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Tape Report

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Client	EPO - European Patent Office		
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Title	Nominees – Gavriel Iddan		
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00:00:00:00	Inventor Details		
00:00:05:00	Question: How do you feel as a nominee for the European Inventor Award?		
00:00:10:00	Answer Iddan Well, it's a big pride, I mean, I was really surprised, I'm proud of being nominated and I think it's an indication of the quality of the company that I'm serving now and the product that we make here.		
00:00:27:07	Question: What is the added value of the award for Europe's economy?		
00:00:32:07	Answer Iddan The award is a way of really raising the – or promoting the spirit of inventiveness in the community in Europe and as a result hopefully new products will arrive and industry will thrive in benefit from the new inventions which will actually be to the benefit of most of the people.		
00:01:05:18	Answer Iddan The added value of the European Award in my opinion should be to promote the interest of the younger generation in inventing and inventiveness and thus it will enable new products to appear in the market, new industries to pop-up and in this way it's going to help the European Community and other communities, of course.		
00:01:32:04	Question: How relevant is the economic potential of your invention?		
00:01:37:04	Answer Iddan The economic potential of that invention is twofold; for the patient is that he doesn't lose a day's work, he is not sedated, the procedure is quick and painless which is naturally highly desirable, and of course we also earn some money by selling these products.		
00:02:00:09	Answer Iddan The capsule is about 10 years in the market and by now we manufactured I think 1.7 million capsules – were sold worldwide. In North-America, in		



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	Europe, and in the Far East and Australia, in South America and the – I mean the stock market value of the company is about – I think about 600 million Dollars.
00:02:35:01	Question: What impact does your invention have on our daily lives?
00:02:40:01	Answer Iddan The basic impact is that the procedure is so light, so simple and does not require any hospitalisation. What you do is simply avoid your breakfast, you come to the clinic, you swallow the capsule, put on the belt, put on you jacket and go to work. You don't lose a day's work for the examination.
00:03:04:12	Question How successful are the products generated from this invention?
00:03:09:12	Answer Iddan The capsule is constantly evolving and new products, new models are actually coming out to the market.
00:03:18:04	Answer Iddan And we are still pushing ahead. We add new products.
00:03:22:14	Question: How relevant are patents in your field of action?
00:03:27:14	Answer Iddan Patents are very relevant to keep the inventiveness alive because without patents people would spend a lot of money in developing a product the product will be easily copied by others and the people who invested the money in development will actually lose money. So they will have no motivation for inventiveness.
00:03:51:08	Question: Please try to explain your invention in 3 sentences...
00:03:56:08	Answer Iddan The invention was intended to actually complement the traditional endoscopes and colonoscopes and entering to areas that were inaccessible to the existing endoscope and colonoscope, mainly the intestinal tract and the capsule that was invented, you swallow it and it goes naturally through the whole length of the small intestinal tract. That's an area incognito that was not actually being able to – people were not able to actually image it before the invention of the capsule.
00:04:39:05	Answer Iddan The capsule is basically a small television studio, it has a miniature of camera, it has the illumination by ways of LEDs, and it has of course batteries, power source and it has a small transmitter that transmits the images captured to an outside recorder.
00:05:04:16	Black Burst
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Inspection		Control	
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