



NEWS RELEASE:

iPod Tears Hole in Security Blanket

Pop tunes, mobile email and family photos are the friendly face of a danger that threatens to rip open the security blanket protecting Australian businesses warns an IT security expert.

The risks arise from iPods and other music players, USB memory sticks, personal organisers and PDAs, mobile phones and digital cameras that can connect undetected to corporate networks, downloading gigabytes of data in a matter of seconds and even introducing viruses.

Kym Welsby, managing director of security solution specialist Lync Software, said removable media devices such as iPods, Blackberries and digital cameras were "getting under the radar" of network security systems. "This creates major risks ranging from corporate espionage to business disruption through malicious viruses," he said.

"Unless businesses can identify and control iPods and other removable media devices, they are leaving a gaping hole in their security systems. At the moment, it's like airport security staff stopping people with guns, but letting passengers with knives walk straight on the airplane."

Global research group Gartner has warned that businesses increasingly put themselves at risk by allowing unauthorised and uncontrolled use of portable storage devices. Gartner outlined risks that include their use to leak sensitive corporate data, bypass security systems and introduce malicious software into a network.

Lync Software is an Australian company that has its management and security solutions installed at more than 2000 organisations worldwide including Boeing, Pepsi and Hilton Hotels. The Adelaide-based company has achieved significant success in the US through a marketing partnership with auditing software specialist Layton Technology.

Lync Software and Layton have collaborated to develop a new solution that directly addresses the problems of identifying and controlling removable digital devices. The result of this collaboration is **DeviceShield**, a globally relevant product that addresses the threat created by removable digital media. **DeviceShield** addresses the "threat from within" – research shows 80 per cent of IT-related crime is committed from inside an organisation.

DeviceShield can be downloaded and installed within minutes, providing a centralised management console to control devices operating on a computer network. As well as identifying when removable media devices connect to computers on the network, **DeviceShield** can control whether data is downloaded to the device or copied from it.

DeviceShield costs from \$695 for a 50-seat licence. A fully functional version of **DeviceShield**, which runs for 14 days, can be downloaded from www.lyncsoftware.com.

For media assistance, call John Harris at Impress Media Australia on (08) 8431 4000.

About Lync Software www.lyncsoftware.com

Lync Software is the Australian developer of innovative management and security solutions that enable enterprises to reduce the risks created by the proliferation of removable media devices such as iPods, PDAs, smartphones and digital cameras. Lync's world-leading software is already installed at 2000 corporations globally including Alcoa, Boeing, Hilton Hotels, Heinz, Lockheed Martin, Pepsi and Time Warner. Founded in 2000, Lync Software markets its software through an international reseller channel and OEM partners.