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To whom it may concern,

Our motto at ISCAR is "Where Innovation Never Stops!" and the innovation that has made the company one of the fastest growing in the industry stems from the creative thinking of ISCAR's employees. In order to further nurture our innovation, we hired Mr. Nir Ben Lavi for two sessions during the years 2007-2008 to assist us in performing a full scale Systematic Innovation processes as well as to help us in assimilating innovative tools and in develop our innovative state-of-mind. In the several iterations of Systematic Innovation we performed with Nir we went through the following phases:

- Exposing our self to state-of-the-art tools used for Systematic Innovation. This was performed via lectures, team-meetings and coaching sessions.
- Working in multi-disciplinary teams that focused on selected technological challenges. Each team aimed at generating feasible solutions to the challenges selected and these solutions were presented to senior management at ISCAR. The presentations helped us in promoting inner-innovation processes and helped us in realizing our motto "Where Innovation Never Stops!"

Nir Ben Lavi contributed valuable knowledge and our work with him helped us not only to innovate but also to create a company climate of enthusiasm and efficacy in handling challenges.

Nir is a real pro and I would be delighted to recommend him to those who wish to adopt a new way of thinking and succeed in surprising the market and even themselves.

Best Regards,

**Jacob Friedman**  
General Manager  
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