

PRESS RELEASE: MOBILE SECURITY - THE INCREASING CHALLENGE IN A CONNECTED WORLD

You don't have to look too hard to find a newspaper article highlighting yet another mobile application security breach. IP/mobile broadband has meant that the connected mobile device is, for the first time, fair game to hackers and cyber criminals.

The security challenges we'll see in this decade will directly impact mobile's ability to structurally change consumer's lifestyles. This will cause reputational issues for brands and, perhaps more crucially, will mean that fewer services are used... which means less money to go around the value chain.

There is a general need for change in how security is approached on the connected mobile device. As operators extend their services into more sensitive areas, such as mHealth and eCommerce, the requirement to create solid security policy and authentication systems becomes more vital than ever.

In Berlin on 28th-29th June 2011, experts from the leading global operators, vertical market actors and technology & solution providers are gathering to assess the remaining crucial gaps in both policy and technology. Speakers at **SIMposium 2011** include:

- Director of Technology Development & Strategy, **Sprint Nextel**
- Head of M2M Connectivity, **Orange**
- Principal Security Architect, **Paypal**
- Head of Global Business Development M2M, **Vodafone**
- Head of Service Delivery Management M2M, **Deutsche Telekom**
- Chief Architect, **GSM Association**
- Vice President Innovation & New Product and Channel Development, **Visa**
- Senior Manager (SIM) Device Marketing, **Everything Everywhere**
- Chair, **European Payments Council (EPC)**
- Head of Business Innovation, **TMN Portugal Telecom**

During the course of the two days, 'think tank teams' will meet to discuss the necessary evolution of mobile security in the Internet of Things, and representatives from the major industry regulatory bodies will work together to evaluate how standards can be evolved to better respond to the new security challenges.

For more details on the speakers participating and the issues being addressed please visit www.simpodiumglobal.com