
From: David Mendlovic
Sent: Monday, December 21, 2015 9:38 AM PST
To: [REDACTED]@apple.com
BCC: Shraga Katz
Subject: Regards from Corephotonics

Dear [REDACTED]

I'm writing to you as the CEO of Corephotonics – dual camera technology pioneer. Following Oded Melamed's recommendation, I want to understand **why our attempts to collaborate with Apple have failed?**

Corephotonics. 4 years ago we founded Corephotonics in order to commercialize the dual aperture camera concept. We have a clear technology and product roadmap (see below). Our dual cameras are now making first steps in the market with tier 1 and tier 2 customers, deeply entrenched in the supply chain with excellent working relations all around.

Corephotonics and Apple. From day one, we made Apple our highest priority, communicating mainly with our old friend Oded Melamed. The continuous dialogue was halted by Apple a year ago in spite of the rumored interest that Apple has in dual aperture cameras. Corephotonics is Apple's most synergetic partner for dual camera.

Intellectual property. Our business model is IP licensing and we also deliver a lot of high quality design work in optics and cameras. We will be the first to invent, implement and demonstrate dual cameras which outperform the best single compact cameras. Thus, our IP opinion has the best defensive value for such applications. We will be very happy to discuss openly how to create the right IP structure.

Moving forward? If you consider to learn more about us, I will be very happy to meet you per your convenience, either in person or in Israel Apple center.

Thank you very much for your attention
Merry Christmas and Happy New Year.
David

Some additional Background. As a Tel Aviv University professor I've been conducting computational photography research and have researched into successful startups with my colleagues Gal Shabtay and Eran Kali. Our previous company Eyesquad was acquired and its technology into the backbone cameras of Nokia in its heyday.

