

# MEDIA ADVISORY

## PrivateCore to Discuss Physical Threats to Data in the Cloud at CSA Innovation Conference 2013

**Session will Highlight Attacks that Undermine Infrastructure as a Service Security; Present New Software Based Defenses that Restore Trust**

[Click to Tweet:](#) .@PrivateCore to discuss #physicalsecurity threats in the cloud and #infosec innovations at #CSAinnovationconference @cloudsa

**WHO:** Oded Horovitz, CEO and co-founder, [PrivateCore](#), is an expert in virtualization, cloud and information security. At VMware he led the development of vShield and VMSafe security products, at intrusion prevention vendor Enterscept he led engineering and security research, and was director of the HIPS security group at McAfee. \_

Stephen Weis, CTO and co-founder, PrivateCore, is an expert in cryptography and applied security. He served as technical director at AppDirect and was a senior engineer at Google where he led the design of Google's two-step verification and received a Google Founder's Award.

**WHAT:** Most security practitioners realize that in cloud environments anyone with physical access to the underlying hardware can compromise sensitive data. Horovitz and Weis will describe how [physical access](#) to servers in the cloud can be used to gain unauthorized access to enterprise data, even if that data is stored with encryption in the cloud. They will also discuss new approaches that can protect against physical threats to data and maintain secure computing states in otherwise untrusted environments including infrastructure-as-a-service (IaaS). The presentation will cover:

- Physical attack methods
- The current state of encryption for sensitive data in IaaS environments
- Why physical security is essential to protecting data in the cloud and how it can be achieved

**WHERE:** Cloud Security Alliance (CSA) Innovation Conference 2013. Network Meeting Center at 5201 Great America Parkway, Santa Clara, CA.

**WHEN:** Thursday, July 18, 2013 beginning at 10AM.

**HOW:** To schedule a conversation with Mr. Horovitz or Dr. Weis, contact Marc Gendron at marc@mgpr.net or 781-237-0341. To register for the conference visit: [https://cloudsecurityalliance.org/events/csa-innovation-conference-2013/#\\_register](https://cloudsecurityalliance.org/events/csa-innovation-conference-2013/#_register)

### **About PrivateCore**

PrivateCore is the private computing company. PrivateCore vCage software transparently secures data in use with full memory encryption for any application, any data, anywhere on standard x86 servers. PrivateCore was founded in 2011 by security industry veterans from the IDF, VMware and Google. The company is based in Palo Alto, California and has received venture funding from Foundation Capital. For more information, please visit [www.privatecore.com](http://www.privatecore.com).

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