



Wireless Security Management

# PRESS RELEASE

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## BUG MULTISYSTEMS FIRST TO OFFER HOME WIRELESS SECURITY SOLUTION

*Leading Israeli computer retailer introduces AirBlock Wireless Security Software  
for protection of residential and small business wireless networks*

Ben Shemen, Israel (Sep 12th, 2005) – With the unprecedented growth in wireless networks, leading Israeli computer retailer Bug MultiSystems has teamed with Jerusalem-based software developer Code Red, in offering the world's first fully automated wireless security solution. Stores all over the country have been stocked with Code Red's AirBlock Wireless Security Software which protects wireless data and prevents unauthorized use of wireless broadband Internet connections.

The software comes to provide a simple solution for customers who complain of slow Internet connections due to unauthorized sharing by their neighbors. In addition many users are also concerned about theft of credit card and other confidential information over the airwaves. AirBlock solves both these problem by encrypting all data, and preventing Internet access to anyone who does not have the proper software and pass code.

Since the solution is fully automated and transparent to the user, both Bug and Code Red believe that the software will be a big hit with Israeli consumers. Increased sales are expected following the wireless security awareness campaign initiated by the companies. They feel the biggest challenge is not to prove the solution's value proposition, but rather increase public awareness to the threats posed by open wireless networks which are not secure.

Bug MultiSystems is the leading retailer of computer software and peripherals in Israel, with over 30 stores covering the entire country. The retail chain's leadership in both sales of wireless routers and traditional security software packages such as anti-virus and personal firewalls, make them a natural choice for introduction of the cutting edge AirBlock technology.



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State-of-the-art AirBlock is a software-only product which works with a wide selection of the most popular wireless routers and cards. The package is simple to install and offers “single-click” configuration of both routers and cards, which can easily be done by any user – regardless of their computer skills. While power users may be able handle the dual configuration of cards and routers required to secure a wireless network, most regular users would rather not mess with the router’s internal settings for fear that it will disrupt network communications.

By using the AirBlock software, even the most novice user can now have the best possible protection for their wireless networks. The software automatically recognizes hardware from multiple vendors and implements the best possible security offered by that hardware. In addition, the security is bolstered by the frequent changing of encryption keys to prevent intrusion by malicious hackers armed with the latest wireless sniffing software.

As a leading retailer, Bug is very much in tune with consumer buying habits and concerns. “We understand market trends and are currently selling thousands of wireless routers”, declared Sharon Aliassi, Chief Purchasing Officer for Bug MultiSystems, “Many of our customers are already concerned about their privacy and maintaining the speed of their wireless Internet connection. With the introduction of AirBlock we now offer consumers a full solution which gives all the benefits of wireless networking without the dangers.”

David “Drew” Tick, CEO of Code Red adds, “Our relationship with Israel’s largest retailer of computer equipment provides strong confirmation of the market demand for wireless management and security solutions which are flexible enough to support equipment from multiple vendors in diverse computing environments.”

Both Aliassi and Tick believe strongly in the need to further educate the public regarding the hazards of unprotected wireless computing and are confident that Bug and Code Red will strengthen their relationship going forwards.

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### *About Code Red Systems:*

Code Red is a software developer specializing in management and security solutions for 802.11 wireless networks. The company is headquartered in Jerusalem, Israel, and has a staff of software engineers with rich hands-on military and civilian data security experience. The company’s products are based on a firm commitment to interoperability with multiple vendors across diverse computing environments. Its software solutions serve a number of markets segments including: Residential, small to medium business, industry, healthcare, military and large enterprises.