

## **Identity Theft Expert and MyLaptopGPS Note the New Variables Brought to Laptop Theft Security by Ultraportable Computers**

(BOSTON, Mass. - Jan. 15, 2009 - IDTheftSecurity.com) As reports in late December indicated that laptop computer sales exceeded those of desktop computers, the rise of so-called "ultraportable" laptops became news, as well. Smaller than the typical laptop computer, ultraportables amplify the mobile computing security concerns, noted widely televised and quoted personal security and [identity theft](#) expert Robert Siciliano. [Laptop tracking](#) and data retrieval technology from [MyLaptopGPS](#) nevertheless hold much promise in mitigating the risks, he said.

"As technology hardware continues to shrink in size, the challenge to secure it grows," said Siciliano. "Laptop theft is a concern largely because of laptop computers' compact packaging. With ultraportable laptops, this concern exacerbates. Ultraportables, which render all the reasons to use laptop computers even more alluring, are sure to allure laptop thieves, as well, and in even greater numbers. It is incumbent upon organizations of all kinds to equip all such devices with effective anti-laptop theft technology."

CEO of IDTheftSecurity.com and a member of the *Bank Fraud & IT Security Report's* editorial board, Siciliano leads Fortune 500 companies and their clients through presentations that explore security solutions for businesses and individuals. Author of "The Safety Minute: 01" and a longtime [identity theft](#) speaker, he has discussed data security and consumer protection on CNBC, NBC's "Today Show," FOX News Network, and elsewhere.

Shipments of laptop computers surpassed those of desktops in Q3 2008 by a very small percentage, according to research cited by *eFluxMedia* on Dec. 24. Industry analysts had expected the news, the article reported.

Two days earlier, *Computerworld* surveyed the rising popularity of ultraportable computers -- technically laptop computers, but significantly smaller. For instance, their size forces ultraportable laptops to run previous-generation operating systems and less robust security technology technologies, reported *Computerworld*, which noted the attendant concerns these factors pose. Ultraportable laptop computers' inferiorities, according to the article, make data stored on these devices more susceptible to security hazards because of a diminished capability to employ encryption, for instance.

"Calls to instruct employees not to place sensitive data on ultraportable laptop computers are well-meaning but futile," said MyLaptopGPS' chief technology officer, [Dan Yost](#), who invited readers to visit the [MyLaptopGPS blog](#). "Identifying data records will find their way onto ultraportables. But organizations can nevertheless keep tabs on these devices. MyLaptopGPS features such as SafeTags, for example, can secure ultraportables by rendering them police-traceable in the event of laptop loss or theft."

The theft rate for laptop computers equipped with MyLaptopGPS is just 0.4 percent, or 32 times lower than the average. Additionally, Yost pointed to SafeRegistry™, a comprehensive system from MyLaptopGPS for inventorying entire fleets of mobile computers, as well as a full line of highly renowned SafeTags™, which are police-traceable property tags designed to secure iPods™, cell phones, BlackBerry™ devices and other mobile property.

Yost's expertise has been [featured twice](#) in *CXO Europe*. Furthermore, in December of 2008, he and Siciliano co-delivered a presentation titled "Information in the Modern Age: Maintaining Privacy in an Era of Medical Record Identity Theft" at the [4<sup>th</sup> Annual World Healthcare Innovation & Technology Congress](#) in Washington, D.C., where Former U.S. Congressman Newt Gingrich delivered the keynote address.

Readers who belong to LinkedIn® are encouraged to join the [MyLaptopGPS group](#) there. Featured in *Inc. Magazine* and *TechRepublic*, MyLaptopGPS maintains the [Realtime Estimated Damage Index \(REDI™\)](#), a running tally of highly publicized laptop and desktop computer thefts and losses and these losses' associated costs. A [log of these high-profile laptop thefts](#) is available at MyLaptopGPS' website.

Readers may [download a demo](#) of MyLaptopGPS. A white paper [is also available](#).

MyLaptopGPS combines Internet-based GPS tracking with other functionalities to secure mobile computing devices. A user launches MyLaptopGPS' features remotely, protecting data even while the machine is in a criminal's hands. Once connected to the Internet, the software silently retrieves and then deletes files from machines as it tracks the stolen or missing hardware -- at once returning the data to its rightful owner and removing it from the lost mobile computing device.

[YouTube video](#) shows Siciliano on a local FOX News affiliate discussing the importance of securing mobile computing devices on college campuses, where laptop theft can run rampant. To learn more about identity theft, a major concern for anyone who's lost a laptop computer or other mobile computing device to thieves, readers may go to [video of Siciliano at VideoJug](#).

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### **About MyLaptopGPS**

Celebrating 25 years in business, Tri-8, Inc. (DBA MyLaptopGPS.com) has specialized in complete system integration since its founding in 1984. From real-time electronic payment processing software to renowned mid-market ERP implementations, the executive team at MyLaptopGPS has been serving leading enterprises and implementing world-class data systems that simply work. With MyLaptopGPS™, Tri-8, Inc. brings a level of expertise, dedication, knowledge and service that is unmatched. MyLaptopGPS™'s rock-solid performance, security, and reliability flow directly from the company's commitment to top-notch software products and services.

### **About IDTheftSecurity.com**

Identity theft affects us all, and Robert Siciliano, CEO of IDTheftSecurity.com and member of the *Bank Fraud & IT Security Report's* editorial board, makes it his mission to educate Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has been featured on "The Today Show," CNN, MSNBC, CNBC, "FOX News," "The Suze Orman Show," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," "The Howard Stern Show," and "Inside Edition." Numerous magazines, print news outlets, and wire services have turned to him, as well, for expert commentary on personal security and identity theft. These include *Forbes*, *USA Today*, *Entrepreneur*, *Woman's Day*, *Mademoiselle*, *Good Housekeeping*, *The New*

*York Times, Los Angeles Times, Washington Times, The Washington Post, Chicago Tribune, United Press International, Reuters, and others. For more information, visit Siciliano's [Web site](#), [blog](#), and [YouTube page](#).*

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