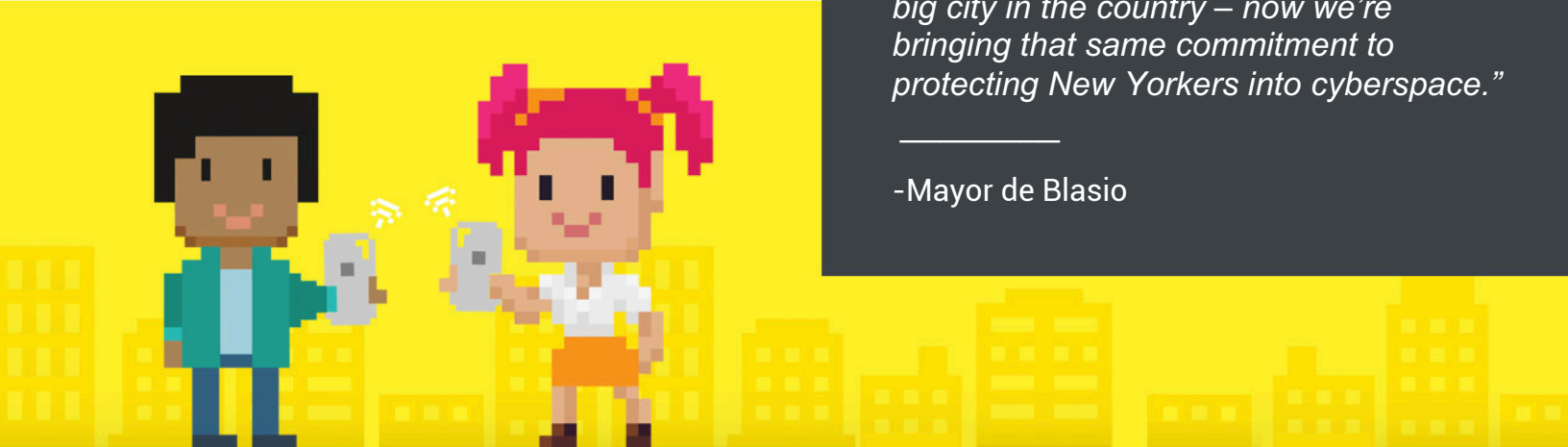


Beyond Safe Streets:

New York City Protects Its Residents From Mobile Attacks...
Should Your City Do The Same?

Protecting City Employees from Mobile Threats

As the largest city in the United States, it was not surprising that New York City (NYC) found itself under a deluge of mobile attacks. In response, NYC CISO, Geoffrey Brown, selected the most secure mobile threat defense solution available to protect the officials' mobile devices, Zimperium zIPS™. Soon thereafter, the solution was extended to devices of other NYC employees.

An illustration of two children, a boy and a girl, standing in front of a yellow city skyline. The boy on the left has dark skin and black hair, wearing a teal jacket over a light blue shirt and blue pants. The girl on the right has light skin and pink hair in pigtails, wearing a white shirt and an orange skirt. Both are holding white mobile phones. There are small white signal waves emanating from the phones. The background is a solid yellow color with a row of yellow buildings of varying heights at the bottom.

“Our streets are already the safest of any big city in the country – now we’re bringing that same commitment to protecting New Yorkers into cyberspace.”

—
-Mayor de Blasio

The Promise

Mayor de Blasio and CISO Brown knew that NYC residents and visitors were also at risk. In addition to the basic civic mandates of clean and safe air, water and streets, the Mayor promised residents safe mobile communications.

A Pioneering Solution

At a March 2018 news brief, Mayor de Blasio announced "NYC Secure", a pioneering cybersecurity initiative to defend New Yorkers from malicious cyber activity. The cornerstone program is a free NYC sponsored and branded mobile security app that warns users when suspicious activity is detected on their devices. NYC Secure utilizes the same enterprise-class security from Zimperium that is protecting NYC officials and employees, but it has one major difference: absolutely no information leaves the device; user privacy is completely protected.

Protecting Your Residents: All The Benefits, None of the Effort

New York City (NYC) has gone beyond protecting residents in the physical world to protect them from the growing threat of mobile cyberattacks. If you want to protect your residents in the same way, Zimperium will handle all the details and provide you with:

- The world's best mobile security app
- Completely branded as your city
- Zimperium-hosted (no expertise or effort required by city workers)
- Privacy completely protected (no data ever leaves the resident's device)

If you would like to learn more about NYC Secure or how Zimperium can help protect your city and residents, please contact us at info@zimperium.com.

