



**For immediate release**

**Yissum Introduces a Novel, Environmentally-Friendly Method for Preventing and Affecting Biofilm of Bacteria and Fungi**

*Technology to be presented at WATEC, the Water Technologies, Renewable Energy and Environmental Control Exhibition and Conference*

Jerusalem, Israel, November 11, 2009 –Yissum Research Development Company of the Hebrew University of Jerusalem Ltd., the technology transfer arm of the University, will introduce a novel method for preventing biofilm at the WATEC Conference, to be held in Tel Aviv, Israel on November 17-19, 2009. The invention, developed by Professor Doron Steinberg from the Faculty of Dental Medicine, Hebrew University of Jerusalem and Professor Morris Srebnik from the Institute of Drug Research, Hebrew University in Jerusalem, together with Professor Itzhack Polacheck from the Hadassah Medical Organization, utilizes novel heterocyclic compounds that disrupt cell-cell communication, thereby interfering with the formation of biofilms. Unlike the use of antibiotics which often induce formation of resistant strains, the compounds do not need to kill the microorganisms that cause the biofilms.

"This is only one of the many breakthrough water technologies developed at the Hebrew University that Yissum will be presenting at the conference," said Yaacov Michlin, CEO of Yissum. "Just a few weeks ago, a study published by researchers from the University of Colorado showed that showerheads may be dangerous for our health due to contamination with biofilms, or aggregates of bacteria or fungi. This invention is exactly the solution for such problems as well as many other problems related to home and industrial use that affect us daily."

The novel compounds will be used as a coating on pipes, filters, membranes, air conditioning ducts and other surfaces in contact with water prone to formation of biofilms. The coating is environmentally friendly and effective against both fungal and bacterial biofilms.

Biofilm-related problems cost industry tens of billions of dollars annually by corroding pipes, reducing heat transfer or hydraulic pressure in industrial cooling systems, plugging water injection jets, and clogging water filter and pipes. The novel invention can be used for industrial water treatment, prevention of biofilm formation on filtration membranes, paints and coatings, irrigation pipelines and swimming pools. It can be used for house hold cleaning, and more. It will also lower costs of

desalination and water recycling processes by reducing energy consumption due to corroded or clogged pipes.

**About Yissum**

Yissum Research Development Company of the Hebrew University of Jerusalem Ltd. was founded in 1964 to protect and commercialize the Hebrew University's intellectual property. Products based on Hebrew University technologies that have been commercialized by Yissum currently generate \$1.2 Billion in annual sales. Ranked among the top technology transfer companies in the world, Yissum has registered over 6,100 patents covering 1,750 inventions; has licensed out 480 technologies and has spun-off 65 companies. Yissum's business partners span the globe and include companies such as Novartis, Johnson & Johnson, Merck, Teva, Intel, IBM, Phillips, Sygenta, Vilmorin, Monsanto and many more. For further information please visit [www.yissum.co.il](http://www.yissum.co.il).

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