

# MAGAZINE.IL



Beach in Tel Aviv



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Dear friends,

This is the 13th edition of MAGAZINE.IL, and we are celebrating BAR MIZVA to the magazine, as when a Jewish boy comes of age at 13 years old.

We are about to enter the summer in Israel. The sun is shining on each visitor and resident in the country.

Israel's desert gets just 30 millimeters of rainfall a year, However it has a thriving ornamental fish industry. We would introduce a video article that shows the amazing development that we have in the desert.

We wish you a pleasant summer.

**Karen Grunschlag Rozenberg**

Head of Culture Department  
Consulate General of Israel



The Negev desert



### Apple gobbles Anobit

The world's leading computing company takes a big bite out of an Israeli startup that can offer it juicy returns.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Apple-gobbles-Anobit0604-1800.aspx>



### Superfly minds your frequent-flyer points

A new Israeli startup makes sure you get the most out of all those points you've racked up from credit cards and airlines.

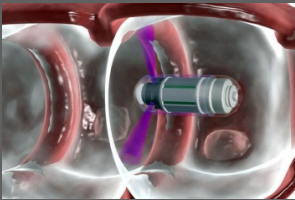
<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Superfly-minds-your-frequent-flyer-points.aspx>



### Israeli innovation at ThinkNext, Microsoft Israel R&D center

An application that advises on what's good (or bad) for you to eat and a service which encourages safe driving are just a few out of many new exciting technologies that were presented at Microsoft Israel's ThinkNext convention.

[http://www.mfa.gov.il/MFA/VideoLibrary/Israeli\\_innovation\\_Microsoft\\_ThinkNext.htm?lang=english](http://www.mfa.gov.il/MFA/VideoLibrary/Israeli_innovation_Microsoft_ThinkNext.htm?lang=english)



### No more invasive colonoscopy?

An Israeli company has come up with a tiny capsule you can swallow that detects polyps painlessly as it travels through the colon.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/No-more-invasive-colonoscopy.aspx>



### Old tires, new rubber

Israel's Lev gum breaks down worn rubber and remakes it into good-as-new material for tires, conveyor belts, shoe soles and other products.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/Old-tires.-new-rubber0522-7104.aspx>



### A thriving fish industry... in the Israeli desert

Where can you find Nemo? In Israel's Arava desert, where aquaculture is blooming despite a dearth of fresh water.

[http://www.mfa.gov.il/MFA/VideoLibrary/Fish\\_industry\\_in\\_Israeli\\_desert.htm?lang=english](http://www.mfa.gov.il/MFA/VideoLibrary/Fish_industry_in_Israeli_desert.htm?lang=english)



### In Israeli swimwear, 2012 is the year of color

Dazzling hues and mix-and-match patterns on the beach this summer will bridge different countries and cultures, say Israel's swimsuit mavens.

<http://embassies.gov.il/hong-kong/AboutIsrael/AboutIsraelInfo/Pages/In-Israeli-swimwear.-2012-is-the-year-of-color.aspx>

**Check this out:** The world is dancing to Israeli club music

<http://www.youtube.com/watch?v=2icNwVxQAog>