

**NEED A NEW
DIGITAL SERVICE
PROVIDER?**

iMedia Resource Connection

The No. 1 listing of marketing tech and service providers.

**SEARCH
NOW**



iMedia Connection Blog

-
-

- [Articles](#)
- [Blog](#)
- [Videos](#)
- [Events](#)
- [People Connection](#)
- [Resource Connection](#)
- [Jobs](#)
- [iMedia UK](#)

[Home](#) › [iMedia Connection Blog](#) › [Creative Best Practices](#) [Opinions](#) [Social Media](#) [Uncategorized](#) [Websites](#) [Wireless](#) [Word of Mouth](#)

[Creative Best Practices](#) [Opinions](#) [Social Media](#) [Uncategorized](#) [Websites](#) [Wireless](#) [Word of Mouth](#)

Connected Devices: Can We Handle Their Proliferation?

Tweet Like 

Posted by [Neal Leavitt](#) on July 25th, 2011 at 2:03 pm

An organization called The Amphion Forum has been spearheading a series of invitation-only executive roundtables that this year have been held in Las Vegas, Chicago, and most recently, Washington, DC. I was extended an invitation to last week's Washington event and found the forum both elucidating and informative.

Participating organizations included a welter of public and private sector entities that have a vested interest in Internet security-related issues.

Some included the U.S. State Department, the U.S. Army, Cardinal Health, Cryptography Research, Mocana, Symantec, and VeriSign, to name a few.

The presentations were quite varied – 'Federal Devices in Critical Contexts' talked about how engineers and scientists in the medical, industrial, military and utility sectors have tended to lag behind the consumer electronics industry in adopting connected smart devices and how they'll have to ramp up quickly to connect

everything.

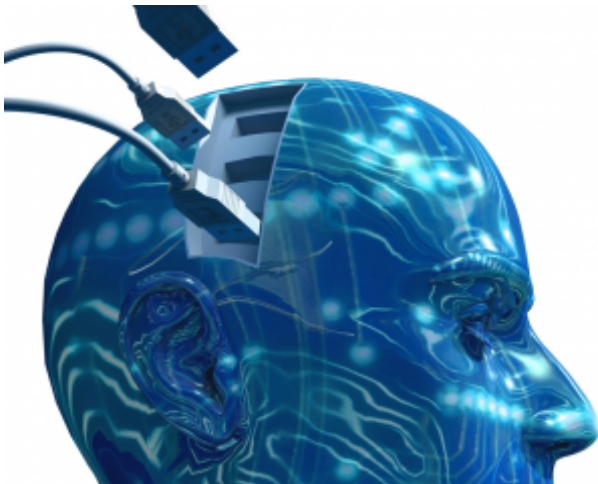
‘Attacking the Device/App Security Problem with Collaboration Models’ focused on the importance of making innovative inroads in device security and what’s being done in the public and private sector to defeat security threats targeted at (or via) connected devices.

‘Security, the Internet of Things, and Federal Law’ brought together experts who expounded upon what kind of international legal framework is needed to handle a global information architecture that will not only provide adequate security, but also protect the privacy and digital property of device users.

Panelists for the ‘Internet 2016: A Whole New ‘Net’ session, talked about how five years now, both our business and personal content will follow us even more seamlessly and intuitively from device to device.

One of the panelists from Internet security firm Mocana, Senior Analyst Robert Vamosi, also recently authored a book, *When Gadgets Betray Us*. All attendees were given a copy of his book; sections of two paragraphs of the inside cover flyleaf particularly grabbed my attention:

“How many of us actually stop to think about potential threats to our privacy? Keyless entry systems in many high-tech car models make auto theft easier than ever. Commercial photocopiers are equipped with hard drives that can document everything we ever copied on it. And our digital photos, even after they’re cropped, can expose the entire original image...from iPads to Blackberry devices, online banking to keyless entry systems, we’re increasingly giving over the management of our crucial information to the latest and greatest electronic gadgets.”



So between listening to what the panelists had to say, reading snippets of Vamosi’s book and networking with other attendees, it gave me pause for concern on how widespread our security problems are, what needs to be done, and how we go about resolving these issues.

In a related IEEE *Computer* story I authored on mobile security in last month’s issue (<http://www.leavcom.com/pdf/Mobilesecurity.pdf>), I quoted Mocana VP-Marketing Kurt Stammberger (who invited me to attend this Amphion Forum session).

A reprise of one of his remarks is especially apropos to conclude this posting:

“Our dependence on an always-on, connected, mobile device environment is going to be profound in critical contexts that we can’t imagine today. We have to be able to trust these devices, but we can’t now. There’s still a lot of work that needs to be done to get to the point where that trust is warranted.”

- [Add a comment](#)
- [Print This Post](#)
- [Share](#)

Relevant Posts

- [Big Data Shaping the Way Marketers Do Business](#) (1 day ago)
- [How a consumer electronics social media campaign leveraged a celebrity endorser](#) (6 days ago)
- [Why Facebook's latest News Feed update shouldn't matter to you](#) (2 weeks ago)
- [E-Commerce Environment Still Facing Supply Chain Challenges](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Energy Drink Industry](#) (3 weeks ago)
- [2015 in Review: A Social Media Benchmark & Content Summary for the Luxury Fashion Industry](#) (4 weeks ago)
- [Play Post-CES Buzzword Bingo](#) (1 month ago)
- [Internet of Things Upending Real Estate Industry](#) (1 month ago)
- [Social Media Benchmark & Content Trends for the DMO Industry](#) (2 months ago)
- [Social Media Benchmark and Content Trends for Children's Hospitals](#) (2 months ago)

Leave a comment

Name (required)

Mail (will not be published) (required)

Website

Submit Comment

ABOUT THIS BLOGGER



[Neal Leavitt](#)

President
Leavitt Communications

more posts by Neal

- [Big Data Shaping the Way Marketers Do Business](#)
- [E-Commerce Environment Still Facing Supply Chain Challenges](#)
- [Internet of Things Upending Real Estate Industry](#)

[All Posts](#)



• Follow iMediaConnection

Receive our daily newsletter

Subscribe

[iMedia Connection on twitter](#) [iMedia Connection RSS feeds](#) [iMedia Connection on YouTube](#) [iMedia Connection app in Apple iTunes store](#) [iMedia Connection app in Google Play store](#)

Like



• MOST POPULAR

- [Articles](#)
- [Blog Posts](#)
- 1. [The most meaningless \(and hilarious\) job titles on LinkedIn](#)
- 2. [11 innovative movie marketing campaigns](#)
- 3. [5 lies you hear in marketing](#)
- 4. [10 crucial best practices for native advertising](#)
- 5. [4 ways luxury brands are reinventing their appeal](#)
- 6. [The 5 basic types of consumers](#)
- 7. [6 killer websites to check out](#)
- 8. [5 predictions for the future of social media](#)
- 9. [The 6 best video game marketing campaigns](#)
- 10. [The best social media campaigns of 2015 \(so far\)](#)

[Subscribe to most popular articles »](#)

• Categories

- [Ad Networks](#)
- [Ad Serving](#)
- [Creative Best Practices](#)
- [Desktop Apps](#)
- [Email](#)

- [Emerging Platforms](#)
- [Entertainment](#)
- [Humor](#)
- [Jobs](#)
- [Media Planning & Buying](#)
- [Opinions](#)
- [Research](#)
- [Search](#)
- [Social Media](#)
- [Targeting](#)
- [Uncategorized](#)
- [Video](#)
- [Web Analytics](#)
- [Websites](#)
- [Wireless](#)
- [Word of Mouth](#)

• TOP BLOGGERS

- [Doug Schumacher \(4\)](#)
- [Rick Mathieson \(3\)](#)
- [Neal Leavitt \(2\)](#)
- [Agata Smieciuszewski \(2\)](#)
- [Winnie Brignac Hart and Lorrie Brignac Lee \(1\)](#)
- [Tom Edwards \(1\)](#)
- [Greg Kihlström \(1\)](#)
- [Nanette Marcus \(1\)](#)
- [John Bohan \(1\)](#)
- [Drew Neisser \(1\)](#)

• INDUSTRY JOBS

- [Sales Managers- Los Angeles](#)
- [Manager, YouTube Strategy & Optimization- Burbank](#)

[see more jobs »](#)

• LATEST ARTICLES

- [In our modern relationship with brands, who's branding whom?](#)
- [The hidden power of portals](#)
- [3 tips for retailers to maximize online success](#)
- [Are 30-second TV commercials too long for today's viewers?](#)
- [Technology brands shine with innovative video campaigns](#)

• Archives

Select Month ▼

-
- [Home](#)
 - [News](#)

- [iMedia Blog](#)
- [ad:tech Blog](#)
- [In Focus](#)
- [Podcasts](#)

- Events
- [Calendar](#)
- [Coverage](#)
- [Request Invitation](#)

- People Connection
- [Find People](#)
- [Become a Member](#)
- [Sign In](#)

- Resource Connection
- [Find Company](#)

- Job Connection
- [Search Jobs](#)
- [Post a Job](#)
- [Purchase Packs](#)
- [Custom Orders](#)
- [Customer Service](#)

- Subscribe
- [iMedia Daily Newsletter](#)
- [iMedia UK Newsletter](#)
- [Twitter](#)
- [RSS](#)

- Company Info
- [About Us](#)
- [Advertise with Us](#)
- [Privacy Policy](#)
- [Terms of Use](#)
- [Contact Us](#)

Copyright © 2016 iMedia Communications, Inc. All Rights Reserved.