



Friends of the Jerusalem College of Technology

Machon Lev • Machon Tal • Machon Naveh • Machon Lustig

High-Tech Entrepreneur and Former NBC CTO Named President of Friends of Jerusalem College of Technology

Jerusalem and New York, July 30, 2007 – Louis “Elly” Libin, CEO and president of Broad Comm Group, has been appointed president of the Friends of the Jerusalem College of Technology. JCT is one of Israel’s leading engineering schools, combining some of the most advanced research and development efforts with intense Judaic studies.

“Initially, I became involved with JCT because I met more and more JCT graduates who were doing all sorts of groundbreaking work,” Libin explained. “JCT is doing such amazing things on three fronts. First, JCT is helping Israel become even more competitive in high-tech, especially electro-optics. Second, JCT is actively helping to save Israeli families by providing the tools they need to become successful wage-earners. Third, some of the developments out of JCT help save lives in Israel and around the world.”

Libin has become president at a very promising time for JCT. The school will begin offering a Bachelor’s in the Science of Nursing degree in September – the first undergraduate nursing program in the country.

“Having Louis step up as president will be a tremendous boon to JCT’s already well-respected image,” said Moshe Kinderlehrer, executive vice president. “His leadership within the high-tech community will continue to bolster our commitment to technological growth and only serve to enhance our development efforts.”

About Louis Libin

Mr. Libin is the founder, and President of Broad Comm, Inc.; an internationally renowned consulting group specializing in wireless and digital technology, and has been working with Israeli client companies for almost ten years. Mr. Libin, continues to advise such high profile clients such as General Electric, NBC, ABC, CBS, Turner, Olympic Committees, numerous TV stations, equipment manufacturers, foreign governments and a myriad of start-ups, including biotech. Mr. Libin serves on the boards of technology companies, small and large. Mr. Libin founded two other communications and broadcasting companies. Mr. Libin served as CTO and director of engineering at NBC, where he oversaw the design and global implementation of broadcast projects worldwide, and was responsible for technical aspects of the broadcaster's wireless communications. Libin was appointed by the U.S. Department

of State to represent the US on satellite and wireless issues at the (United Nations) International Telecommunications Union, the ITU, in Geneva. Libin is widely published in the technology and wireless fields. Mr. Libin has also been Chief Consultant many major events, including: Presidential Inaugurations, Political Conventions, Super Bowls, PGA Golf events, NBA All Star Games and Major Tennis events, among others.

About Jerusalem College of Technology (JCT)

Founded in 1969, JCT has grown into one of Israel's major academic institutions of higher education, specializing in high-tech engineering, industrial management and life and health sciences. Currently, JCT is comprised of four schools - Machon Lev, Machon Tal, Machon Naveh and Machon Lustig. Based in the heart of Jerusalem, JCT has pioneered a unique approach in integrating a Jewish education with high level academics and has earned a unique position among engineering schools worldwide, preparing students for Israel's industrial and high-tech fields and turning out qualified professionals, well-trained in science and versed in Jewish heritage. As one of Israel's main accredited engineering schools recognized by Israel's Council of Higher Education, JCT graduates many of Israel's high tech engineers and most of its electro-optic engineers. For more information please see www.friendsofjct.org.