

OrCam Technologies chosen as a 2019 Red Herring Top 100 Europe Winner

OrCam Technologies chosen as a 2019 Red Herring Top 100 Europe Winner Wearable AI artificial vision innovation company wins prestigious award that previously recognized Google, Facebook, Skype and Salesforce.com Jerusalem, Israel (February 25, 2019) – OrCam Technologies Ltd., the world's most advanced wearable AI-driven artificial vision innovator, was announced by Red Herring as a Top 100 Europe award winner. The Top 100 forum in Amsterdam, Netherlands recognized leading private startups' innovations and technologies across their respective industries. Red Herring Top 100 Europe enlists outstanding entrepreneurs and promising companies. It selects the award winners from approximately 1,200 privately financed companies each year in the European Region. Since 1996, Red Herring has kept tabs on these up-and-comers. Red Herring's Top 100 list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring's editors were among the first to recognize that companies such as Alibaba, Facebook, Google, Salesforce.com, Skype, SuperCell, Spotify, Twitter, YouTube, and Mobileye would change the way we live and work. Thousands of the most interesting and innovative companies have graced the Top 100 list over the years. "In 2019, selecting the top achievers was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "In fact, we had the toughest time in years because so many entrepreneurs had crossed significant milestones so early in the European tech ecosystem. But after much thought, rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe OrCam Technologies embodies the vision, drive and innovation that define a successful entrepreneurial venture. OrCam should be proud of its accomplishment, as the competition was very strong." Wireless, lightweight and compacted into the size of a finger, the pioneering technology of the OrCam MyEye 2 artificial vision device discreetly reads printed and digital text aloud – from any surface – in real time. Instant face recognition and identification of consumer products, colors and money notes provides increased independence. Magnetically mounted on the wearer's eyeglasses frame and weighing less than an ounce, OrCam MyEye 2 is the only wearable artificial vision tech that is activated by an intuitive pointing gesture or simply by following the wearer's gaze – allowing for hands-free use without the need of a smartphone or Wi-Fi. "OrCam is honored to be a recipient of the Red Herring Top 100 Europe Award, thereby joining the elite company of previous Red Herring 100 winners which include Google, Facebook, YouTube, and Alibaba," said Dr. Yonatan Wexler, Executive Vice President of Research & Development. "We are deeply appreciative of Red Herring's recognition of OrCam's AI-driven innovations, and our wearable technologies' ability to transform people's lives." Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technological innovation, management quality, overall business strategy and market penetration. This assessment was complemented by a review of the track records and standings of similar startups in the same verticals, allowing Red Herring to see past the "hype" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe. Following OrCam Technologies' well-deserved win, they are then invited to showcase their company to the US market at the Top 100 North America event in May and later compete internationally for the Top 100 Global in October. Red Herring is dedicated to following OrCam's path to further success and innovation. OrCam is distributed in Australia and New Zealand by Quantum RLV. <https://www.myorcam.com.au/> & <https://www.orcam.co.nz/> # # # About OrCam Technologies: OrCam harnesses the power of artificial vision by incorporating pioneering technology into a wearable platform which improves the lives of individuals who are partially sighted, blind, have reading difficulties including dyslexia or reading fatigue. OrCam was co-founded in 2010 by Prof. Amnon Shashua and Mr. Ziv Aviram, who are also the co-founders of Mobileye, the collision avoidance system leader and autonomous driving innovator, which was acquired by Intel Corp. in August 2017 for \$15.3 billion. For more information: www.orcam.com and YouTube and follow OrCam on Facebook and Twitter.

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