

## The Asper Institute for New Media Diplomacy

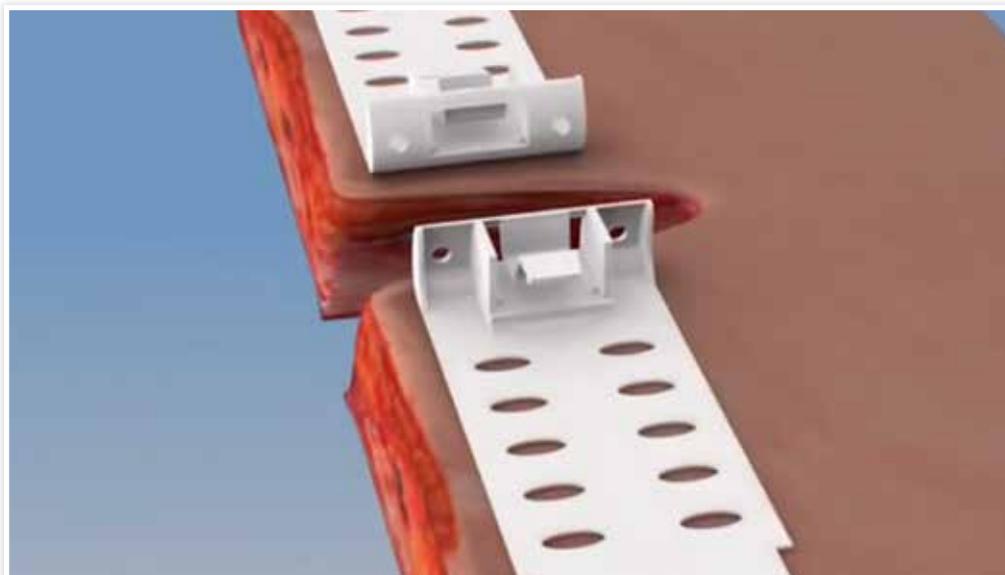
Named for: **The Asper Foundation**  
Director, **Anouk Lorie**

# The Asper Institute Spreads the Word on Israeli Medical Innovations

The Asper Institute for New Media Diplomacy, chaired by Dr. **Noam Lemelshtrich Latar**, dean of the Sammy Ofer School of Communications, and directed by international journalist **Anouk Lorie**, focuses on the study and application of new media technologies for use in journalism and diplomacy. The institute runs a variety of projects, among them IDC International Radio and NoCamels.com, the world's leading news website on Israeli innovations.

With the help of IDC student reporters and interns from Ivy League universities in the U.S., NoCamels reaches millions of readers worldwide, including many from Arab and Muslim countries.

Recently, a NoCamels article on SCiO, a tiny handheld scanner that shows the molecular composition of any matter, garnered nearly



*TopClosure, a new Israeli wound-closure stitching method.*



*A new Israeli vaccine for cancer.*



*SCiO, a tiny Israeli device that shows the molecular composition of any matter.*

300,000 views and 20,000 Facebook “likes.” This Israeli device, which could change the way we interact with the world, can tell whether an apple is fresh, what is in the pills a doctor prescribes, how many calories are in a meal, and whether a plant needs more water.

Another recent popular NoCamels story featured a new Israeli vaccine for cancer, which was shown to trigger a response in 90 percent of cancer types. Vaxil BioTherapeutics, based in Ness Ziona, has developed ImMucin, a prophylactic cancer vaccine, which is not designed to treat the disease, but to prevent it from returning.

But the most popular story on NoCamels over the past year was about a new wound-closure stitching method developed by Israeli scientists. An invaluable medical tool already being applied in Israeli hospitals, TopClosure works by first stretching out the skin around the wound to avoid the need for skin grafts, and to ensure aesthetic healing. The device can be “zipped” open after emergencies, so the wound can be further evaluated and treated.