development Ltd. (www.hadasit.co.il), the technology transfer company of Hadassah Medical Organization (HMO) in Jerusalem, Israel, promotes and commercializes HMO's continuously generated intellectual property (IP) and R&D capabilities. IP generated by HMO has already gained global recognition due to Hadasit's successful enterprising of Hadassah's biomedical technology, including novel therapeutics, diagnostics and devices.

About Bezalel Labs

Bezalel Labs Ltd. is the commercial arm established by the Bezalel Academy of Arts and Design. Bezalel Labs is the mediator between the academic community of Bezalel (the students and faculty) and the commercial and industrial communities – along the same lines as technology transfer companies of other academic institutions. The rationale behind the establishment of Bezalel Labs was not to compete with designers or commercial architects, rather to establish a framework to leverage ideas and projects born out of academic studies into actual products and to offer advanced concept and design services to companies and organizations seeking a breakthrough in how their products are perceived. A concentration of young, dynamic and creative talent together with the knowledge and experience of the academic faculty and the rich infrastructure that Bezalel has to offer, provide solid ground for the development of creative ideas with a marketing orientation.

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