

MIMECAST SECURITY STRATEGIST DISCUSS CYBER ATTACK TECHNIQUES



Steven Malone Chief Security Strategist at Mimecast.

DUBAI: Mimecast Limited, a leading email and data security company, announced that its Chief Security Strategist, Steven Malone, spoke at RSA Conference 2016 Abu Dhabi, which took place from 15-16 November 2016 at Emirates Palace Hotel, Abu Dhabi. Steven Malone discussed how 91 Percent of Cyberattacks Start with Email: Addressing "Human Firewall" Flaws. His session explored top attack vectors such as social engineering attacks, ransomware as well as CEO fraud attacks, the impact that human error has on an organization's security and an outline of strategies for building a more resilient human firewall. Sharing his experience, Steven Malone, Chief Security Strategist, Mimecast said, "Organizations are being attacked by cyber criminals with greater frequency and sophistication than ever before. Historically businesses have turned to advanced technology to protect themselves from

cyber-attacks, but this approach is just not enough. With more than 90 percent of cyber-attacks using email as the attack vector, it is essential that organizations strengthen their email security strategy as well as create a 'human firewall' because hacking a human is often easier than breaching a business."

"At RSA Conference Abu Dhabi, I spoke about the threats organizations face through socially-engineered email attacks and how to increase awareness of these threats, encourage a behavior change towards security, and invoke a stronger human firewall to help protect their business from future attacks," he added.

In its second year, RSA Conference 2016 Abu Dhabi is the premier platform for attendees to learn from the most skilled individuals in cybersecurity, better enabling them to protect their valuable business assets.

CISCO TO ADDRESS COLLABORATION AND CYBER SECURITY AT EGOV4

KUWAIT: Cisco announced yesterday their participation in the 4th E-Government Forum (EGOV4) in Kuwait, to be held from November 27 - 29, 2016 at Courtyard Marriott hotel. The Forum, under the patronage of His Highness Sheikh Jaber Mubarak Al-Hamad Al-Sabah, the Prime Minister of the State of Kuwait, will help attendees from various government agencies in Kuwait gain the necessary knowledge and understanding of the technical, business processes, and human resources considerations of developing efficient e-Services.

Cisco will use this platform to showcase why it's important that organizations stop thinking about security as a defense-centric approach that is sold by fear, uncertainty, and doubt but rather start thinking of it as an enabler that supports innovation and helps the business go forward. Ziad Salameh, Managing Director and General Manager - West Region, Cisco Middle East will deliver a keynote on 'Government E-Services - the Journey to Success' at the event. In addition, Zak Solutions, a leader in e-learning projects and a strategic advisor to the education sector in Kuwait, will join Cisco to showcase how schools and universities are using collaboration technology to improve teaching and learning.

Governments around the world are implementing strategies to transition to secure cloud computing. These initiatives help government ministries and agencies meet mission requirements and solve the problem of tight budgets with cost-effective capabilities. Equally important, they help governments deliver secure, shared services for mobile workers and citizens. Cisco estimates that cyber security will drive \$7.6 trillion of digital value over the next decade. More than three-quarters of this amount - \$5.8 trillion - will result from cyber security's enablement of digital use cases that instigate innovation and growth. As much as digitization and the Internet of Things (IoT) provides opportunities to businesses, consumers and citizens, they also create greater opportunities for attackers as modern net-

works and their components constantly evolve and spawn new attack vectors.

Reliable

"Government agencies need assurance of a secure, reliable cloud computing strategy to manage their user and citizen information before they can commit to change. The network is the fabric that links clouds and all their components transparently and securely. Cisco addresses government's uncertainty in cloud computing by focusing on more than just security. Our assurance of integrity, together with our extensive suite of offerings, will help governments meet their critical imperatives and make the transition to the cloud with confidence," said Ziad Salameh, Managing Director and General Manager - West Region, Cisco Middle East.

In addition to demonstrating how an integrated threat defense architecture can help organizations see 100% of their extended networks and defend it faster, Cisco along with Zak Solutions will share how together they are making education more accessible and flexible in Kuwait via Cisco's Collaboration for Smart Classrooms which provides unlimited access to educational resources, regardless of location or device. Educational institutions are looking for ways to increase student access while evolving the learning experience and technology offers new opportunities to transform the education landscape, making it easier for educational institutions to reimagine learning.

"With digital transformation, students can learn more and faculty can research in new ways, in new places, with new connections to resources around the world," said Samer Al-Lahham, General Manager, Cisco Kuwait. "Cisco is leading this transformation with visionary solutions that enable students to learn without limits. Collaboration is at the core of good teaching, learning, and research. It is also how innovation occurs, which should always be the focus of a good educational institution and that is what's needed in the 21st century."



Ziad Salameh, Managing Director - West Region, Cisco Middle East.



Samer Al-Lahham, General Manager, Cisco Kuwait.

ONLINE AD EXCHANGE APPNEXUS CUTS OFF BREITBART NEWS

NEW YORK: Online advertising exchange AppNexus said it has barred Breitbart News, the ultraconservative outlet that has served as a platform for the "alt-right," a white nationalist movement. AppNexus said it removed Breitbart from its advertising network because the online news site had violated its policy against hate speech. Breitbart can still sell ads, just not on AppNexus' online marketplace, the second largest to Google's.

Breitbart was not a direct client of AppNexus but its access to some advertisers will be cut as a result of the move, although it's unclear how much this would hurt its revenue. A representative for Breitbart did not immediately return a message seeking comment Wednesday. Breitbart emerged during the campaign as an unabashed backer of President-elect Donald Trump, who has named

Steve Bannon, the news site's former leader, as chief White House strategist.

AppNexus spokesman Josh Zeitz said in an email that his company bars sites that "contain pornography, graphic violence, pirated material, or hate speech." Also barred are sites that attract a lot of nonhuman traffic or appear to be "content farms" that produce articles for the sole purpose of generating clicks. AppNexus determined that Breitbart "deployed crude racial, ethnic, gender, and sexual slurs in a way that could incite violence or discrimination against minority groups," he said. Facebook and Google have said recently that they are prohibiting fake news sites from using their ad networks. This case is different though - AppNexus is not banning Breitbart for posting fake news, but for posting hate. — AP

GERMAN TOP COURT REJECTS YAHOO CASE

BERLIN: Germany's highest court has rejected a case brought by Yahoo against a law designed to compensate news publishers for the use of their content. The Constitutional Court said Wednesday that Yahoo hadn't exhausted its legal possibilities in lower courts and should turn to them first. The judges didn't rule on the issue itself, which also

affects rival search engine companies such as Google. Germany revised its copyright laws in 2013 to allow media companies to request payment from search engines that use more than snippets of their content. A lawyer for Yahoo said he wasn't immediately able to comment on the verdict as the court hadn't informed the parties yet. — AP



This photo provided by Osmo shows an Osmo Creative Set. Toys that teach aren't a new thing, but a growing number are calling for kids to build with blocks, circuits or everyday items before reaching for a tablet screen. — AP

GET READY TO BUILD! HANDS-ON TOYS THAT TEACH ARE POPULAR

NEW YORK: Toys that teach aren't a new thing, but a growing number are calling for kids to build with blocks, circuits or everyday items before reaching for a tablet screen.

Play is how kids learn about the world around them, whether it's a toddler throwing a ball or teens playing video games. It's about seeing how things work and what happens when they do something. And over the years, toys have gotten more high tech to keep screen-obsessed children engaged with such play.

But there's growing worry among parents and educators that toys are moving too far in that direction. Educational toys that have a math and science bent - marketed under the umbrella of STEM - are now trying to get back to the basics: less screen time, more hands-on activities. "When kids use their hands, your outcomes are much higher," said Pramod Sharma, CEO of one such toy company, Osmo. "It's very different than if they're just staring at a screen watching TV."

With Osmo, kids learn everything from spelling to coding not by touching a screen, but by snapping together magnetic blocks. A screen is still part of it; an image is beamed onto an iPad through its camera. But the idea is to have kids learn first with their hands, then see their creation move to the screen.

Learn by building

Educators agree that whether you're talking about a toddler playing with blocks, or a teen building a computer from scratch, the act of putting something together helps educational concepts sink in.

"The way the world comes to us is actually through tactile activities, so tactile toys where we build stuff are incredibly helpful," said Karen Sobel-Lojeski, who studies the effects of technology on children's brain development at Stony Brook University on Long Island, New York.

Bloxels attempts to bridge the physical and the digital. Kids build their own video games by putting plastic blocks in a special tray, instead of writing out code. Using a phone or tablet's camera, an app transforms the shapes created with the blocks into digital characters and scenery.

Makey Makey, a startup founded by a pair of MIT students, asks kids to come up with their own electronic creations by combining software, circuits and everyday items like bananas and doughnuts.

Good, but popular?

Sobel-Lojeski said toys are most educational when kids can learn how things work by building. But Juli Lennett, a toy industry analyst at NPD, said such toys are rarely on kids' wish lists.

On the other hand, tech toys that have subtle educational value, but aren't specifically marketed as such, can be strong sellers. Lennett cites Fisher-Price's Think & Learn Code-a-Pillar, which introduces basic coding concepts by letting preschoolers assemble segments that each tells the caterpillar to do something different, such as

"turn left" or "play sound."

"I'm not sure that kids are asking for it, or that their parents just want their kids to go to Harvard, but it's definitely one of the top-selling toys this holiday," Lennett said.

Tracy Achinger, a former automotive engineer in Shelby Township, Michigan, said her 8-year-old son got interested in coding after starting computer programming classes this year. So for Christmas, she's buying him an Ozobot, a golf ball-sized robot that kids can program by drawing different colored lines or using a kid-friendly, block-based programming language.

Tech has its limits

Achinger's 3-year-old son will be getting an iPad this year. She said she isn't against screen time, but believes parents need to keep an eye on what their kids are watching and playing. She said her older son has been playing creative games such as "Minecraft" for a few years.

"We try to keep it educational," Achinger said. "I really think those kinds of games get their imaginations going as they create their own worlds."

The American Academy of Pediatrics recently revised its guidelines to shift the emphasis away from banning screen time and toward balancing high-quality content with non-screen activities.

That doesn't mean every toy with a screen is educational. Barbie has her own smart home in the form of the voice-activated and Wi-Fi-connected Hello Dreamhouse. And new versions of

Elmo, Furby and the Cabbage Patch Kids have apps, which Lennett said are often more about branding than learning.

Sobel-Lojeski said slapping an app on a previously low-tech toy can backfire. Instead of letting the child imagine how a particular toy would talk or behave, the app fills in those holes.

"It cuts the child off from play that is much more important for development," she said.

Some of the drive for tech in toys comes from parents who believe that the younger their kids are exposed to technology, the more prepared they will be for a lucrative career someday.

But Sobel-Lojeski said Albert Einstein came up with breakthroughs without ever touching a computer, let alone tech toys at a young age.

"We can easily be tricked into thinking that all this stuff is going to make our kids more intelligent or better scientists and that's just not true," she said.

Resist the screen

Companies that make computers for kids also see the value in a construction element.

Kano shows kids how to build their own computers in a kid-friendly storybook format.

Kano co-founder Alex Klein said he had to resist suggestions to just put Kano into app form and skip the computer construction all together. He said the act of building a computer was key because it "created a huge sense of energy and momentum for what followed on screen." — AP



This photo provided by WowWee shows CHIP, a robot dog that cuddles, plays fetch and follows you around the house. Whether you're looking for something educational, or a toy that's just for fun, there are a lot of choices for the holidays. — AP