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MemoGene is a groundbreaking viral-based tissue-culture-independent technology for precise plant genomic modification that can be applied to all plants without using traditional genetic engineering.
The method is based on highly efficient viral vectors for DNA delivery, and on targeted endonucleases for nuclear and plastid genome manipulations. This platform, which allows site-specific genetic modification, can be applied to plants and cell cultures, to meet the rapidly shifting trends in the areas of field and vegetable crops, horticulture, woody crops, bio-fuels, etc.

MemoGene is a subject for a commercial agreement between **Danziger Innovations Ltd.** and **Yissum** - the technology transfer company of the Hebrew University. The technology has been developed through a Joint Venture between **Danziger "DAN" Flower Farm** and **Prof. Vainstein's laboratory** at the Institute of Plant Sciences and Genetics in Agriculture of the Hebrew University of Jerusalem's **Robert H. Smith Faculty of Agriculture, Food and Environment**.

Danziger "Dan" Flower Farm, founded in 1953, is a global leader in the breeding of bedding plants and cut flowers. Danziger holds hundreds of patents and breeder's rights, offering over 500 different plant varieties, sold in more than 60 countries. Danziger has been a global leader in the important *Gypsophila* market for over a decade, with a market share of over 70%, due to its successful and prize-winning varieties Million Stars® and New Love®.

Danziger Innovations Ltd. is a bio-tech company, activated in 2008, working in a close cooperation with Danziger "Dan" Flower Farm, and dedicated to the *MemoGene* technology.

Danziger Innovations Ltd. **is very pleased to offer researchers in academia and commercial agricultural companies a variety of gene-validation services**, such as:

1) Transient expression or suppression of viral genes in various crops.
2) Stable transformation, including generation of transgenic F1 seeds, in the following crops: Tobacco, Tomato, Petunia, Arabidopsis, Lettuce, Ageranthemum, and Populus tremula.

Danziger Innovations Ltd. **is currently looking for additional R&D cooperation** with researchers in academia or commercial agricultural companies who hold the knowledge, experience and germplasm for different crops. Moreover, valuable genes for economic and agronomical traits are required for the generation of new varieties via site-specific mutation using the *MemoGene* technology.

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