



Phoenix SecureGuard™

Providing persistence for software

Phoenix Technologies Ltd®, a recognized leader in building world-class core-system software platforms, tools, and applications, now introduces SecureGuard, a patented BIOS plug-in that allows PC OEMs to anchor critical software components on the PC device by providing persistence, tamper protection, and trust from root.

The openness of the personal computer (PC) and its architecture, including multiple-source aftermarket software available to users, gives rise to a need to ensure the system's integrity in many dimensions for a variety of applications.

After a system or server is sold to a customer, its hard disk may be updated with new operating system and application data; its BIOS and configuration may be updated or patched; peripherals may be added; user misconfiguration or accidental file deletions may corrupt the system; and malware may infect the system. These system changes can compromise the security posture of the system, can negatively impact the system's ability to perform, and can negatively impact the business model that supports the sustainability of the production, distri-

bution, and support operations of the system. SecureGuard provides the system-wide integrity needed to address these vulnerabilities.

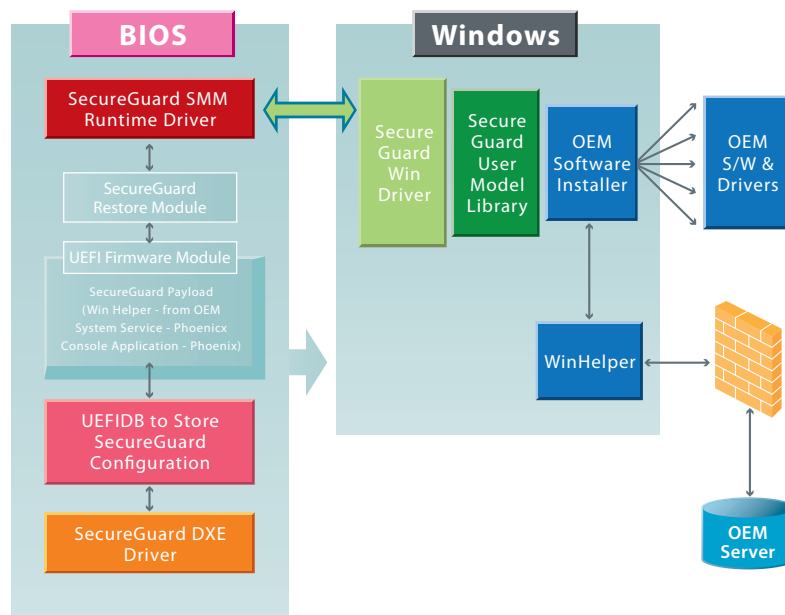
SecureGuard provides boot-and run-time monitoring of system information, including selected data on CPU-accessible

controllers and on Windows® processes running on the system in real time. When data changes or goes missing, SecureGuard persistence restores the data to provide reliable operation of the system.

When SecureGuard detects information integrity problems, it attempts to access the data store containing the information, and

then restores the data in a way that does not adversely impact the operation of the running system.

The OEM can determine the amount of time the system can operate without restoring data. By default, SecureGuard does not prohibit runtime operation of the system.



SecureGuard Behavior

The SecureGuard plug-in provides protection in the form of recovery from erasure and from damage of certain limited information stored on the system.

The SecureGuard plug-in also makes it possible for OEMs to add or remove management associated with objects even after the system has been deployed into the field. Updates are targeted to a specific model or even a specific serial number range so that those systems for which updates are not targeted will not be affected by the new policies.

- SecureGuard can disable normal operation of the system if its information has been compromised and the system cannot be updated from the network or from a mass storage device.
- SecureGuard can perform a system-information integrity check during system initialization.
- SecureGuard can verify information integrity after the system has initialized (i.e., periodically after the system has loaded).

SecureGuard Benefits

B2C

After-Market Revenue

- Increase upfront bounty payments and revenue-share payments from partners like Google™, Yahoo®, McAfee®, Microsoft®, etc.
- Increase sales of approved after-market hardware accessories, such as batteries, memory, docks, etc.

Less customer service cost

- Persistence for OEM customer service applications reduces support calls and related costs.

B2B

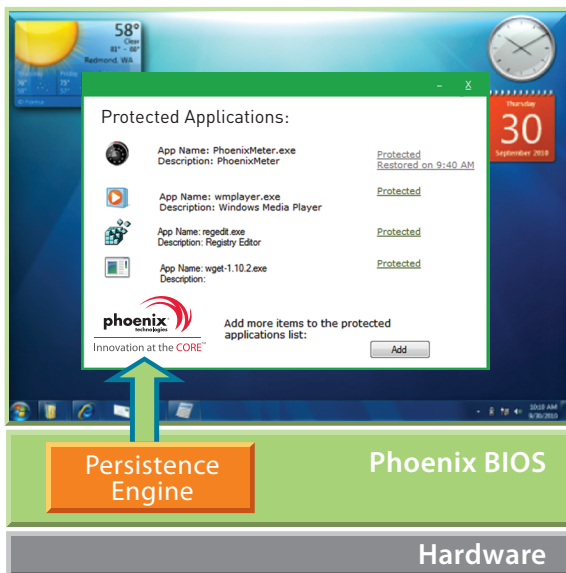
Differentiated features for OEM B2B platforms and business

- Protect your IT image and IT applications in SMB and Enterprise accounts.
- Provide Admin console for IT and for your CIO.

Carrier/Telco

Differentiated features for OEM Carrier business

- Protect Carrier network connection manager and app store in the OS.



Innovation at the CORE™

Americas
Phoenix Technologies Ltd.
915 Murphy Ranch Road
Milpitas, CA 95035
Toll Free: +1-800-446-9202
Fax: +1-408-570-1001
americas_sales@phoenix.com

www.phoenix.com

Taiwan
7F, No.88, Rueihu St., Neihu
District, Taipei City 114,
Taiwan, R.O.C.
Tel: +886-2-7745-5600
Fax: +886-2-7745-5699
gc_sales@phoenix.com

Korea
14F Samsung Financial Plaza
142-43 Samsung2-dong,
Gangnam-gu 135-876,
Seoul, Korea
Tel: +822-3014-4700
Fax: +822-3461-8676

Japan
Phoenix Technologies KK
Gotanda NN Building, 8th Floor
2-12-19, Nishi-Gotanda,
Shinagawa-ku,
Tokyo 141-0031 Japan
Tel: +81-3-5435-6700
Fax: +81-3-5435-6701
japan_sales@phoenix.com