

# THE PLAIN DEALER

## Israeli medical firm to set up shop locally

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Barnev Inc., an Israeli medical technology company, said it plans to co-locate in Northeast Ohio. James Peffenberger, a native Ohioan whom Barnev recruited as president and director of sales and marketing, will head the local office.

The office will house the company's new marketing operations, with a staff of five or six. A 14-person research and development team will remain in Netanya, Israel.

In February, Barnev received Food and Drug Administration clearance for its Computerized Labor Monitoring System. It uses ultrasound technology to measure cervical dilation and the location of a baby's head during labor, which it reports in real time, Peffenberger said.

The technology is meant to make deliveries go more smoothly and help clinicians forecast potential problems.

Yossi Machtey, a native Israeli who received his master's degree in biomedical engineering from Case Western Reserve University, founded Barnev in 1998.

The product was in development for nine years, and now the company is ready to market it to medical professionals, Peffenberger said.

"Cleveland is the ideal place to do that," he said, noting the strong medical community.

Peffenberger said he is looking regionally for office space, and has been in touch with economic development officials in Cleveland and Beachwood. The office is expected to open within two months.

"Whether Barnev selects Beachwood or not, we are thrilled that Peffenberger wants to remain here," said Tom Sudow, executive director of the Beachwood Chamber of Commerce. "We really want to help build this entire region."

Beachwood, through trade missions, has persuaded more than 20 Israeli companies to open local offices in the past three years. Barnev, however, is not one of the city's recruits.

Beachwood has focused on Israel because it's a world leader in innovation, Sudow said. "They've got remarkable technology and no market."