



Security in a Mobile World

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Slide #1

Instructions for the event organizer and speaker

- This slide set has been prepared to represent Trusted Computing Group's Mobile Phone Work Group, which is chaired by Janne Uusilehto (Nokia).
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Mobile Revolution

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The Facts Behind the Hype...

"A lot of this (cell phone attacks) is **hyped** to create a market that doesn't exist," said Neil MacDonald, group vice president and research director at Gartner Inc.
"The market will exist eventually because the devices are becoming more powerful, but the **threat today is minimal and overblown.**"

"IDC agrees that there is unlikely to be a major outbreak until the start of **2008**"

"Despite this intense vendor - and media-driven speculation - the necessary conditions required for viruses or worms to pose a real rapidly spreading threat to more than 30 percent of enterprise mobile devices will not converge until year-end **2007**" (Gartner)



We all are consumers...

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Why to Standardize Security?

- Allows the industry to pool scarce resource of top experts, prioritize key issues, and enable wider peer review for flaws
- Creates a broader base of customers for the supply chain, eventually lowering costs and speeding time to market
- Prevents fragmentation, enhances interoperability, ensures better upgradeability and reduces R&D costs
- Enables development of more sophisticated, value-added services
- Increases consumer's confidence that their devices will work as intended
- Helps to prevent virtual and physical theft of content and data and unauthorized use
- Lowers cost and speeds adoption of new systems, meaning users get more features and better security at lower costs
- Enables better integration between work and leisure time to consumers

Trusted Computing Group (TCG) and Mobile Phone Working Group (MPWG)

- The Trusted Computing Group (TCG) is a non-profit organization formed to develop, define, and promote open standards for hardware-enabled trusted computing and security technologies
- TCG provides reasonable and non-discriminatory (RAND) patent licensing policy between Members
- MPWG works on the adoption of TCG concepts for mobile devices to enable different business models in market environment of open terminal platform



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Unveiling Mobile Trusted Module (MTM)

- The world's first open security standard for Mobile Trusted Platforms (MTP), **published today on 21 June 2007**
- Result of well-coordinated cross-industry collaboration between leading companies
- MTM provides mobile security that is embedded in the device architecture and interoperable with the existing trusted computing framework (PCs)
- MTM is cost-effective, transparent to users, reasonably implemented and interoperable
- MTM enables robust infrastructure to develop sophisticated, value-added services to consumers, professional users, enterprises, industry, governments, etc.



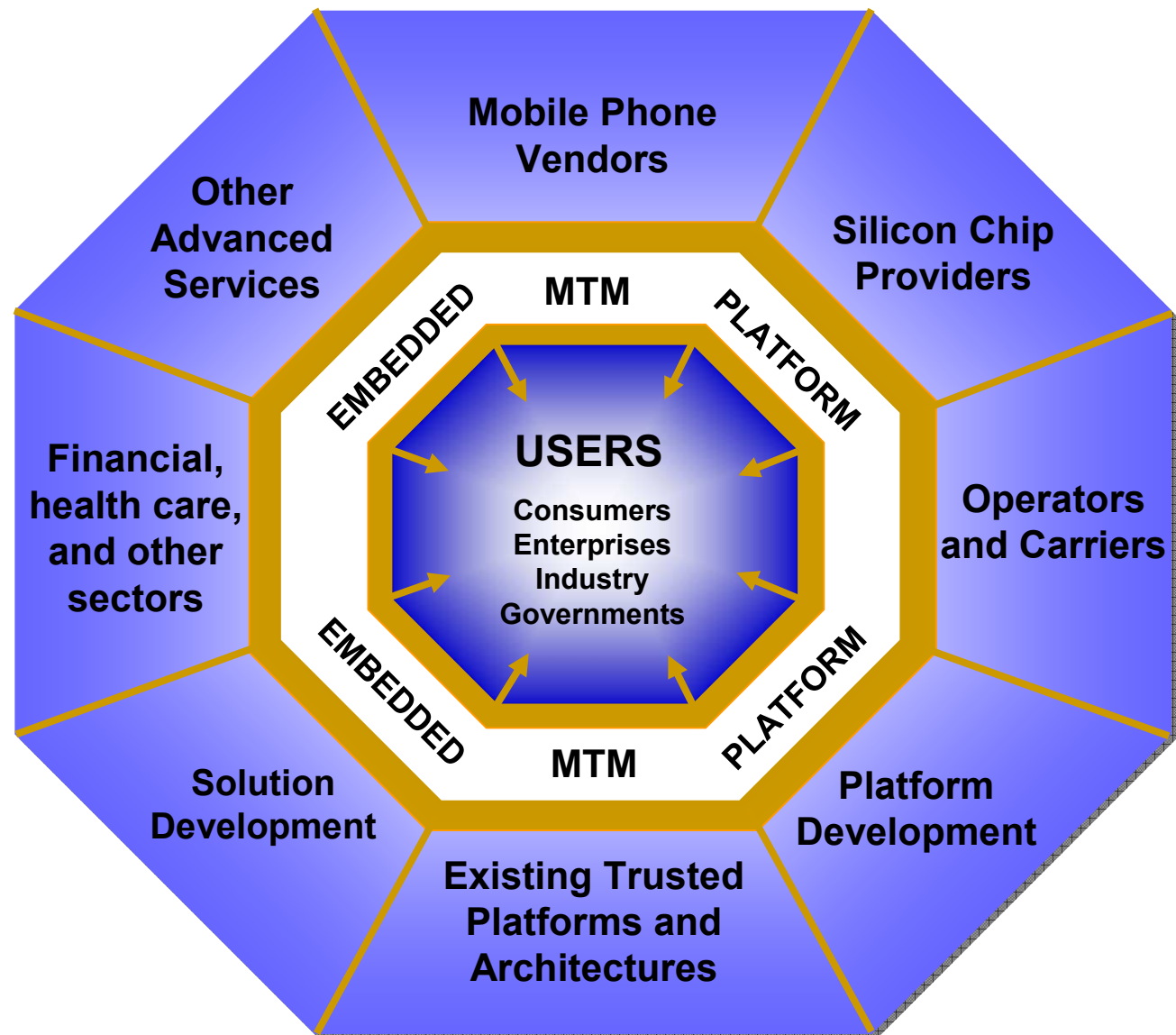
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Slide #8

Mobile Trusted Module Ecosystem

- Mobile Trusted Module embedded in its user environment
- MTM is not an isolated entity inside the mobile device. It communicates externally, protecting both users' and service providers' interests.
- Software downloads, mBanking and user privacy are good examples of integrated ecosystem use cases

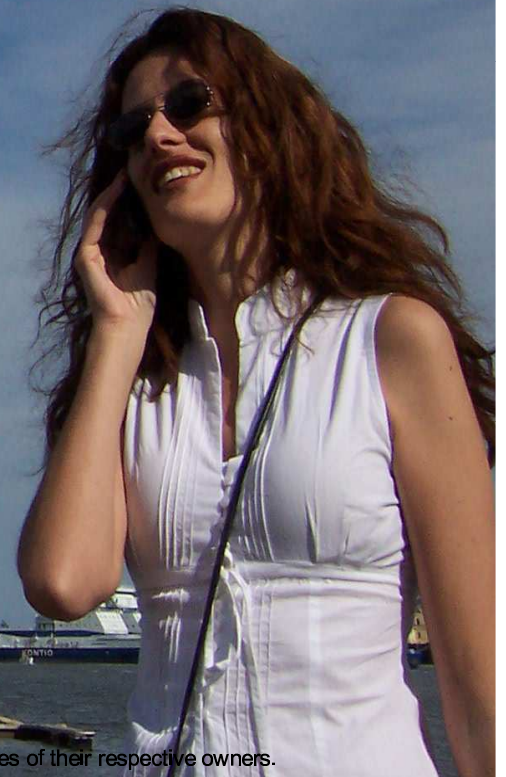


Mobile Trusted Module Use Cases



Security is here
to serve us...

...to enable us to
enjoy the things
that matter.



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- In Asia the excellent penetration of mobile devices represents a huge opportunity
 - International standardization vs. narrow, fragmented and national solutions
 - Mobile Trusted Module brings cost-efficiency, R&D savings and access to new markets
 - Cross-industry collaboration on MTM development has aimed at maximizing the quality of user experience
 - Mobile Trusted Module is here. Join us to develop compelling value-added services!

The Opportunity Made Real

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Supporters of the Mobile Trusted Module (MTM)



For more information, please visit:
www.trustedcomputinggroup.org/groups/mobile

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