



**BAR-ILAN UNIVERSITY PARTNERING WITH  
MICROSOFT ISRAEL**  
*Israel Innovations Lab is a Concept Incubator 'Think-Tank'*

TORONTO, Ontario, March 19, 2008. - The Microsoft Corporation will invest tens of millions of dollars in its newly established Israel Innovation Labs in Herzliya Pituah. The new ideas think tank will work in collaboration with Israel's Bar-Ilan University, an internationally recognized leader in nano-technology and computer science.

"Our professors and students are a natural fit for this unique lab," said Gabi Weisfeld, President of the Canadian Friends of Bar-Ilan University. "For over 50 years now, BIU has been pushing the envelope of innovation in a variety of fields including pioneering advancements in nano-electronics, nano-materials, biomedical technology and green chemistry. We've attracted Israel's brightest minds."

The only such laboratory of its kind outside the US, Microsoft's Israel Innovation Lab will focus on applied research to compete with Internet giants Google Inc. and Yahoo! Inc. The Microsoft laboratory will serve as a kind of concept incubator with activity not focused on a particular field, but rather providing researchers the opportunity to work independently. Projects will center upon online services and technologies, including research on search engines, smart navigation and advertising, as well as entertainment technologies and services.

Bar-Ilan University is the world's leading institute for higher learning, which provides an environment for academic excellence to Jews of every level of observance, as well as the community at large.

The Canadian Friends of Bar-Ilan University links the University to the Canadian public. CFBIU hosts a variety of lectures, sponsors seminars and conferences, and distributes educational material to promote BIU research and innovations. We support BIU in its great mission to enhance scientific knowledge and prepare the next generation of leadership.

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For more information, please contact Dov Altman, Executive Vice-President of the Canadian Friends of Bar-Ilan University at 905-660-3563 or by email at [dovaltman@cfbiu.org](mailto:dovaltman@cfbiu.org).