

## University of Haifa

The Senate of the University of Haifa, by virtue of the authority vested in it by the constitution of the University and in accordance with the recommendations of the President and the Executive Committee

hereby confers upon

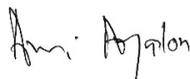
**Benny (Benzion) Landa**

the degree of

**Doctor of Philosophy, Honoris Causa**

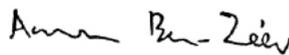
in recognition of his widespread philanthropic activities and in appreciation for his tireless efforts to ensure equal educational opportunities and enable young people to attain higher education; his deep commitment to social justice and narrowing social gaps in order to create a better society; his activities aimed at empowering youth of privileged minds and underprivileged means; his assistance to all of Israel's institutions of higher education and acknowledging the importance of education in general - and the particular significance of higher education in advancing the growth and development of the State of Israel; for providing the opportunity for thousands of students to complete their studies and enhance their own lives and for being a true friend of the University of Haifa.

Conferred in Haifa, Israel  
13 Sivan 5772/June 3, 2012



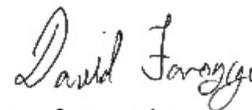
**Ami Ayalon**

Chairman of the Executive Committee



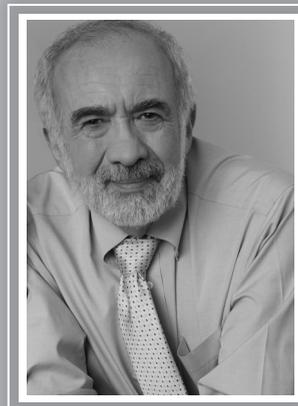
**Prof. Aaron Ben-Ze'ev**

President



**Prof. David Faraggi**

Rector



# BENNY (BENZION) LANDA

Entrepreneur, Industrialist, and Philanthropist

Benny Landa was born in 1946 in Poland to parents who were Holocaust survivors. His family immigrated to Canada, where he grew up. He studied physics and engineering, followed by Fine Arts, in which he earned a degree in England, where he started working in the field of micrographics research. His first invention in this field earned him a contract with Rolls Royce. In 1970, Mr. Landa and a colleague founded Imtec, which later became the largest micrographics company in Europe.

After moving to Israel, Benny Landa, at age 30, founded the high tech company, Indigo, which today, thirty five years later, is a division of the Hewlett-Packard Company (HP). Landa's vision was to combine the benefits of printing ink with those of the computer in order to achieve, through electronic means, the beauty, brilliance, and quality of offset printing. Mr. Landa's vision was, in his words, to fulfill the biblical prophecy "From Zion shall come forth the Gospel of.... digital printing". Over the years, Benny Landa, Israel's most prolific inventor, has been awarded over 700 patents throughout world.

Indigo achieved one success after another and became the leader in the new digital printing industry which it itself had created. In 2002, the company was acquired by the Hewlett-Packard Company. Today Indigo, with annual revenues of more than \$1 billion, directly employs about 3,000 people in Israel and indirectly employs approximately another 10,000. That means that it provides livelihood for some 40,000 Israelis, about one-half of one percent of the entire population of the State of Israel.

Despite Indigo's enormous success, Benny Landa's vision was to go beyond printing. He founded the Landa Corporation, which is involved in the fields of nanotechnology, imaging and alternative energy. In addition, he set up Landa Ventures, which invests in promising Israeli technology start-up companies. And he created Landa Digital Printing, which in May of this year launched a new generation of digital printing presses, based upon "Nanography", an entirely new digital printing process, which promised to ignite a second revolution in the printing industry.

Throughout the years, Benny Landa has earned numerous recognitions and awards for his technological innovations and successes, particularly in the printing industry.

In 2002, Benny Landa and his wife Patsy set up the "Landa Fund for Equal Opportunity Through Education". The aim of the Fund is to enable bright Israeli youth of "privileged minds and underprivileged means" to achieve higher education. The Landa Fund focuses primarily on youth from the periphery, new immigrants and Arabs, enabling them to acquire university degrees. Thus far the Landa Fund has invested over NIS 200 million through centers at all six of Israel's universities, including the University of Haifa, as well as the Weizmann Institute, enabling thousands of Israeli youth to acquire university degrees. The Landa Fund also supports non-profit organizations in the fields of education and the advancement of shared citizenship, tolerance and understanding between Israel's Jewish and Arab citizens.

The Landa Fund Centers at the universities assist Jewish and Arab students through a variety of programs to prepare and enhance their studies. They provide academic assistance and offer special courses which afford students the unparalleled opportunity to successfully complete their higher education.