

Leading security expert Andreas Baumhof to speak at 25th Anniversary of Security 2010 Conference – Sydney, 1-3 September

Sydney, 1 September 2010: Andreas Baumhof, Chief Technology Officer of TrustDefender will be a key speaker at the Security 2010 Conference, holding a practical seminar in the Information Security Zone titled – ‘Learning from the bad guys is learning from the best.’ In its 25th year the conference is expected to attract more than 4,500 security industry professionals. Andreas will highlight how sophisticated Trojans continue to attack security countermeasures by financial institutions, ecommerce providers and Governments. Andreas will provide a hands-on and practical insight of the constantly evolving Zeus and Mebroot malware and will discuss methods to combat these threats.

Andreas Baumhof, CTO of TrustDefender comments “At TrustDefender we are proud to be able to educate the industry on how to combat cyber crime. Trojans are on the rise globally and they constantly penetrate online transactions such as online banking. The \$1m heist in the UK¹ highlights this risk. With over 96% of Australians utilising online banking for transactions and 77% having made an online purchase,² it is essential individuals and businesses are educated about how to conduct safe and secure online transactions. The internet can be a safe environment if companies and consumers actually know the security health of the computer or mobile device they are using.”

2010 marks the 25th Anniversary of the Security 2010 Exhibition & Conference, cementing its place as Australia's largest and longest running security event for Security Professionals, Government Security, IT Security and users of leading edge Security Technology and products.

Andreas Baumhof will demonstrate TrustDefender’s unique and robust security wrap solution which enhances the security of the user authentication logon process in real time and keeps the user secure for the period of the transaction. It protects the computing device which is being used by the individual, ensuring security dedicated entirely to the safety of the user and the transaction.

“TrustDefender’s unique real time, risk based security solution is designed to enhance leading authentication vendor provider solutions. We are able to combine two key components, securing the computing device and protection of the user’s confidential identity and personal information raising the level of protection against online fraud to a new level. TrustDefender takes responsibility for providing education to companies, institutions and end-users to make them aware of the potential dangers that exist and how to be protected from the bad guys”, comments Andreas Baumhof.

How TrustDefender works:

- TrustDefender evaluates the security health risk in real-time and detects the malware present on the customer’s computer before the authentication process begins.
- TrustDefender provides online businesses the ability to notify the customer of the security issue and provides prompts and advice on how to deal with the potential risk.

¹ Zeus Trojan steals \$1 million from UK bank accounts (http://news.cnet.com/8301-27080_3-20013246-245.html)

² Global online consumer security survey Australian results 2010



- The security status of a customer's machine is assessed at the same time and included in the risk scoring. This alerts the online business where the transaction is taking place.
- TrustDefender's memory forensics allows the authentication provider to enhance their scoring of the transaction.
- A report is then delivered to the business receiving the transaction. An immediate warning shows the end user security is compromised, allowing all threatened parties to take action immediately.

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For more information visit:

www.trustdefender.com and www.trustdefender.com/blog

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About Security 2010

This year, the Security 2010 Exhibition will showcase the most advanced SCEC-approved products, the latest in security technology, IT security, services and systems from over 140 leading security industry manufacturers from Australia and beyond. The Exhibition's free Seminar Program will feature a series of case study led sessions, panel discussions and workshops, all providing invaluable insights into a range of critical issues facing today's security and showcasing new technologies, innovative solutions and real results from the best in the industry.

Security 2010 Conference will again feature an impressive lineup of local and international speakers focusing on critical issues affecting today's security industry and the impact of social and technological changes. The series of seminars, case studies, panel discussions and workshops during the event will provide invaluable insights into critical issues facing the industry.

Security 2010 is running at the Sydney Convention and Exhibition Centre from 1 to 3 September, for more information, or to download a free ticket go to: <http://www.securityexpo.com.au/>

About TrustDefender

TrustDefender has revolutionised the global online transaction environment with its unique memory forensics technology. It developed a world first security solution which connects a financial institution's or enterprise's server to a consumers PC or mobile computing device and authenticates the security health status of the end user computer in real time. TrustDefender makes the internet a safe and trusted place. Leading enterprises including Tier 1 financial institutions and credit unions around the world trust TrustDefender to eliminate online fraud, maintain brand promise, reduce risk and give their customers peace of mind.

TrustDefender have developed a dedicated Research and Development team, TrustDefender Labs, to develop solutions that address the rising global issue of online fraud. Today, TrustDefender is the leading real time, customer end point, risk assessment and protection for all online transactions.

TrustDefender was founded in December 2005 after the founders discovered the traditional security model was broken – and decided to fix it.