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WISeKey in Focus at Davos as the WEF Names Cyber-security a Top Global Risk

Switzerland (ots) -

WISeKey has been named a Global Growth Company Partner of the World Economic Forum (WEF), granting the company full participation at the 2012 Annual Meeting in Davos. WISeKey is recognized as a role model for innovative cyber-security technology and efforts to protect individuals, businesses, and governments on the Internet. The WEF ranks cyber-attacks as one of the top five risks in the world.

WISeKey is using its new status with the WEF to inform enterprises to the ever-changing landscape of cyber-security. Cyber attacks of 2010 and 2011 focused needed attention on the lack of appropriate safety measures.

The growth of cloud computing highlights the complexity of data sovereignty: data can be stored virtually anywhere but it has a physical presence somewhere in the world. This location operates under a jurisdiction whose laws could have unexpected impact on the availability or ownership of data.

Cyber-terrorism or the infiltration of sensitive information could neutralize vital systems. Software engineers are, pound for pound, the most valuable weapons in a military arsenal.

Social networks compile data daily with no international regulations on personal privacy. The gap between a person and a digital identity leaves millions vulnerable to dangers beyond identity theft. "There isn't anything built into the Web that can verify who you are," says Carlos Moreira, WISeKey CEO. "WISeKey's systems have been the closest thing for years. WISeID (<http://www.wiseid.com/>) is the first global answer to this problem."

Mr. Moreira discussing Generation C: <http://youtu.be/CFuG6N4Ajco>

About WISeKey

Established in 1999 and headquartered in Geneva, Switzerland, WISeKey is a leading information security company, providing specialized technologies for identity management and authentication to secure communications and transactions without compromising trust.

<http://www.wisekey.com>

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