Argentina-Israel
Technological Cooperation Program

Ministerio de
Ciencia, Tecnología
e Innovación Productiva

Presidencia de la Nación

Dirección Nacional de Relaciones Internacionales

מתימו"פ MATIMOP
מרכז התעשייה הישראלית למחקר ופיתוח
Israeli Industry Center For R&D

Partner Search Form
To be filled in a "Word" format.

Date of submission: Dec. 4, 2012

1. Company Details

1.1 Organization Name	
Full Name	Athena GS3 Security Implementation Ltd/
Parent Organization	*(If any)*
Type of Organization	SME ■ Large company ☐ Other (_____)☐

1.2 Organization Address			
Street	Hatzoref	**nº**	5
Complement		**Zip Code**	58856
City	Holon	**Country**	Israel

1.3 Contact Person Data			
Full Name	Peretz Gurel		
Position in Company	Projects manager		
Direct phone Number	+972-3-5572548	**Mobile Number**	+972-54-4734045
E-mail	peretz@athenaiss.com		

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1.4. Website	
www.athenaiss.com	

1.5 Organization Background			
Year Established	2002		
No. of Employees	25	**No. of R&D Personnel**	12
Stage (Seed, Revenue, Pre-Clinical, Clinical)	Revenue		
General Information			
Core Business & Area of Expertise	• Homeland Security • Information Management and analysis • Decision Support Systems • Emergency Response Systems • System Integration • Consulting • Training		
Main Products / Services	**CK2I** (Central Knowledge to Insight) - Organizational Knowledge Management and Analysis System **ERS** - Emergency Response Systems Interoperability Communications solutions		
Comments	*(If any).*		

2. The Proposed Project

2.1 Main Technological Area of the proposed project.
It is proposed to jointly design, develop and test a system to improve the performance of public safety services (Police, fire fighters, medical evacuation etc.), in particular the performance of the personnel at the command centres of these services.

The complete system will consist of two parts:
1. The **Stimulation** part, that provides stimuli to the command centre personnel
2. The **Evaluation** part, that evaluates the performance of the command centre at all its levels and verifies quality of service parameters
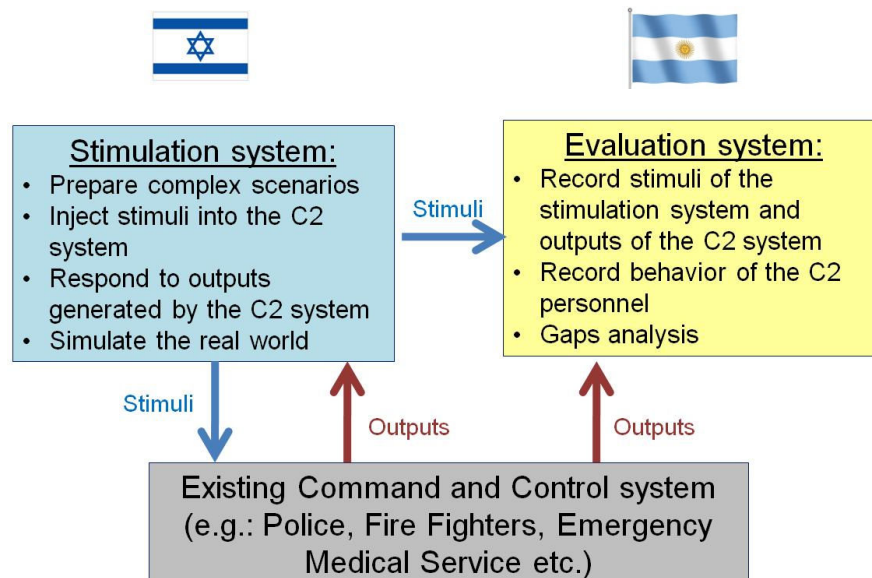
The proposed system will significantly contribute to the level of preparedness of public safety organizations and first responders for any type of disaster (natural disasters, large scale accidents, acts of terror etc.). At the same time, it will also considerably improve the perception of safety of the citizens.

The system will provide a training and simulation environment that does not require the actual activity of public safety forces, therefore allowing for very low cost training that does not disrupt the ongoing daily routine of the citizens. This will encourage frequent training and simulation exercises of the command centres. Operational protocols and procedures will, as a consequence, de developed and readjusted in changing environments

The system is highly innovative. As far as we know there is no such commercial system available today.

2.2 Description of the proposed joint commercially focused R&D project

The following drawing describes – at high level – the proposed system:

The Stimulation System (to be developed by the Israeli partner) will perform the following functions:

1.   Allow the end user to plan and prepare complex training scenarios. The preparation of

these scenarios will be very user friendly and will NOT require any programming skills. The scenarios may include parameters such as:

a. Definition and characteristics of the event. Many types of events may be simulated, from an earthquake to industrial accident to large scale riots, crimes of high social impact and many others.
b. Resources allocations (what resources are available to the commanders of the event)
c. Timeline definition (how the event develops over time and its profile)
d. Restrictions applicable to the specific training session.
e. Geographical boundaries of the training session
f. Planned malfunctions of any of the resources (e.g. sudden power outage, radio failure, personnel lost due to simulated accidents etc.)

2. Automatically inject stimuli into the C2/C4 (Command and Control) system according to the planned scenario timeline. The stimuli may be of any type: Text messages, phone calls, radio communications, video images, fake TV broadcasts etc.
Note: The C2/C4 system **is not** part of the project. It may be any C2/C4 system in use by the trained organization.

3. Receive the outputs generated by the C2/C4 personnel (in the form of decisions and commands issued by the command personnel to virtual forces "on the ground").

4. Respond to these C2/C4 outputs in either:
a. A preprogrammed way. For example: If an ambulance was dispatched to a certain location, wait one minute and simulate a message from the ambulance that it has an engine failure and cannot proceed.
b. By simulation of the real world environment. For example, if there is a flood then roads are getting blocked according to the progression of the flood and vehicles will not be able to use them if they arrive to these roads after they are flooded.

The Evaluation System (to be developed by the Argentinian partner) will perform the following functions (more functions may be proposed by the Argentinean partner**):**

1. It will be connected to both the Stimulation System and the C2/C4 System, so it will receive and record both the stimuli and the outputs of the C2/C4 System. Recording of the stimuli and outputs will be done in any media type: text, audio, video etc.
2. Using video cameras and audio recording, record the behavior and the conversations of the C2/C4 personnel as well as the monitored population and/or individuals during the training session. Such recordings will be later used for debriefing sessions, showing to the personnel how they reacted at any given time to any given stimuli.
3. Process the training scenario and add success criteria
4. Perform gap analysis, comparing the performance of the C2/C4 personnel to the required success criteria. For example:
a. Measure the response time for any specific stimulation and determine if this

response time complies with the success criteria.
  b. Determine if the resources allocated by the command personnel to a specific event were adequate (considering the specific availability of resources and other restrictions).
  c. Determine that the outputs were clear, unambiguous and that the command personnel verified they were accepted and understood by the (virtual) forces.

Proposed IP rights and commercialization strategy:
Each of the partners will have full IPR (Intellectual Property Rights) on the product it will develop. Each partner will be free to sell its product to any customer worldwide, provided that the other partner is fairly given the right of first refusal. This means that:
  1. The initiating partner will let the other partner know about the intended deal as soon as possible.
  2. The initiating partner will promote the product of the other partner and will not sell a competing product unless the other partner refused to take part in the specific deal.

Estimated project duration:
2 years

3. Potential Argentinean Partner/Company

3.1 Main Characteristics and specific technological expertise your potential Partner in Argentina might have.

- Experience in the development of systems for the public safety and/or security sector
- Experience in system integration and training
- Software development experience and proven capabilities
- Access to public safety/organizations organizations in Argentina and other countries in Mercosur/Latin America (that will be willing to assist in the formulation of the end user requirements and in the testing of the system prototypes)
- Strong marketing abilities in Argentina, Mercosur/Latin America and other parts of the world

3.2 What is the specific R&D contribution you are seeking from the Argentinean Partner

The Argentinean partner will be in charge of the development of the Evaluation system, as described above.

3.3 Wish-list of companies to contact in Argentina

If applicable.

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I hereby provide my consent to disclose this form to third parties in the process of identifying potential partners for the proposed project			
Last Name	Paz	First Name	Ruben
Signature			