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### JVP inaugurates new home.

The JVP Media Center, being inaugurated today, is the brainchild of Erel Margalit, founder and managing partner of Jerusalem Venture Partners (JVP). Housed in the renovated Government Printing House, within the courtyard that was also home to Jerusalem's British-Mandate-era train station, the new JVP offices are part of what Margalit describes as a campus of sorts, and are at the center of his unique vision of the technological future.

"Technology was the core of the leading businesses of the 1990s" says Margalit. "Now it is moving to the next phase, where the technology becomes the "how"; the "what" is more about applications and content, often coming from people in culture and the arts. Therefore, a major aspect of our efforts has to do with communicating with creative people, in all kinds of disciplines."

Margalit has given this concept physical reality in JVP's new home: a complex that includes the firm's offices; several portfolio companies (among them a start up called "PopTok", a search engine for film clips - a sort of combination of Google and YouTube); the JVP start-up incubator; the headquarters of JVP Community, the firm's non-profit arm; HaMa'abada, or The Lab, a performing arts center, which also houses a popular bar-restaurant; and JVP's animation studio. This combined cultural and business center, Margalit says, is intended to provide constant interaction between business, media, cultural, technological, and social creativity.

"In my view, the relevance of culture to the business world is not to be underestimated; the next breakthrough in Israel high tech will come from cultural openness to creative people: journalists, filmmakers, designers, etc." JVP's new headquarters are, accordingly, located in the heart of Jerusalem's cultural complex, close to the Jerusalem Cinematheque, the Khan Theater, the Sam Spiegel Film School and Jerusalem Theater, among others.

The celebration this evening, at which investors, business people, senior media people, and members of the local culture and entertainment scene will be guests, also marks the raising of 100 million USD by the JVP media fund last November. "Our goal is to help the media world enter its interactive age," Margalit said. "What is critical to recognize is that within the next ten years, content will become increasingly interactive. The definition of our business activity is cultural, artistic, experimental technology."

Perhaps the most prominent example of this activity has been taking place in JVP's Jerusalem Animation Lab over the past three years. Sometime during 2010, the animated feature-film "The Wild Bunch" will make its screen debut. This is a film with a Hollywood budget, and featuring a Hollywood line-up: the film's scriptwriter is Philip LaZebnik, who wrote "Pocahontas" and "Mulan"; as director, Margalit has recruited Alex Williams (Who Framed Roger Rabbit" and "The Lion King"); and international actors including Elizabeth Hurley and Willem Dafoe will voice main characters. Margalit's aim is to create a worthy competitor for the Hollywood animation giants Pixar, DreamWorks and Disney.

Margalit, who was born and raised on Kibbutz Naan before moving to Jerusalem as a student recalled: "As a child on the Kibbutz, the most amazing time I had with my parents was before the Saturday night film, when animated films were broadcast on television. For me, these moments connect me to the period of my childhood, and it's also another connection with my daughters (aged 14, 17 and 19)."