



Marketing & PR
Marcom Services
Marketing writing & Editing
Translations

www.tiptoppr.com
www.tiptoppr.blogspot.com

Scope of Marketing Services

- International Marketing & PR
- Creating corporate collateral
- Marketing Writing & Editing
- Tradeshow organization & support
- Press releases
- Social media (including blogs)
- Translations
- Investor Relations
- Analyst Relations
- Legal Services



Creating Corporate Collateral

- Websites
- PR & Sales kits
- Brochures, folders, datasheets
- White papers, reports
- Newsletters
- Mailers
- Presentations
- Advertisements
- Booth designs, rollups, posters, banners
- Blogs



Marketing Writing

- Articles, including adding key words, links and references
- Abstracts, pitches, mailers
- Text for advertisements, posters, booths and banners
- Annual reports
- Blogs and social media content
- Corporate collateral (backgrounders, brochures, datasheets)
- Newsletters
- Press releases, including boilerplates
- Product brochures, datasheets and write-ups
- Scripts and speeches
- Websites
- White papers
- Investor Relations materials

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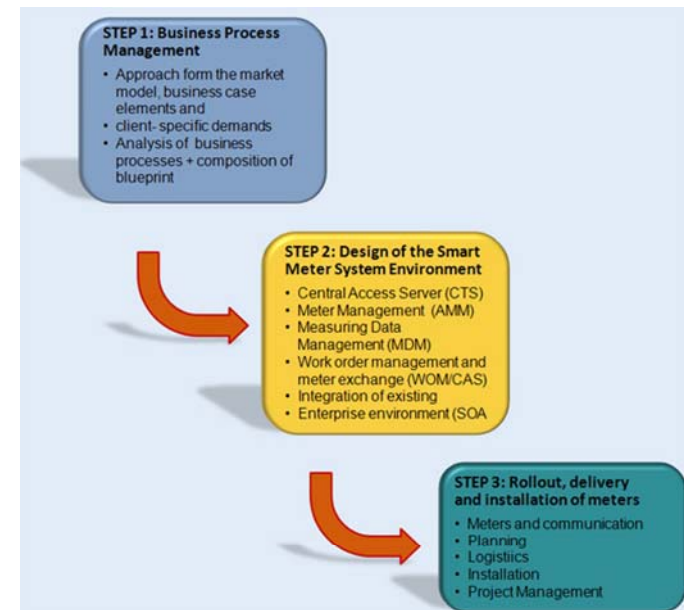
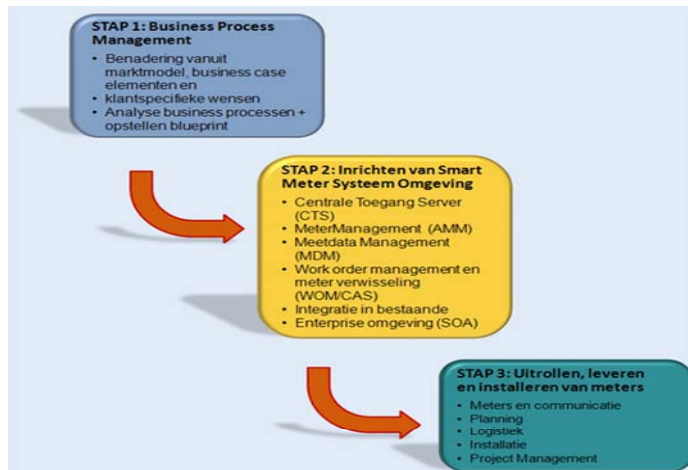


- Infocomm
- CeBIT
- Autocomplex
- Service Station
- Automechanika
- NACSTech
- LandbouwRAI
- Frankfurter Messe
- IQPC
- UPLC
- IFFE
- Motor Fueling Complex



Translations

- Legal documents and tenders (RFP) from Dutch to English
- Ibike brochure (English ⇔ Dutch)
- Beigel & Beigel (food package ⇔ various languages)
- Articles (German ⇔ English)
- Website content (Dutch ⇔ English; English ⇔ Dutch)
- Brochures, white papers, mailers, press releases (English ⇔ Dutch)



Dutch to English translation of www.founter.com website

- Academy online magazine
- Business Solutions
- Computing Security
- Central Government
- eJournal
- XCO
- McGraw Broadband
- JDNNet
- Herald Tribune
- Forbes
- USA Today
- Utilipoint
- Next Economy

Global Secure Systems

Page 2

Information assurance. delivered

Complicated Cyber Crime

Yuval Ben-Itzhak, Chief Technology Officer at Finjan, discusses a new defense strategy needed to battle the cybercrime wave

Cybercrime is booming, operating in a major shadow economy that closely mimics the real business world. Money is driving the growth of targeted attacks against financial institutions, enterprises and governmental agencies. Financial damages from security breaches keeps on running into millions of Euros.

Today's cybercriminals use the Web as a highly effective attack vector for a wide range of illegitimate and malicious activities, including identity theft through keylogging, financial fraud, espionage, and intelligence gathering.

They use "Trojan 2.0" attacks that combine various Web services to heighten their



infection ratio while at the same time substantially reducing their chance of being detected. These Trojans use legitimate websites and domains for distributing instructions to botnets, mimicking regular Web traffic. Evasive techniques (such as the use of obfuscated codes)

are deployed to bypass security applications.

Cybercriminals deploy sophisticated Criminal-2-Criminal (C2C) business models including Software-as-a-Service.

Crimeware developers are supplying Crimeware Toolkits

to other criminal elements to be used for attacks. These "how to..." packages instruct its users step-by-step how to infect a system and then retrieve data for financial gain. Recently, such a toolkit, the NeoSploit Crimeware Toolkit, has been highly effective in hacking websites using obfuscated code.

Finjan recently discovered that more than 8,700 FTP server credentials are in the hands of hackers who are using NeoSploit Crimeware Toolkit v2.

With this new "Software-as-a-Service" trading application, cybercriminals get instant access to the FTP credentials and could thus infect both the legitimate websites and its

unsuspecting visitors. In short, any organisation, company, enterprise or business with Internet access is a potential and prime target – regardless of its size or location.

Traditional security solutions, such as anti-virus, URL filtering or reputation services, are more and more under pressure to handle these latest and highly complicated cybercrime attacks having their limitations.

The security industry therefore needs to close the gap between these new attack techniques and the conventional defense strategies currently used. It must meet the growing demand for more effective protection.

The optimal way to do this is concentrating on real-time code inspection technologies. These technologies can effectively protect networks against such attacks, since they analyse each and every piece of incoming and outgoing content regardless of its source. They are therefore able to detect malicious codes without using signature updates or databases of classified URLs.

With the use of active real-time code inspection, entities can be sure that no malicious content will enter their corporate networks, even if the origin is highly respectable and trusted website.

For more information about Finjan visit www.gss.co.uk



Andi Yudan en CommunicatieManager Dvora de Jong van Mainet op bezoek in Amsterdam.

maar je geeft de klant bij het inschekken simpel een kasje mee. Op elke kamer heb je stroom en dus internet. Ook voor scholen kan het een oplossing zijn volgens Yudan. 'Je hoeft geen netwerk aan te leggen. Het als in huis, je kan overal internetten. Daarnaast heb je tevens een gestroomd netwerk. Via het ingangdele elektrische net kan elke computer met elkaar communiceren, zonder dat er door het hele pand kabels lopen.' Inmiddels heeft de PLC-techniek in Marneville onder de merknaam Tiper enkele duizenden gebruikers. Volgens Yudan is het een voordeel dat de Duitse energienet al twee jaar geleden is geïmplementeerd. De energiebedrijven trokken in de concurrentiestrijd naar diensten die meer waarde geven. Dat is één van de redenen waarom PLC daar sneller is opgepakt. Ooklang is er rondom Marneville een grote reclamecampagne van start gegaan om meer klanten te trekken. Spreid je te reclameinstellingen in alibi en straatcampagnes.' Inmiddels zijn zo'n twintig energiebedrijven in Duitsland en Oostenrijk bezig met de hand-

'Gebruikers willen niet betalen voor breedte die ze niet gebruiken'



De werking van PLC-technologie in beeld gebracht.

en software van Mainet. 'Sommige zitten nog in de projectfase, bij andere wordt het al commercieel uitgerold.' Naast MVM is ook Fiberjet in Harleem en Linc AG in Oostenrijk bezig met de commerciële toepassing.

Ook in de States
Ook in de US komt internet via het stopcontact van de grond. Daar zijn natuurlijk hele gebieden die zonder breedbandmogelijkheden zitten. Wel moeten we daar andere voorige problemen oplossen. Zo zijn daar minder huishoudens aangesloten per transformator en is het voltage lager. Dat voor kort zou snare techniek daar niet rendabel zijn, maar we hebben daar toch een technische oplossing voor gevonden. Inmiddels zijn we actief in Pennsylvania en Georgia. Overigens wordt daar in ingangstelling tot Duitsland ook weer samenwerking tussen energiebedrijven en telco's of ISPs. Mainet mist met haar part-

ners op een marktaandeel van maar liefst 40 procent van alle Amerikaanse huishoudens in de komende vier jaar. Andere toepassingen van powerline communicatie naast het bekabelen surfen en emailen is IP-telefoon. Op het modulaire kan een normale telefoon worden aangesloten. 'Dat lijkt ons vooral belangrijk in derde wereld landen', zegt Yudan. 'Daar hebben grote groepen wel elektriciteit, maar geen koperlijnen voor de telefoon. We denken aan een product dat open breedband internet biedt, maar wel telefonie. Met een goedkope computer. Dus alles low budget.'

Meer informatie: www.mainet-plc.com, www.digitonline.nl, www.typer.de, www.zigbee.nl

ER IS OOK VERZET

In Duitsland is inmiddels verzet gerozen tegen het gebruik van het elektriciteitsnet voor internetdoelinden. Het signaal zou namelijk de korte golf storen, met als gevolg dat alarmdiensten en amateurradio slecht te ontvangen zijn. Volgens Yudan is PLC echter pollution-free. Het experiment van Nijon is nauwelijks gevolgd door de inspectie van Verkeer en Waterstaat. Die heeft nog niet aangegeven dat de techniek storend is.

Meer informatie: www.powerline-plc.info

- Secure Tweets blog
- Marketing blogs
- TripWiser
- Go Interactive Marketing (GIM)
- DreamView
- Founter
- Tip Top PR
- Go Interactive Marketing (GIM)
- DreamView
- Founter
- Debra Daumier

FT.com FINANCIAL TIMES

COMPANIES UK companies

July 12: Rosneft aims high

July 12: Pricing of the Rosneft IPO seems to be in full swing. It sounds like investors are being told to bid towards the top of the \$5.65-\$7.85 a share range, even though this was too high for many institutions. Last night we established that, having wavered, BP definitely does now want a stake. The Poster, in his Ruminations on Russia blog, says: "The short-selling hedge funds must be licking their lips at the prospect of a large company with a very small real float and investment banks who will be desperately trying to support the price. Expect first day/week volatility."

You can also read concerns about the float and the role US banks are playing in it at Tom Lantos's Congress Blog. A top Democrat on the House international relations committee, Lantos says: "Any financial institution involved in the IPO could be at potential risk of violating federal anti-money laundering laws aimed at preventing the proceeds of theft, corruption or other forms of unlawful activity from entering the payments system."

Mikhail Gorbachev seems completely unconcerned about the provenance of Rosneft's assets. In his piece for this morning's FT, he acknowledges that Yeltsin's sell-off of state assets were "far from transparent and major state assets were transferred into the hands of a 'trusted' few." But in the same breath he goes on to praise the Rosneft IPO as an illustration of Russia's economic progress, without once discussing how Rosneft came to own assets that once belonged to Yukos.

Elsewhere, we have strong sales figures from Burberry and GUS. I'm not in the business of product placement, but here is a blog for the girls: Shoewawa. And here is one for the boys: productdose.com. There is some interesting background on GUS and Burberry at Debra De-Jong's blog. Also, blogginnwallstreet compared the pay of Burberry's new chief executive, Angela Ahrendts, with what she was getting at Liz Claiborne. It concluded: "On a percentage of revenues basis the American CEO is getting 0.2%, while the British CEO is getting 0.4%. So the British CEO is getting paid twice as much per unit of revenue". Completely meaningless and deserving no space in the paper, but amusing nonetheless.

BT Group has appointed Maarten van den Bergh, who was rather a non-event as chairman of Lloyds TSB, to replace Sir Anthony Greener as deputy chairman. He will be the senior independent director, charged with finding a replacement for Sir Christopher Bland, who steps down as chairman next year.

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<< Sound advice from Gartner on social networking by employees | Van Morrison iFrame injection snares users - so watch out >>

The Guardian Jobs website breach shows that Web portals remain a prime target for cybercriminals

27. October 2009 15:13

Over the weekend, the [Guardian Jobs](#) website, one of the top five employment sites in the UK with two million users logging in every month, was hacked. In a [statement](#) posted online, The Guardian stated that it had been "assured by our provider that the system is now secure and we have identified and contacted everyone who may have been affected". It went on to admit that as many as half a million users may have had data compromised, all of whom had now been emailed.

As Finjan, we have identified [many top websites](#) (including the ones of CBS and the TV show "Heroes") that were compromised by cybercriminals over the last few years. Especially those websites that store identity information will continue to be a prime target. With the holiday season around the corner, this spells bad news for IT managers, who are under immense pressure to keep their websites and portals safe – especially for online shoppers.

This latest security breach on the Guardian website illustrates that vulnerabilities are still in existence and are being exploited by cybercriminals. No details of the attack were made available, but it was quite likely designed to circumvent traditional web security solutions. Cybercrooks like to deploy additional attack vectors such as the theft of administrator FTP server credentials, which are then later used by cybercriminals to penetrate even more highly secure websites.

Yuval Ben Itzhak, Finjan's Chief Technology Officer, warns that "auctioning stolen identity information is another technique that our researchers at MCRC have spotted. It's also worth noting that the Guardian jobs portal is not alone in being attacked by cybercriminals; other US job sites have also been hit using this hacker methodology."

As always, we advise individuals and corporations alike to make sure that they have the latest version of their web security in place.

For more on the Guardian Web site attack:
<http://www.itpro.co.uk/616756/guardian-job-site-hack-hits-half-a-million-users>

For more on Finjan: www.finjan.com

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SecureTweets blog comments on web security trends, our Malicious Code Research Center findings and relevant topics.

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Include comments

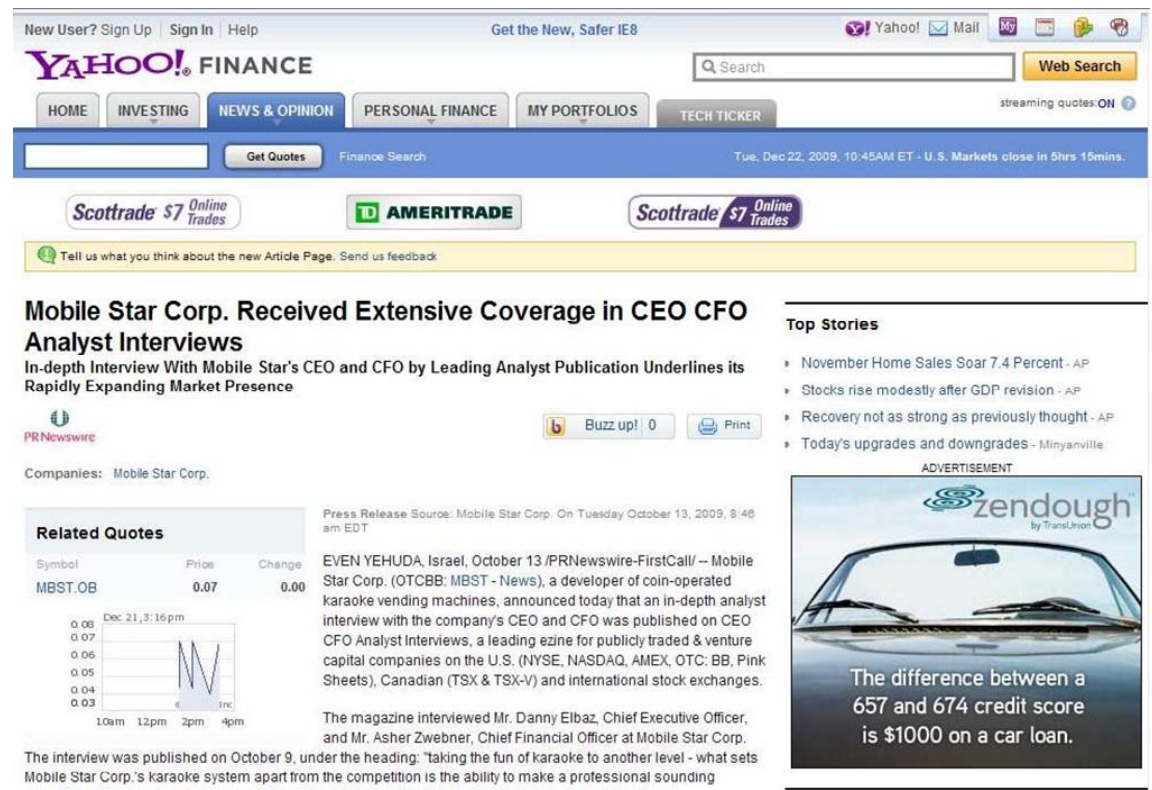
Tag cloud

0-Day Attack Anti-Virus Blogger Botnet Cybercrime Cybercrime Intelligence Cybercriminals Cybercrook Data Leakage Ddos Attack Exploit Facebook Federal Police Forester Google Hacker

Press releases

- Crystal System Solutions
- Main.net Communications
- ComView Visual Systems
- BluePhoenix
- Mobile Star Corp.
- Finjan, Inc.
- Orpak Ltd.
- Founter
- Asigra, Inc.
- IGC
- MyHome
- GetPak

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Global Marketing and PR



The screenshot shows the Yahoo! Finance website interface. At the top, there are navigation links for 'New User? Sign Up', 'Sign In', and 'Help'. The main header includes the 'YAHOO! FINANCE' logo, a search bar, and a 'Web Search' button. Below the header, there are tabs for 'HOME', 'INVESTING', 'NEWS & OPINION', 'PERSONAL FINANCE', 'MY PORTFOLIOS', and 'TECH TICKER'. A secondary navigation bar contains a 'Get Quotes' button and a 'Finance Search' field. The date and time are displayed as 'Tue, Dec 22, 2009, 10:45AM ET - U.S. Markets close in 5hrs 15mins.' Below the navigation, there are advertisements for 'Scottrade \$7 Online Trades' and 'AMERITRADE'. A feedback prompt asks users to 'Tell us what you think about the new Article Page. Send us feedback.' The main content area features a press release titled 'Mobile Star Corp. Received Extensive Coverage in CEO CFO Analyst Interviews'. The sub-headline reads 'In-depth Interview With Mobile Star's CEO and CFO by Leading Analyst Publication Underlines its Rapidly Expanding Market Presence'. The source is identified as 'PRNewswire'. There are buttons for 'Buzz up!', 'Print', and 'Share'. A 'Related Quotes' section shows a table for 'MBST.OB' with a price of 0.07 and a change of 0.00. A line chart shows the price movement for 'MBST.OB' on Dec 21, 3:16pm. The press release text states: 'EVEN YEHUDA, Israel, October 13 /PRNewswire-FirstCall/ -- Mobile Star Corp. (OTCBB: MBST - News), a developer of coin-operated karaoke vending machines, announced today that an in-depth analyst interview with the company's CEO and CFO was published on CEO CFO Analyst Interviews, a leading ezine for publicly traded & venture capital companies on the U.S. (NYSE, NASDAQ, AMEX, OTC: BB, Pink Sheets), Canadian (TSX & TSX-V) and international stock exchanges. The magazine interviewed Mr. Danny Elbaz, Chief Executive Officer, and Mr. Asher Zwebner, Chief Financial Officer at Mobile Star Corp. The interview was published on October 9, under the heading: "Taking the fun of karaoke to another level - what sets Mobile Star Corp.'s karaoke system apart from the competition is the ability to make a professional sounding...".

Symbol	Price	Change
MBST.OB	0.07	0.00

Dec 21, 3:16pm

10am 12pm 2pm 4pm

0.08
0.07
0.06
0.05
0.04
0.03

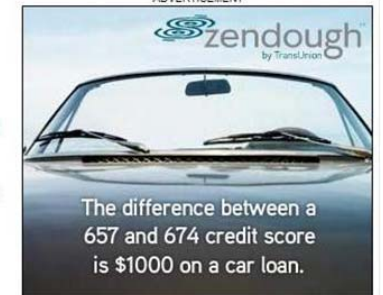
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10am 12pm 2pm 4pm

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10am 12pm 2pm 4pm

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The advertisement features the 'zendough by TransUnion' logo at the top. Below the logo is a photograph of a car's interior, viewed from the driver's perspective. At the bottom of the image, text reads: 'The difference between a 657 and 674 credit score is \$1000 on a car loan.'

Website Content

- MER ICT
- Founter
- Finjan, Inc.
- Orpak Ltd.
- STEAM
- Leascar
- ComView
- Forex websites
- Main.net communications
- GrandVia
- DNA Electronics
- IGenerix

STEAMConsult
The Internet of Energy. Empowered.

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E info@steamconsult.nl

Oorsprongpark 10
358 ET Utrecht
The Netherlands

STEAMConsult is an initiative of two industry veterans: Huub J. Albers and Harry Wildeboer. In anticipation of the upcoming mass roll-out of smart meters in various European countries, the STEAM initiative was launched.

The STEAM mission is to contribute to the successful transition into a new era of energy generation and distribution: The Internet of Energy.

For this purpose, STEAM develops relevant projects and initiatives that contribute to, and are part of, the energy data value chain. STEAM's unique project approach is targeted at empowering both current as well as new stakeholders (utilities, solution-providers, governmental bodies).

STEAM's portfolio includes:

- **Leading utilities** for the development of dedicated, "overlay type" of communications infrastructures (Network Operations-as-a-Service).
- **Municipalities** for the planning and organization of their transit into "smart (energy) cities".
- **Investors** for shaping their decentralized generation investment initiatives and for refinement of their models for operating Virtual Power Plants.

• **Retailers** for redefining their portfolio of offerings and for implementing their "local-for-local"-type of initiatives and

• **Solution providers** for review and confirmation of their plans investments and for promoting their solutions in smart cities

Headquartered in the Netherlands, STEAM has a European focus. Projects are carefully selected based on business opportunities.

For more information, contact us at:
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For further information about Steam and The internet of Energy please send an email to info@steamconsult.nl

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M86 SECURITY

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Vital Cloud

Many enterprises are looking for an efficient and customizable web security cloud solution that will not only protect their workers, but also enable savings on their capital and operational costs. Finjan's Vital Cloud web security solution addresses this need with a cloud-based unified Web security solution.

Finjan's Vital Cloud web security solution combines productivity, liability and bandwidth control, and provides multi-layered web security, Data Leakage Prevention, and Web 2.0 control. Organizations can easily and efficiently adapt to changing business needs with Vital Cloud's instant scalability. IT can add or remove cloud-based scanners as needed within minutes.

As with Finjan's unified Secure Web Gateway solutions, Finjan's Vital Cloud utilizes Finjan's patented real-time content inspection and zero-day threat detection to protect remote workers. Crimeware, Web 2.0 attacks, Spyware, Trojans and blended threats are blocked in real time, before they have a chance to infect laptops.

Vital Cloud enables seamless authentication and connection for all users everywhere. Remote workers are authenticated based on the domain username stored in the corporate directory services (e.g., AD, LDAP).

Finjan's Vital Cloud provides:

- **Central management** adaptable to all remote users regardless of their location. Consistent policies for all cloud-based scanners are managed centrally via a single management console.
- **Geo-location capabilities** ensure connection with the closest data center for optimal performance.
- **Instant scaling up and down** by adding or removing cloud-based scanners as needed within minutes.
- **Reduced TCO** is achieved by cost savings and improved IT effectiveness.
- **Data privacy and regulatory compliance** by ensuring that confidential data remains in a dedicated cloud with clear security boundaries.
- **Powerful unified reporting** of all users, from all locations.

Vital Cloud Datasheet

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TIPTOP
Global Marketing and PR

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