

SODA Named “Most Innovative Start Up” at RSA[®] Conference Asia Pacific & Japan 2015

Data Security Start Up Selected for its No Frills Approach to Address Data Privacy Issues

MARINA BAY SANDS, SINGAPORE – 22 July 2015 – [RSA[®] Conference Asia Pacific & Japan](#), the world’s leading information security conference and exposition, today announced **[SODA](#)** as the winner of its **[Innovation Sandbox Most Innovative Start Up](#)** event.

Selected from a group of four talented finalists including FixNix, Lepide Software and SafeChats, SODA won the award based on their capability to provide a comprehensive suite of web, desktop and mobile solutions (App, Chat, Box, Post) designed to make data security accessible to everyone through a cross-platform solution that can be white labeled for various functionalities to support business goals. As the winners, a representative from the company will be attending RSA Conference 2016 from 29 February to 4 March, 2016 in San Francisco, California.

The RSAC Innovation Sandbox Most Innovative Start Up was designed to promote regional innovation and provide startup companies a platform to showcase the world-class cybersecurity solutions the region has to offer. The judging panel was comprised of industry experts, Dr Hugh Thompson, Program Committee Chairman, RSA Conference and Mr Yu Chien Siang, Dir. TC, Computer Security Consultant, Ministry of Home Affairs. The finalists went all out to impress the judges on the real world applicability of their solutions.

In addition to the competition, the judges had a “fire-side chat” on why innovation is important in the region, in which the audience participated and asked further questions of the finalists.

Quote from Dr. Raphael (Rafi) Yahalom, Strategy and Worldwide Business Development, SODA (Winner)

RSA Conference represents an ideal platform for us to showcase our innovative solution and we are excited about our Innovation Sandbox event win. Some of our key initial deployments and partnerships are in Asia. The opportunities for universal secure mobile interactions are huge, and we are looking forward to further success in the region as well as worldwide.

Quote from Cheong Chung Chin, Director, SODA (Winner)

What's amazing about our solution is the ability to adapt its capability into something that any organization needs – securing all types of mobile interactions uniformly and seamlessly, and avoid damages in light of the numerous security breaches in recent times.

Quote from Judge, Dr. Herbert (Hugh) Thompson

At Innovation Sandbox, we seek to find breakthroughs that will enable us to create new standards of security in the face of increasingly sophisticated cyber threats. The same breakthroughs that we are looking for will re-define technology and propel the ability to harness efficiency while promoting productivity.

For more information on the RSAC Innovation Sandbox Most Innovative Start Up, please visit the following website at <http://www.rsaconference.com/events/ap15/agenda/innovation-sandbox>.

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Innovation Sandbox Finalists

Finalists	Company Overview
FixNix Inc	FixNix GRC is a SaaS based GRC solution for SMBs and enterprises for automating complex Information Security workflows like Audit, Risk, Policy, Incident and Asset to help the CxO teams of the company to stay noticed about their compliance levels and gives a great insights towards their organisations with intuitive dashboards.
Lepide Software	Lepide Software is a leading provider of auditing, monitoring, and migration solutions that offers state-of-the-art products in the following solution areas: network administration, change auditing, IAM, Exchange, SharePoint and Office 365 migration and data recovery. It also offers end-to-end migration service in Exchange to Exchange and Exchange to Office 365 deployments.
SafeChats	SafeChats is a Singapore-based startup who have developed a secure communication and collaboration tool to make text conversations, calls and file transfers secure with device-to-device encryption so no one can intercept confidential information.

SODA

SODA is a mobile security solutions startup who are working on Mobile Token Virtualization Infrastructure. They offer advanced token virtualization (or tokenization) technology as a security infrastructure for implementing mobile PKI security across mobile apps and payments. SODA's tokenization is a cross-platform Enterprise Security Infrastructure to support any application in any environment and address consumerization trends.

About RSA Conference

RSA® Conference is the premier series of global events where the world talks security and leadership gathers, advances and emerges. Whether attending in the U.S., the EMEA region, or the Asia-Pacific region, RSA Conference events are where the security industry converges to discuss current and future concerns and get access to the people, content and ideas that help enable individuals and companies to win, grow and do their best. It is the ultimate marketplace for the latest technologies and hands-on educational opportunities that help industry professionals discover how to make their companies more secure while showcasing the most enterprising, influential and thought-provoking thinkers and leaders in security today. For information on events, online programming and the most up-to-date news pertaining to the information security industry visit www.rsaconference.com.

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