

CENTRIFY EXPANDS MOBILE SECURITY OFFERINGS IN THE MIDDLE EAST

DUBAI: Centrifly, the leader in securing hybrid enterprises through the power of identity services, announced yesterday that it has expanded support for Windows endpoints - including laptops, desktops and mobile devices and joined AppConfig.org to streamline app and device provisioning, extend IT security policy and provide end-users with more device choices. These enhancements to Centrifly's mobile-centric identity management solutions will let organizations in the Middle East further realize seamless, context-aware policy across all the applications, endpoints and devices their users prefer - all from a single integrated solution.

Age of Access

In today's age of access, enabling user choice, while maintaining a highly secure environment is critical. The new Windows management features let IT organizations manage Windows endpoints from the cloud - including blocking app access from unmanaged devices - and further extends Centrifly's Zero Sign-On capabilities to Windows, so once users are securely authenticated the first time,

they never have to type in their ID again when launching an app.

More Mobile Endpoints

This new feature builds on and extends Centrifly's existing industry-leading identity support for Mac, iOS, Linux and Android endpoints, as well as its Multi-Factor authentication (MFA) support for Linux and Windows login and privilege elevation. Combined with Centrifly's released Analytics Service that uses machine learning to assess risk based on user behavior patterns, organizations get needed help in stopping anomalous access requests across apps, sites, and resources.

Furthering its commitment to securing access to the boundary less hybrid enterprise, Centrifly has also joined App Config, a collection of industry leading enterprise mobility management solution providers and app developers that have come together to make it easier for developers and customers to drive mobility in business. The community's mission is to streamline the adoption and deployment of mobile enterprise applications by

providing a standard approach to app configuration and management, building upon the extensive app security and configuration frameworks available in the OS.

"The world of security needs to move away from a legacy static perimeter-based approach to addressing the need to protect millions of scattered connections in an increasingly boundary less hybrid enterprise. Centrifly's goal is to stop breaches through the power of identity services, and by tightly integrating mobile and identity policy into a single solution, we are creating a more robust way to ensure that only the right people have access to the right apps and data from managed devices," said Kamel Heus, regional manager - MEA, Centrifly.



Kamel Heus, Regional Manager, Centrifly



TOKYO: Nao Imoto, 31-years-old, shows off Nintendo's newest computer game console Switch at a retail store Bic Camera in central Tokyo, yesterday. —AP

THE NINTENDO SWITCH'S BIG CHALLENGE: LURING GAMERS

NEW YORK: With three kids and constant travel for work, John Hussey jumped at the chance to play an open-world adventure game like "The Legend of Zelda: Breath of the Wild" anywhere, anytime. After he heard about the Nintendo Switch, a hybrid game machine that works as both a console at home and a tablet on the go, Hussey ordered one in January even though it wouldn't arrive until yesterday, when Nintendo's latest game machine debuts.

Nintendo will need lots of traditional gamers like Hussey to redeem itself as a console maker, after being eclipsed by Microsoft and Sony in the game-console wars. But Nintendo will also need lots of casual gamers who are satisfied with playing on a smartphone and would never have dreamed of buying a \$300 game machine. And in trying to appeal to many audiences, Nintendo risks not being the best at serving any one.

Three lives

The Switch is like three machines in one. Wireless controllers attach to a game tablet for hand held gaming. Take the tablet to a gathering with friends, and you can rest it on a table with a kickstand and detach the controllers for use as stand-alone devices. Back home, slide the tablet into a docking station and snap the controllers into a grip accessory and you have a traditional game console attached to a TV. With each switch - get it? - you can pick up where you left off.

"Knowing I could get the 'Zelda' game both at home and on the road, at this stage in my life that's essential," said Hussey, a sales rep from Bloomington, Indiana. "I can't sit around at home and play a 70-hour game, but if I'm on airplanes or hotels, it's perfect for me." The new "Zelda" game is the biggest available at launch, though Nintendo is also pushing a collection of casual party games called "1-2-Switch." Nintendo says more than 80 titles are in development, including "Super Mario Odyssey" and the action-puzzle game "Snipperclips: Cut it Out, Together." —AP

PHONEMAKERS FOCUS ON FLICKS ON THE FLY

BARCELONA: The mobile phone industry is racing to improve its ability to deliver content as the popularity of watching TV series and films on small screens surges, forcing a shift in focus for the sector. Mobile video traffic is forecast to grow by around 50 percent annually to account for over two-thirds of all mobile data traffic by 2021, according to a forecast by Sweden-based telecommunications operator Ericsson. The growing popularity of video is pushing phone-makers to come up with devices with better screens and sound quality.

For telephone operators it is pushing them to work closely with media giants like Vivendi and Turner, who are ramping up production of video content made specifically for mobile devices. "Video is not an option, it is a must for telecom operators today," Eric Xu, the CEO of China's Huawei, the world's third-largest phone maker after Apple and Samsung, said at the Mobile World Congress in Barcelona, the phone industry's largest annual trade fair, which wraps up on Thursday.

French media group Vivendi, which owns YouTube competitor Daily motion and France's No.1 pay TV service Canal+, set up Studio+ last year to make high quality miniseries made to be watched on smartphones. The company has so far produced 25 original series in five languages. Each series consists of ten episodes lasting ten minutes which are distributed to paying subscribers via an app for people on the go.

Enormous opportunity

Vivendi has reached an agreement with telecom providers in Brazil, Argentina, France and Italy to provide the service and it will debut in Russia in June. "Our aim is to be the preferred partner of major carriers," said Vivendi chief executive Arnaud de Puyfontaine at a conference at the trade fair called "the content gold rush". The service allows telecom firms to "differentiate

themselves" and encourages customers to sign up to plans with bigger data bundles so they can watch more video, he said.

US media giant Turner Communications, a division of Time Warner whose HBO channel is the home to popular shows such as "Game of Thrones", has also started production groups that make short form content "that is really, really specific for mobiles," said Turner chief executive John Martin. "Mobile is an enormous opportunity," he added. Several phonemakers meanwhile unveiled new devices at the trade fair geared for watching video. South

watching film. The LG device is the first smartphone that can support Netflix's higher quality HDR video streaming which makes colors more vivid.

Doubling down on mobile

Netflix announced at the fair that it is set to introduce new technology that will deliver decent video quality to mobile devices while using less data. "We are doubling down on mobile," said the company's vice president of product innovation, Todd Yellin. Streaming Netflix shows on mobile phones is rising around the world and in three major markets-India, Japan and South Korea-



BARCELONA: New mobile phones feature better screens to ensure a satisfying video experience. — AFP

Korea's LG presented a new flagship phone, the G6, which comes with a massive screen to target Netflix-loving, stream savvy commuters who want to watch films and series on the go.

Italian cinematographer Vittorio Storaro, who has won Oscars for "Apocalypse Now" and "The Last Emperor", was on hand to praise the advantages of the phone's 18:9 screen aspect ratios, a step up from the conventional 16:9 found on most phones, for

people stream more Netflix video on their phones than on TV, he said.

Netflix CEO Reed Hastings claims he is among the converts to watching series on mobile phones. "I watched 'The Crown' on mobile, and it was incredible, you see these great panoramas. But when I told the writer Peter Morgan about that, he was aghast," he said, referring to the popular Netflix drama about the early years of Queen Elizabeth's reign. —AFP