



# Business Profile

Valued Professional

Our business is in promoting quality components and equipment in the Photonics, Vision and Fiber Optics space in Israel. We offer a variety of components and systems. These can be divided in the following categories:

Optics	Imaging /Cameras
Light Sources	LED's
Lasers	Protection
Fiber Optics	Opto-Mechanics
Systems	X-ray
Spectroscopy	Electronics
Crystals	Detectors

The standard service to our customers includes a basic and free of charge technical assistance and strives to offer tailored solutions to technology advanced teams.

To overseas companies we offer a unique marketing channel that has direct access to more than 2900 of the key decision-makers in Israel's Advanced Industries.

About 1000 of these actively subscribed to our monthly newsletter. The Newsletter is also stored on our website.

Each meaningful info suppliers wish us to promote, get an immediate exposure on Twitter that linked to our home page, and will be sent within a month in the newsletter.

Our website had in the last year about 2000 unique visitors, as can be viewed from Flagcounter on the homepage of our website (in the left bottom corner).

These numbers are probably the largest in this Industry in Israel.

We provide quick and clear responses and quality filing one may expect from a true business partner. We trust that you will experience our motto to "meet and beat your expectations" to differentiate us in this challenging market.

The General Manager of the company, Moshe Brill is considered one of the local experts in the Photonics Market, trend and applications, backed by day to day Contact with many key designers at various local companies, as well as by following professional publications and attending trade-shows and contacts with overseas manufacturers and customers for more than 18 years. In these years he managed to enter many \$M of components and systems to OEM equipment that have been sold at more than 1 \$B. He holds a Masters in Physics degree from the Laser Center of the VU University, Amsterdam the Netherlands, [www.vu.nl](http://www.vu.nl). Moshe wrote several articles on Photonics over the years. He runs IL Photonics since 2004, and also is the most senior sales engineer. The core staff further includes a Sales Engineer Lior Biderman that completed optical engineering at [www.jct.ac.il](http://www.jct.ac.il), Berta Brill Office Manager with an academic degree. Further it includes as part time workers Harel Feldman a computer technician and Meir Chazon and Ira Grotzky as Sales Managers.



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We fully support the languages English, Hebrew and Dutch. Further we accept correspondence and literature and offer basic support in German, French and Italian. I.e. We will answer e-mails in those languages, but typically in English.

We service many customers. The vast majority comes from one of the below fields:

Medical/Dental diagnostics

Medical/Estheatical light treatment

Automatic Optical Inspection

Machine vision

Telecommunication

Semiconductor inspection

Electronic Printing

Laser manufacturing

Display

Optical components manufacturing.

Academic Research

3D Imaging

with other applications where you can find our customers.

IL Photonics is located in Beit Shemesh between Jerusalem and Tel-Aviv the 2 major cities, in the very center of Israel, within an hour drive of most of the local customers, and 35 minutes from the Airport.

As the business of our customers greatly relies on third parties components it will be important to have vendors that consider their expectations as part of the specification. Or better:

Get what you want to get.

Our philosophy therefore is not only to sell samples, but integrate these components that will prove their value over the lifetime of the product of the customer. To reach this standard we use only Photonics expert for the sales of these components and let them pay off only with the successful selling of your product.



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IL Photonics provides and markets professional services and products from world-leading companies to customers in Israel. As our expertise on the Photonics market is exceptional define our mission:

*Marketing and distributing Electro-Optical components and systems in Israel, and provide value added solutions to local companies in this space.*

We invite local customers to call for a meeting wherein we sit down to understand their immediate and long term need in order to come with a tailored solution to help their business.

We invite quality suppliers of electro-optic components and systems to discuss with us the local promotion of their products.

Looking forward to support you,

Moshe Bril

General Manager

IL Photonics BSD Ltd.