

## Telit to Help Build Awareness of Privacy and Security Across The Internet of Things

*Responding to rekindled cyber security concerns from industries like the connected car, smart home and mobile payments, Telit pledges to expand efforts to educate and raise awareness of what to look for in IoT solutions.*

**London – UK, January 6, 2015 – Telit Wireless Solutions**, a global enabler of the Internet of the Things (IoT), today announced, that, in response to the recent rise in consumer and enterprise concerns surrounding privacy and cyber security, the company will redouble its efforts to increase awareness about how its solutions can be properly applied to maximize security and privacy in handling personal information, such as health records and making online or mobile payments. With the effort, Telit hopes to help allay concerns by connected consumers and industry that it is not necessary to sacrifice privacy to enjoy all that the Internet of Thing has to offer.

“As a leading provider of the hardware, software and services networking connected devices to the Internet of Things, Telit has made data security a top priority for it’s ‘ONE STOP. ONE SHOP.’ says Oozi Cats, CEO of Telit Wireless Solutions. “We see end-to-end cyber-protection for IoT data and privacy as a fundamental requirement for providers in our space. “There have been recent high-profile security and privacy breaches in the news, but that does not mean today’s connected consumer needs to avoid the services and benefits that the Internet of Things provides.”

Connected things, such as factory equipment and ATM machines have existed for decades, operating nearly flawlessly given layers of regulations and a relatively confined scope of applications. New and novel devices and practices, such as smart homes and many ordinary objects that are much more personal, are now being reinvented with digital sensing, computing, communications and seemingly endless data storage capabilities in the cloud. This functionality set provides both new and previously passive objects with a “digital voice” and the ability to create and deliver an information stream reflecting their status and that of their surrounding environment – increasing the importance of security and privacy.

Cats continues, “Rather than shy away from these incredible new advances and rapidly growing number of devices and opportunities, consumers can embrace the technology and enjoy a fully connected life knowing that hardened solutions, like those provided by Telit, are carrying their data to the Internet of Things, helping ensure that all which is private, will remain so.”

In Telit’s efforts to increase consumer and industry awareness, the company will examine security, privacy and end-to-end protection for IoT data from the perspective of solution like

- Embedded SIM: More than just a way to ruggedize SIM technology for the unique environmental requirements of M2M communications, embedded SIM protects both service providers and their end users from SIM tampering. Telit offers multiple modules equipped with GSMA standard embedded SIM.
- Telit’s unique ATOP module for automotive customers takes hardware-based security one step further, dedicating one of the module’s three processors exclusively to data encryption and offering a Hardware Security Module (HSM) on board to store and protect cyphering keys.
- The m2mAIR Cloud application enablement platform is based on deviceWISE, the most secure middleware for IoT on the market according to ABI Research. Created by ILS Technology, a Telit Company, deviceWISE applies the lessons learned from their industry-leading secureWISE platform (nearly universally used to protect the super high value IP in play in semiconductor manufacturing) to enable file-level security. As a result of this approach to data security, information that is transferred from edge devices to the deviceWISE cloud is both transferred in a secure transport and stored in a secure environment.

According to Gartner Group, 2.9 billion connected things will be in use in the consumer sector in 2015 and will reach over 13 billion in 2020. The automotive sector will show the highest growth rate at 96 percent in 2015.

**Internet of Things Units Installed Base by Category**

<b>Category</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2020</b>
Automotive	96.0	189.6	372.3	3,511.1
Consumer	1,842.1	2,244.5	2,874.9	13,172.5
Generic Business	395.2	479.4	623.9	5,158.6
Vertical Business	698.7	836.5	1,009.4	3,164.4
<b>Grand Total</b>	<b>3,032.0</b>	<b>3,750.0</b>	<b>4,880.6</b>	<b>25,006.6</b>

*Source: Gartner (November 2014)*

This week, thousands of product announcements will come out of the Consumer Electronics Show (CES) in Las Vegas. Many of them will be new, connected devices. The question for the consumer remains: Do we have to sacrifice privacy for connected living? Telit’s answer: absolutely not. But it does pay to verify that the best technologies, services and solutions are addressing cyber security in these devices.