



# STORAGE VISIONS® 2015

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Richard Fetik, CEO/CTO, Data Confidential**

## **TITLE**

**Security for IoT in Consumer Electronics**

## **ABSTRACT**

As intelligence and connectivity are added to consumer electronics, there is an emerging requirement for protecting these products from tamper and misuse. This presentation will provide a vendor independent overview of an approach that protects device functionality and stability, thereby improving user perception of quality, as well as reducing the cost of tech support and other customer support. Presentation will include - overview of security requirements for consumer electronics - Support cost analysis (tamper cost) - overview of device security - what needs to be added to current consumer electronic devices - storage-to-cloud integration to detect problems and protect device functionality

## **BIOGRAPHY**

Mr. Fetik is an expert at designing security into the real world, into embedded systems and devices (including IoT), as well as into traditional IT systems. His current professional focus is on applying security technologies to network connected consumer electronics (IoT) for greater product quality and reductions in customer support cost.