

MEDIA ADVISORY

PrivateCore Invited to Present at CloudBeat 2013 Innovation Showdown

Founder to Showcase New Approach to Data-in-Use Protection for Securing Cloud Infrastructures

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WHO: Oded Horovitz, CEO of [PrivateCore](#), is an expert in virtualization, cloud and information security. He co-founded PrivateCore to provide transparent security for data in use for any application, any data, anywhere on standard x86 servers. 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.

WHAT: Horovitz will demonstrate a disruptive new approach that closes the server in-memory security gap and allows service providers, enterprises and government agencies to achieve trust in otherwise untrusted outsourced and cloud environments. Data in-use is vulnerable to memory attacks, which is a growing concern in cloud infrastructures where organizations do not control physical access to servers. Server memory contains a wealth of sensitive information in clear text, including encryption keys, which can be stolen and used to unlock encrypted data stores. PrivateCore and nine other companies were selected from hundreds of startups to present at CloudBeat 2013. The presentation will cover:

- The security risk to data-in-use present in today's cloud architectures
- Technologies to remotely validate and secure server infrastructure.
- A demonstration of PrivateCore vCage software and its unique in-memory encryption architecture which protects data-in-use without modifying the application stack

WHERE: CloudBeat Innovation Showdown at the Grand Hyatt, 345 Stockton St., San Francisco, CA

WHEN: September 10, 2013, beginning at 2:55 PM PT

HOW: To schedule a conversation with Mr. Horovitz, contact Marc Gendron at marc@mgpr.net or 781-237-0341. To register for the conference visit: <http://venturebeat.com/events/cloudbeat2013/>

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.

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