

NoCamels
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NoCamels.com: The Best of Israel

NoCamels.com covers breakthrough innovations from Israel for a global audience, including startups in the fields of technology, health, design and environment. Founded in 2011, the website has become the world's leading news source on Israeli startups and innovation.

The website, a project of the Asper Institute for New Media Diplomacy at IDC's Sammy Ofer School of Communications, has reached six million people to date across the world. 140,000 fans follow its Facebook page and its newsletter is sent out to 50,000 subscribers weekly.

Some of the coolest stories NoCamels has covered over the past year include:

- A story on Mobileye teaming up with BMW to manufacture a driverless car by 2021. The Israeli company Mobileye, which develops vision-based driver assistance systems that help prevent collisions, has joined BMW and Intel on their quest to manufacture a driverless car by 2021. With Mobileye contributing its cutting-edge autonomous driving technologies, and Intel Israel contributing the computing power needed for the future car, there's no doubt Israel is playing a significant role in the emerging self-driving car industry.
- A story on UPnRIDE, an innovative Segway-like vehicle that helps quadriplegics. This revolutionary device, developed in Israel, allows quadriplegics to stand up and move around almost anywhere, and is poised to change the lives of thousands of paralyzed people. Developed by Dr. **Amit Goffer**, who also developed the revolutionary exoskeleton ReWalk, UPnRIDE will help quadriplegics (people paralyzed from the neck down) to be mobile.
- A story on the world's smartest building. Being constructed in Petach Tikva, Israel, this 34,000-square-meter research and development center will include thousands of smart sensors to gather data and provide what employees need in order to do their work. The building will recognize employees' faces, turn lights on and off, offer carpools to employees based on estimated arrival times to the office; and even direct employees to vacant parking spots.

NoCamels Wins 140,000 Likes

On November 10, 2010, we shared our first original article on Facebook, "Cell La Vie: Reduce Cell Phone Rays By 98 Percent." Just five people "liked" it. Just six years and over 2,000 articles later, NoCamels can boast 142,000 followers and hundreds of thousands of views for each article.

