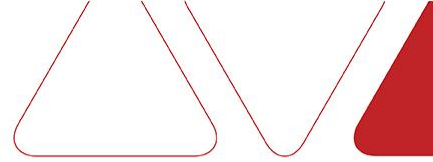




# COMMUNICATIONS SECURITY FOR CONNECTED VEHICLES

March 5 2015

# COMPANY SNAPSHOT



## Summary

- Established 1999
- Acquired by HARMAN - 2015
- HQ & R&D Centers: Israel, France
- Offices in UK, Japan, US, China, Korea
- Technology Acquisitions:
  - Device Analytics - BroadSense - 2009
  - Device Virtualization - VirtualLogix - 2010
- 240 employees

## Serving the Connected World



MOBILE



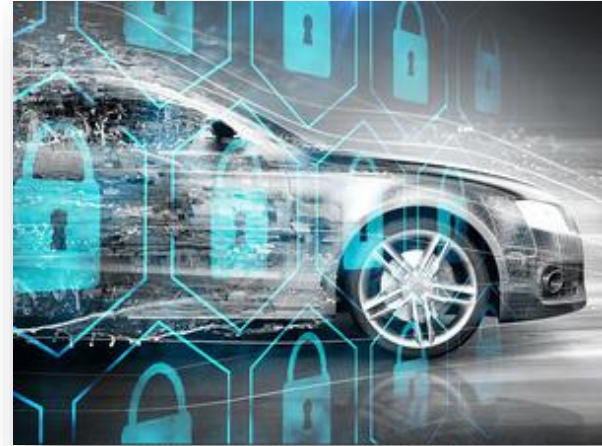
AUTOMOTIVE

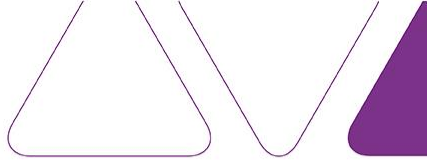


INTERNET-OF-THINGS

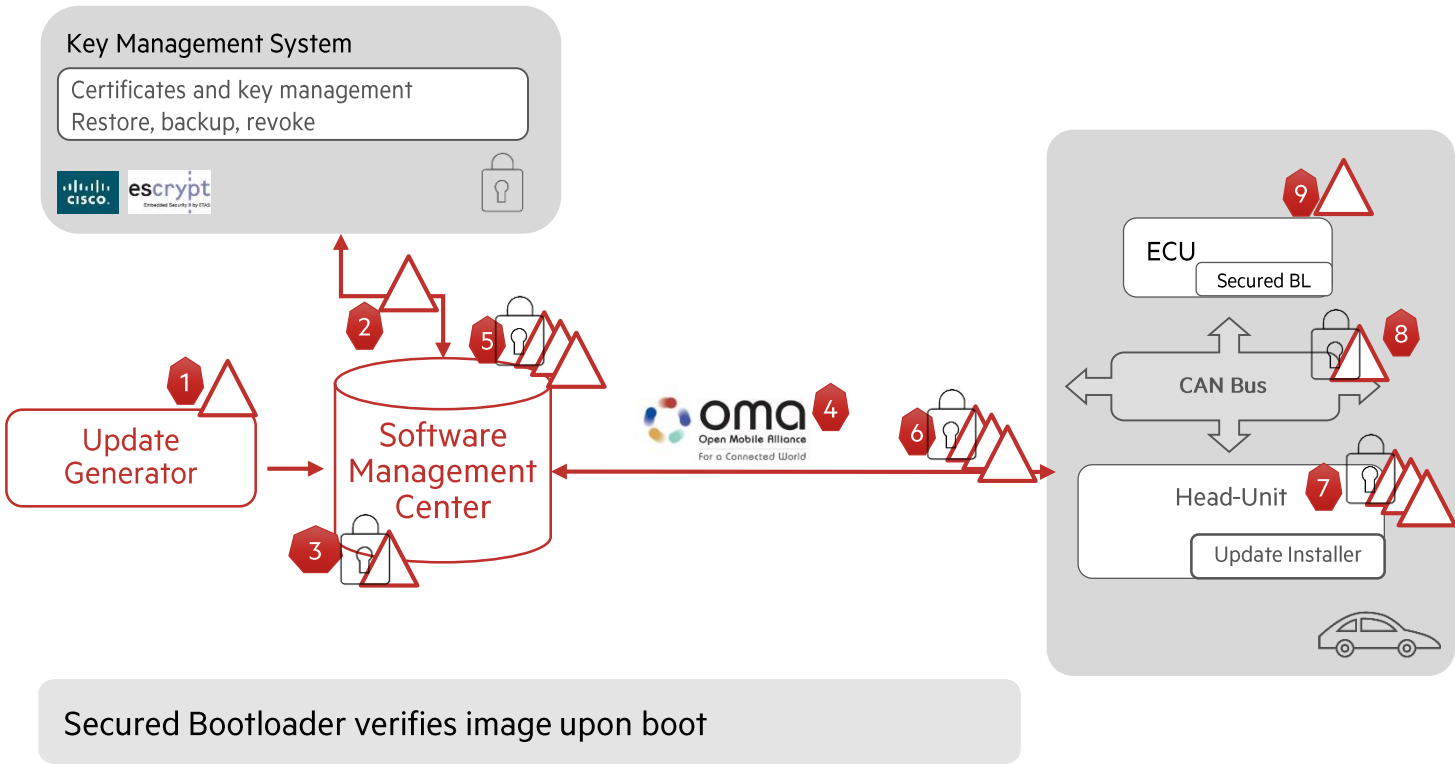
# THE MARKET - SECURITY

- The connected car increases significantly the vulnerability of the car to cyber-attacks
- New report by Senator Ed Markey stress the risks of the American driver related to security and privacy
- BMW performed OTA update in order to close a cyber-security hole

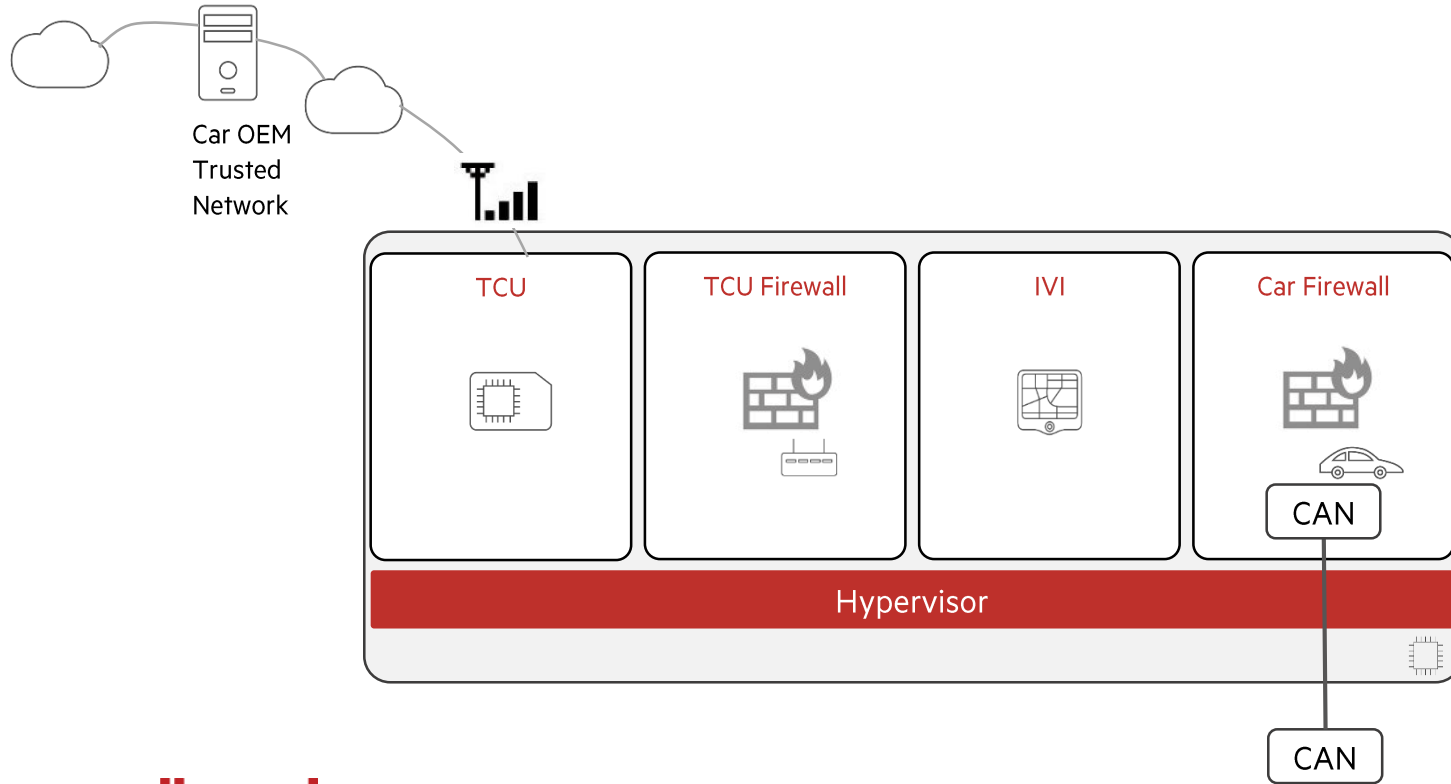




# SECURED SOFTWARE UPDATES



# SOLUTION OVERVIEW



**redbend**  
CATALYZING CHANGE

