Eyes Wide Shut

Pim Tuyls | Founder & CEO

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Authenticate Everything

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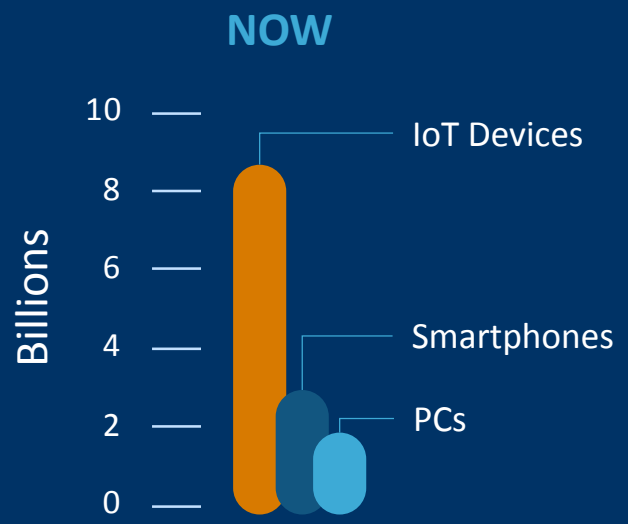
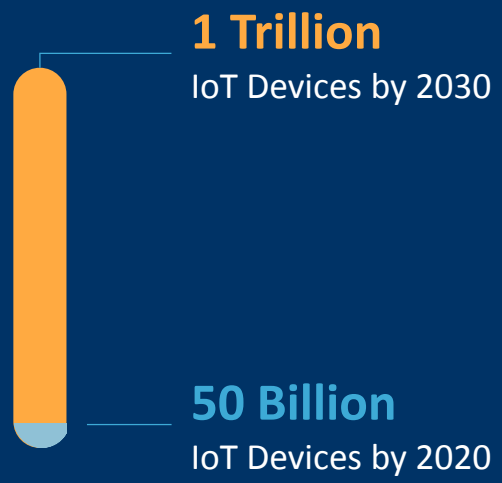
The Internet of Things

Autonomous – Connected – Exponential



Source: Gartner, Arm



Source: Gartner, Softbank

600%

Increase in IoT device attacks, 2016 to 2017

Source: Symantec Internet Security Threat Report 2018

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Deception is the most powerful tool
of the attacker

Impersonation

"Zero day vulnerabilities are overrated, credential stealing is how to get into networks"

Robert Joyce
Tailored Access Operations Group
2016

"Almost All Problems are Authentication Problems"

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IoT Security Breach Survey Results

Small Companies

Average annual breach cost
= 13.4% of total revenues

Large Companies

Annual breach cost is likely > $20M

Source: Altman Vilandrie & Company survey – June 2017
Polled 400 IT executives across 19 industries

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Unfair Advantage of the Attacker

	Unlimited	Limited
	Choice	Restricted
	Unlimited	Restricted budget
	Unlimited	Low/very low power
	Choice	Wide range

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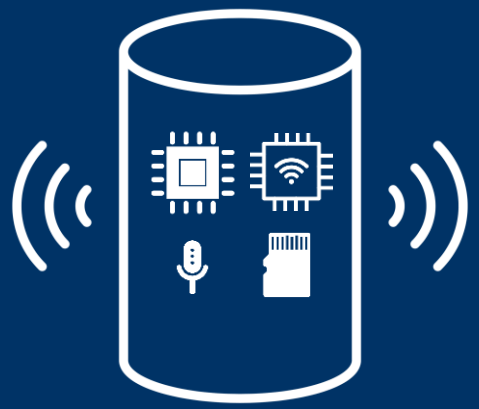
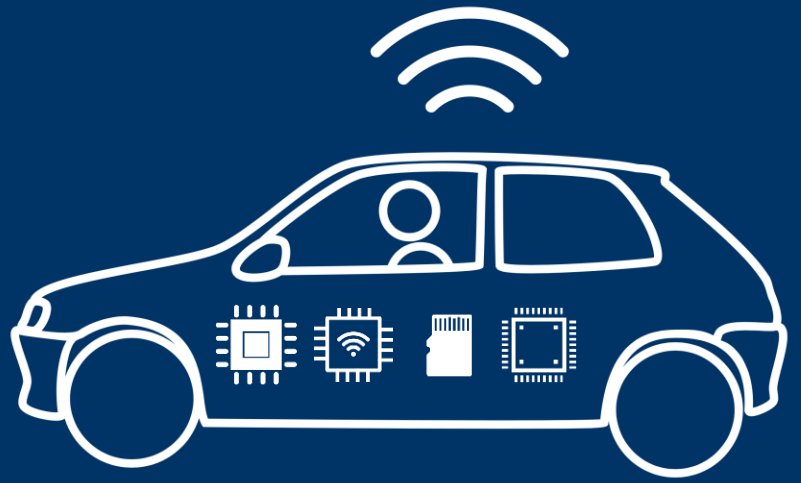
IoT security starts at the semiconductor





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Unclonable Identity

Device authentication

Data integrity

Data confidentiality

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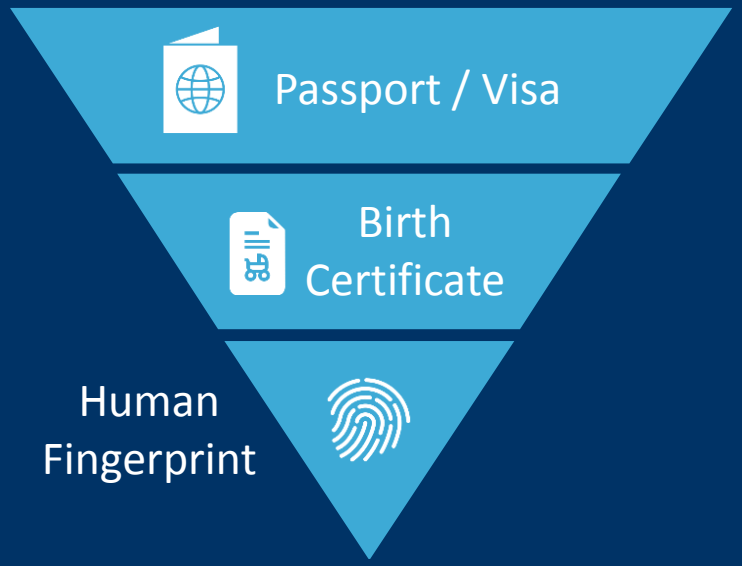
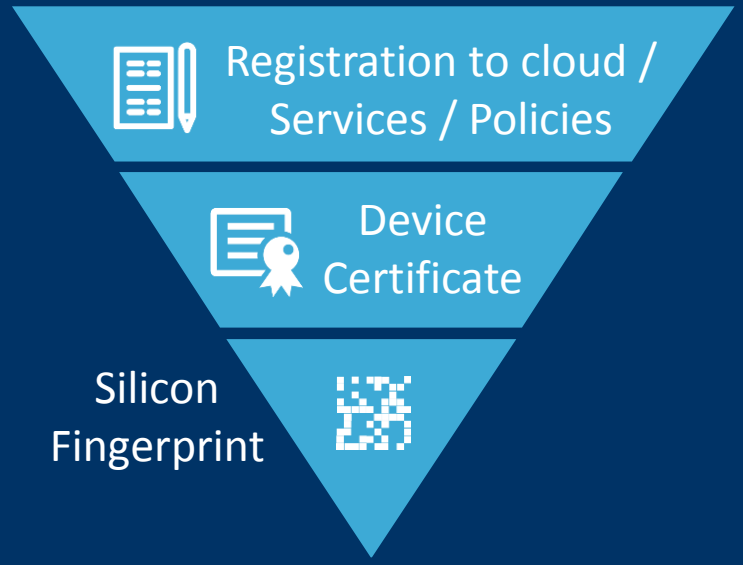
Unclonable Identities

Human Analogy

IoT Device





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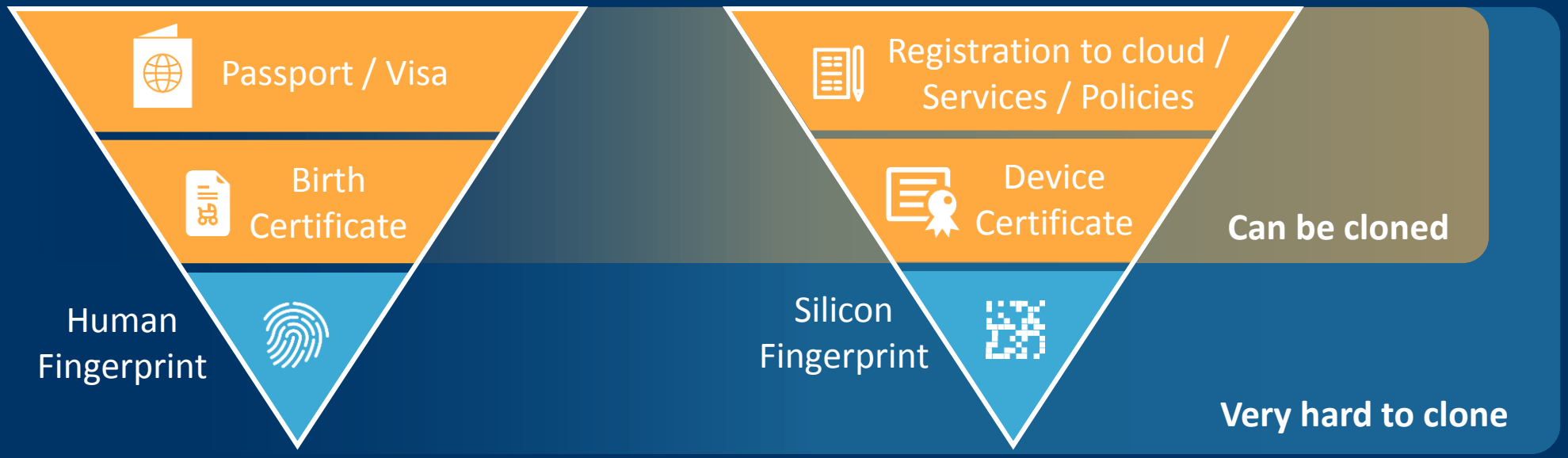
Unclonable Identities

Human Analogy

IoT Device

Identification / Authentication



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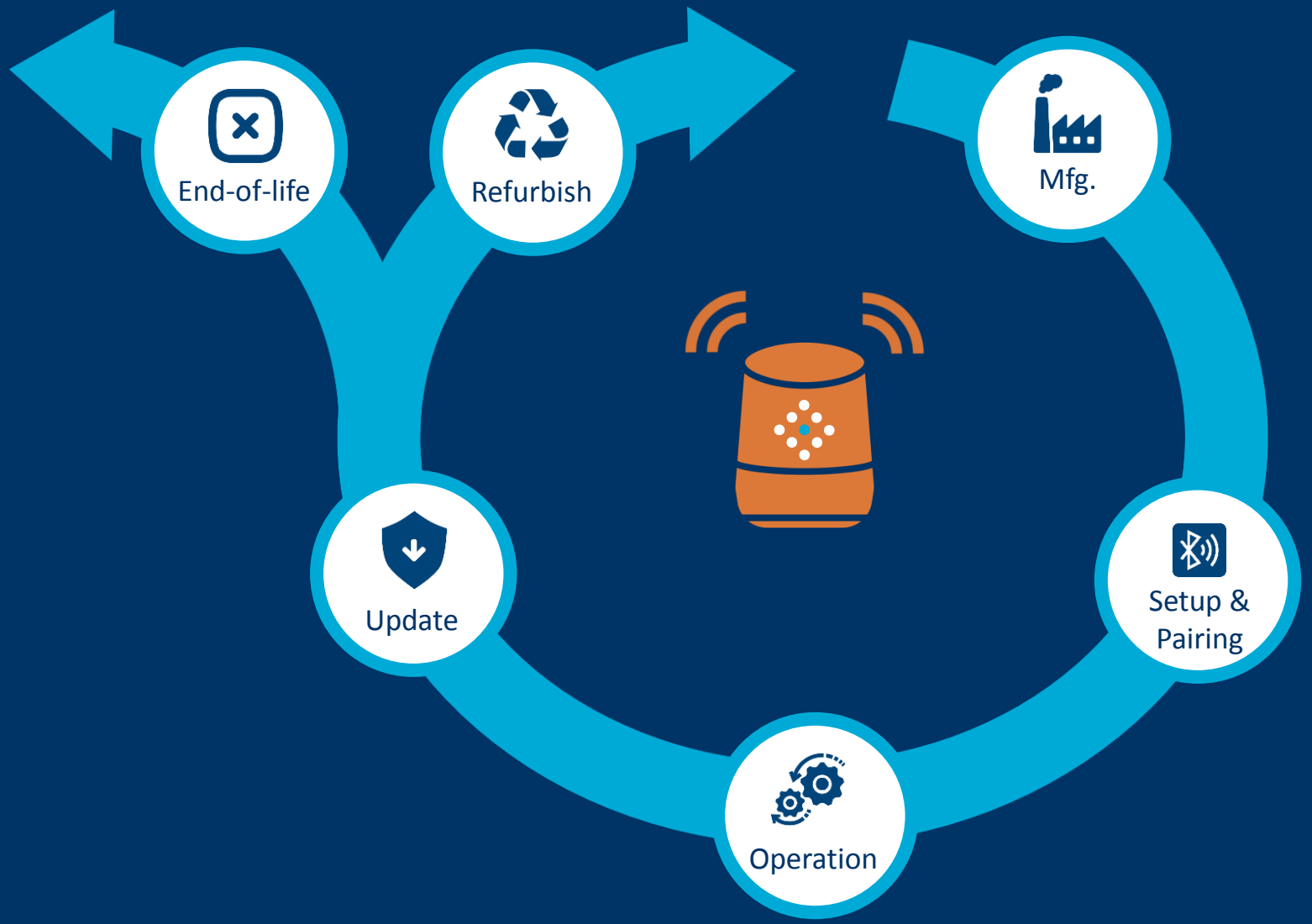
Secure Device Lifecycle



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If we want to make
the IoT successful,
start with an
Unclonable Identity

INTRINSIC ID™

Thank You!

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Shhh … Don’t Tell Anybody!

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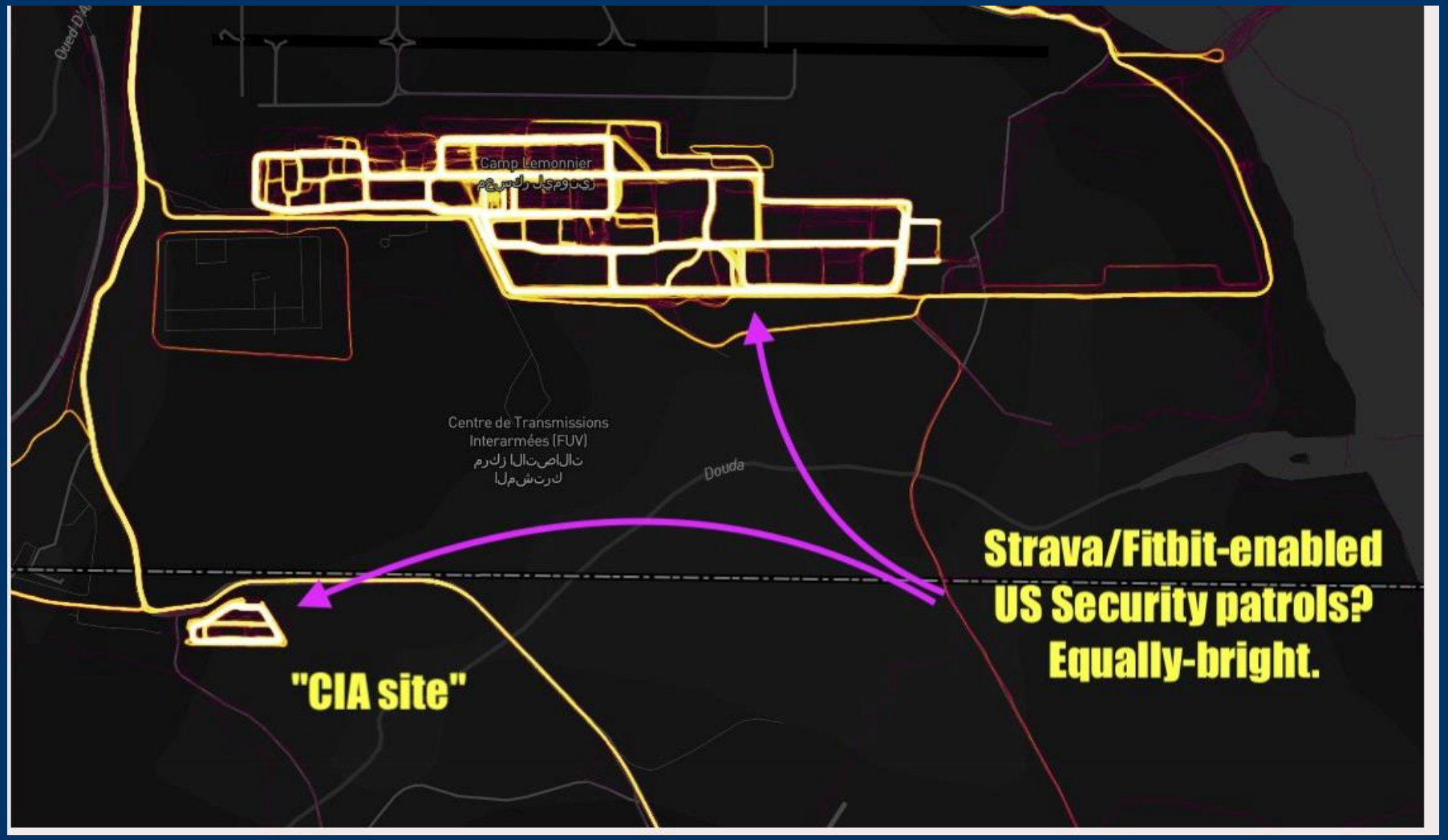

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