



March 3, 2015

To Whom It May Concern,

I am an alum of the first graduating class of the Communications System Engineering undergraduate program at the University of Be'er Sheva (class of 2000).

After graduating, I worked as a communications systems engineer at Intel and Motorola, and then in 2006 started my own company, LiveU, where I also currently serve as a COO and General Manager of the US operations.

LiveU develops patented cellular-bonding technology to transmit reliable broadcast-quality video by aggregating multiple cellular connections. The technology is in daily use by hundreds of news and sports networks around the world, including NBC, CNN, CBS, Fox, and many others. Our products combine hardware, software, and complex communications logic and algorithms, all of which were part of my educational training at the program. Having the combined background of Video, Cellular Networking, and Distributed Algorithms -- all of which were classes I took during my studies -- has helped me tremendously in developing our product and algorithm. It has also helped me in authoring 8 patents around our technology.

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When I first applied for the program in 1996, on its very first year of operation, I was wondering if it was a risk to join a brand new program rather than joining a more established program elsewhere. In retrospect, joining the program was one of the best decisions I made in my career, and I would make that same decision again, for several reasons.

First, I found that the curriculum was very well designed to give students real-world skills and experiences, while providing a unique combination of mathematics, Computer Science, and Electrical Engineering. All of those are combined in my company's products.

The Faculty is comprised of professors with rich industry experience, including the current and previous heads of the department, who I am still in touch with.

My fellow students, and students that I met from subsequent classes were extremely talented, and many now run their own tech companies or hold key positions in the tech industry. I have also hired dozens of alumni of the program over the years and found that they performed just as well, if not better, than those from many other programs, including leading programs in the US.

Throughout the years since graduation, I've received ample support and advice from faculty and other alumni. Whenever young applicants ask for my advice on where to apply for engineering school, I strongly recommend the program for the reasons above.

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In summary, I find that the program offers great faculty, industry-relevant curriculum, and talented alumni, and it has contributed to me significantly throughout my career.

Best Regards,

Avi (Avichai) Cohen

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