Trend Micro Partners with Vertex Aquaristik to Embed Cybersecurity in IoT Devices

Vertex Technologies integrates cybersecurity technology into environmental automation

DALLAS, September 25, 2019 – Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today announced a partnership with Vertex Aquaristik, a leading designer of IoT-powered solutions in environmental automation, to embed cybersecurity technologies into their product ecosystem. This announcement marks the first instance in which a technology company from this field will offer products that include industrial-level cybersecurity.

“Even the most unexpected technology deployments need security built in – including aquariums, as we’ve seen from previous cyberattacks on fish tanks[1],” said Oscar Chang, executive vice president and chief development officer for Trend Micro. “Whether it is an enterprise application or IoT device, developers and executives in every industry need to make sure cybersecurity is a requirement from the ground up. Combining the expertise of manufacturers like Vertex Aquaristik with our 30 years of cybersecurity experience is the best way to build strong security into aquarium technology.”

This partnership expands Trend Micro’s mission to secure the connected world across all industry verticals by partnering with device makers to ensure cybersecurity is built in from the beginning. Collaborating with major IoT manufacturers results in highly secure connected equipment for global customers.

The Vertex Cerebra Environmental Automation Ecosystem of products will be made available globally in 15 different languages and includes the following Trend Micro IoT (TMIS) capabilities:

- Deep Packet Inspection
- Lock down capabilities
- Host Intrusion Prevention System (HIPS)
- Vulnerability Scanning
- Virtual Patching and Web Threat Protection

“In today’s tech landscape, criminals find security holes in every kind of connected organization – even niche companies. As such, we want to prioritize security in all our solutions. Considering that only a handful of market leaders have the expertise or resources to keep up with these ever-changing illicit forces, it was only the smartest choice to team up with Trend-Micro,” said Jason K. Behzad, chief technology officer for Vertex Aquaristik. “Partnering with Trend Micro from early development stages has helped us design our software with security precautions as a core component and not an “after design” add-on.”

Greater connectivity means increased exposure to remote data attacks. Embedding Trend Micro solutions into internet-connected products mitigates these threats by utilizing white listening, intrusion prevention system (IPS) capabilities, virtual patching and anomaly detection.

For more information about Trend Micro’s IoT solutions, please visit:https://www.trendmicro.com/us/iot-security/.

About Trend Micro

Trend Micro Incorporated, a global leader in cybersecurity solutions, helps to make the world safe for exchanging digital information. Our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks, and endpoints. All our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and control, enabling better, faster protection. With more than 6,000 employees in over 50 countries and the world’s most advanced global threat intelligence, Trend Micro secures your connected world. For more information, visit www.trendmicro.com.

[1] https://money.cnn.com/2017/07/19/technology/fish-tank-hack-darktrace/index.html

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