

## ByteShield to define Strong Software Anti-Piracy Solution at SoftSummit 2007 Conference

*ByteShield, Inc. ("ByteShield™"), a leader in Software Copy-Protection and Anti-Piracy, will be presenting at the annual SoftSummit conference.*

**San Francisco, California (OPENPRESS) October 17, 2007** - ByteShield, Inc. ("ByteShield™"), a leader in Software Copy-Protection and Anti-Piracy is pleased to announce that Mr. Jan Samzelius, CEO of ByteShield, will present on the topic "Strong Software Anti-Piracy Solution - Know the Components Needed" at the annual SoftSummit Conference.

The conference is slated for Monday through Wednesday, November 12<sup>th</sup> through 14<sup>th</sup> at the Hyatt Regency in Santa Clara, California. SoftSummit brings industry experts, vendors and corporations together to discuss the latest trends in software purchasing, pricing, licensing, protection and enterprise application management.

ByteShield's presentation is scheduled for Wednesday November 14<sup>th</sup> from 11:00 a.m. - 12:00 p.m. PT where Jan will:

- Detail the software cracking problem
- Recommend a software security/protection process for publishers
- Define a state of the art Software Copy-Protection and Anti-Piracy solution

"Software Piracy is a costly and rapidly growing problem. Global software revenue losses due to piracy exceeded US\$40 billion in 2006 and are growing at 20% per year" says Jan Samzelius. "Further, Underground Crackers are many and very clever as most protections get cracked within 2 weeks."

"The key to successfully protect the software IP is to look at the complete process on how the software is developed and then interacts with the customers and partners", said Samzelius.

"Existing software anti-piracy technologies fail to address one or more of these typical vulnerabilities:

- Entire application is present in one piece, locally
- Any license manager system used, is local only
- Small number of barriers to break
- Small number of items for crackers to circumvent

A state of the art Software Copy-Protection and Anti-Piracy solution should to address ALL these vulnerabilities, since the effect on the cracker work effort is multiplicative:

- Application is locally in several pieces which are difficult to combine
- License management is remote
- Dozens of barriers
- 1000s of items

This makes the cracker's effort so large, that the incentives to steal the software IP disappear. Furthermore, a state of the art solution need to have great user friendliness for both publishers and users, and, finally, the solution should aid in converting casual copying to revenue", Samzelius said.

For more information, visit: <http://www.softsummit.com>

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To schedule a briefing with a ByteShield executive at the show or to learn more about the Company's Copy-Protection and Anti-Piracy solutions, please contact Christian Olsson at mase "at" byteshield.net.

## **About ByteShield, Inc.**

ByteShield's fundamentally different approach to software copy protection is orders of magnitude better than traditional methods. The ByteShield solution works directly on the executable and makes the crackers' work extremely difficult and time consuming, requiring analysis of thousands of lines of code and breaking tamper resistant modules. Reverse engineering is next to impossible. ByteShield enables a very flexible, yet highly targeted approach that fits within a Software Publishers established business practices, with no change to the existing development process. This level of copy protection ensures that the Software Publisher recovers the appropriate value for its development investment. ByteShield will not change how the Software Publisher runs its business, but it will improve how it profits from its business. ByteShield, Inc., a privately held California corporation, was established in September, 2004 with headquarters in San Francisco, California. For further information please visit <http://www.byteshield.net>.