Position Statement – Flash Memory Summit 2009

Panel Name

Session 203: Security

Contact Information

Name: Edo Ganot

Discretix, Inc.

Address: 4800 Great America Parkway, Suite 417, Santa Clara, CA 95054, USA

(please only use address for direct correspondence, not to be published)

Phone: (408) 969 9991

e-mail: edo.ganot@discretix.com

Title

Flash Memory for HD Video - The Security Challenges

Abstract

Flash memory is gaining traction as medium for the distribution of music and video content, rapidly replacing optical media. This trend is especially noticeable in the high-definition video segment. Evidence can be seen in Blu-ray's planned support for Flash memory, numerous standards initiatives, emerging content protection schemes and offerings from various companies. By virtue of the content quality, HD video has stringent and unique security requirements. The presentation will provide and overview of all these trends, examine the security foundations required, as well as the unique challenges encountered when deploying content protection schemes on flash memory. Finally the presentation will address the role played by all stakeholders in creating a secure framework for the distribution of HD content on flash memory.

Bio

Mr. Ganot joined Discretix in 2003, and manages the company's worldwide Sales, Business Development, Alliances, and Corporate Marketing activities.

Prior to joining Discretix, Mr. Ganot was EVP, Strategic Alliances & Marketing for Trivnet, a provider of e/m-Payment platforms for the wireless market and Worldwide Marketing Manager, Business Management Solutions for Scitex Corp. Before that, he held Sales Management positions at ART Inc., a provider of voice and handwriting recognition solutions for the embedded wireless market.

Mr. Ganot received his MBA in Marketing and Finance from Tel Aviv University and his BA in Economics and Business Administration from the Hebrew University in Jerusalem.

About Discretix

Security lies at the heart of embedded computing, enabling a broad range of services and applications. Discretix delivers leading-edge embedded security solutions to the mobile, storage, automotive, networking, office automation and industrial markets. Discretix' suite of products includes security co-processors, security sub-systems, cryptographic cores and content protection applications. Discretix serves the needs of some of the world's best-known semiconductor and device manufacturers and has been consistently ranked among the leaders of the embedded security market. For more information, please visit www.discretix.com.