A Seamless Evolution: SAM's Journey with prpl

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SAM Seamless Network
VP Product

- **SAM** joined prpl foundation in **2019**

- **Platform Vision** brought us to prpl to support applications on CPE

- **Initial involvement** focused on Security Application requirements

- **Long journey** started with concept and now in working demo stage

- **Significant opportunity** seen with adoption interest for prpl

SAM Seamless Networks Joins Prpl Foundation to Develop Joint IoT Security Standards

NEWS PROVIDED BY

SAM →

08 May, 2019, 07:00 ET

TEL AVIV, Israel, May 8, 2019 /PRNewswire/ -- SAM Seamless Network, the intuitive security system for smart home networks today announced it has joined Prpl Foundation, an open-source community-driven consortium with a focus on enabling the security and interoperability of embedded devices for the IoT and smart society of the future. The membership in Prpl is in addition to SAMs participation in RDK-B, which standardizes software functionalities for broadband devices.

Application without a platform approach

- **Time and Resource intensive** integration for each CPE model
- Potential constraints **limiting user experience** between CPE models
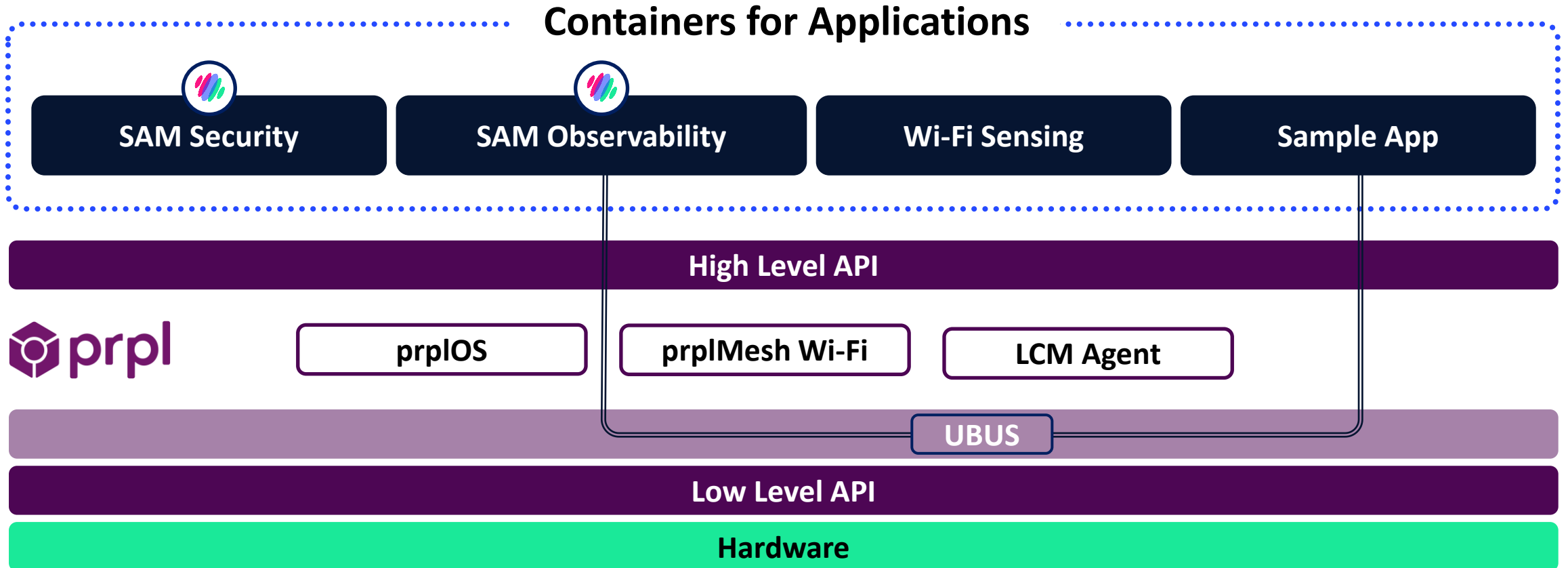- **Multi-party coordination** required
- **Container** or **Native**
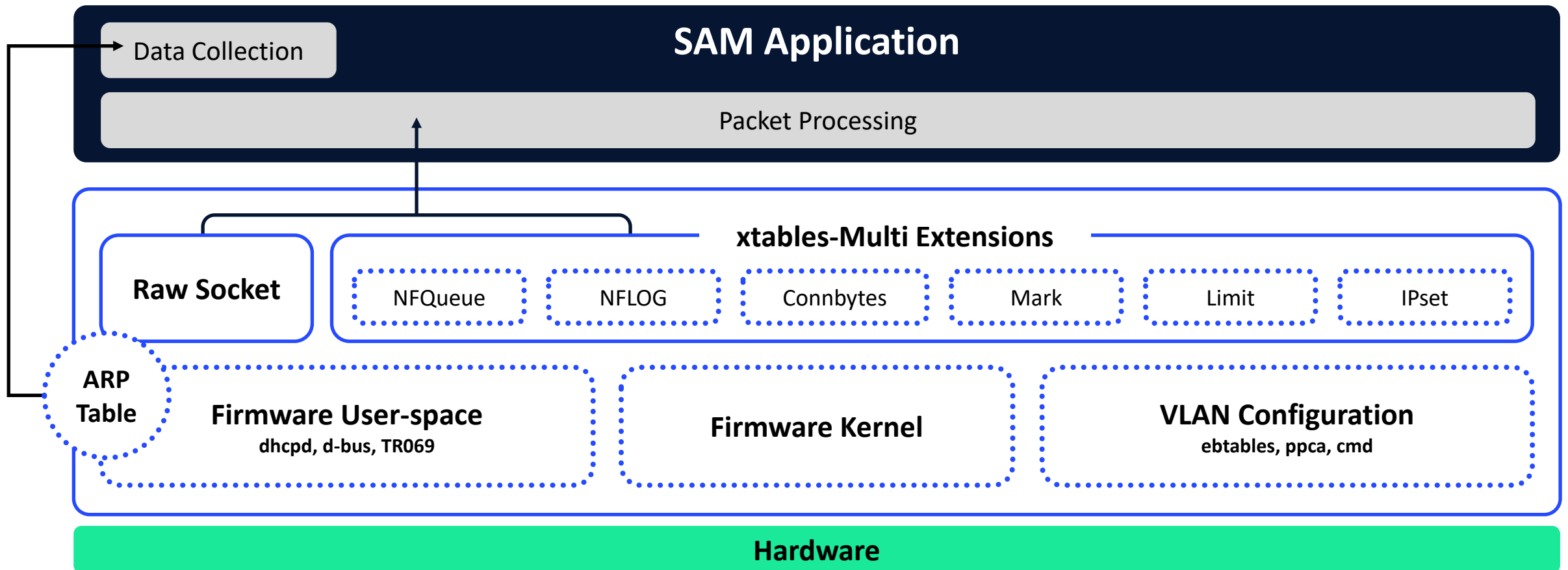
Moving towards prpl

- **Privledged Container** within LCM framework
- **Required APIs** are not fully built to needs (yet), native access where still needed
- **Data Sharing** between applications is enabled
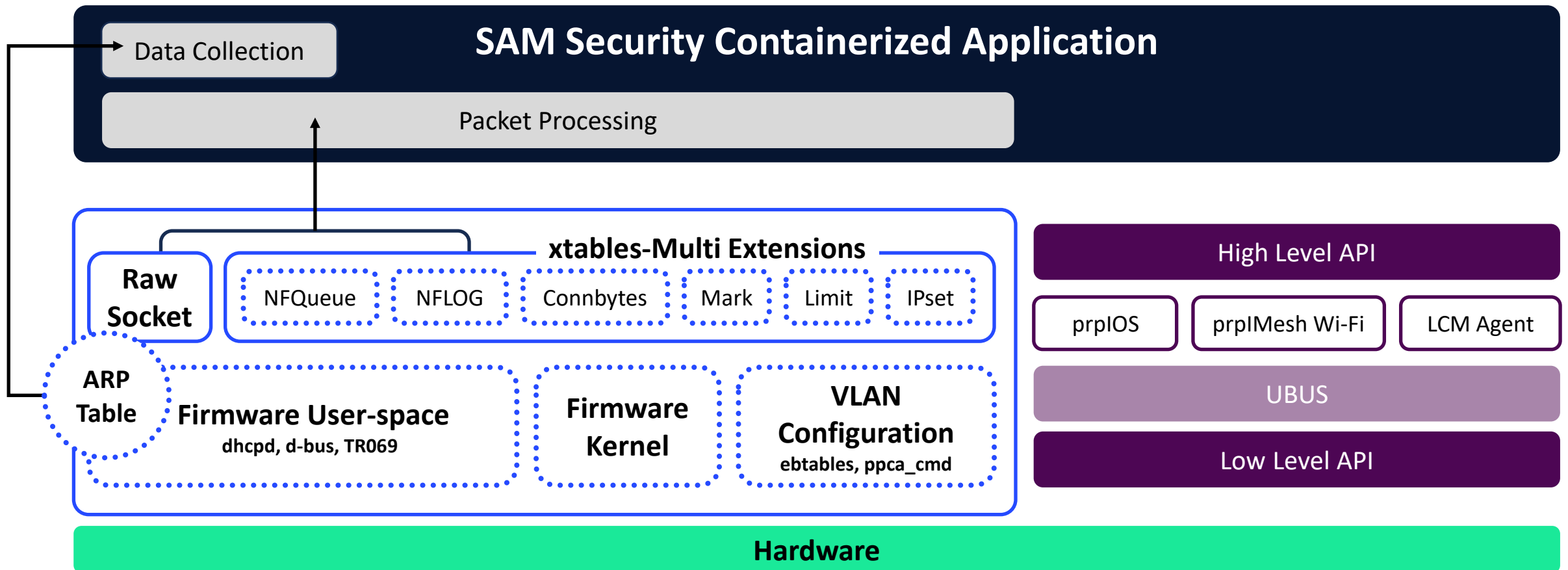
Applications on prplOS

- **Portable** integration
- Focus on **App** and **Consumer Experience**
- **App store** like - build once, run many places
- **Unprivileged** mode

Containers for Applications

| SAM Security | SAM Observability | Wi-Fi Sensing | Sample App |

High Level API

prpl

| prplOS | prplMesh Wi-Fi | LCM Agent |

UBUS

Low Level API

Hardware
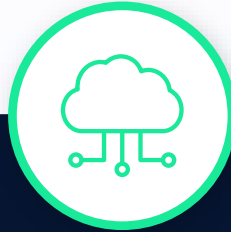
Observability

- What **devices** are connected to the network?
- What **services** is each device consuming?

- Data available for other app consumption
  - Cloud
  - CPE

Containers for Applications

Sample App	SAM Observability

High Level API

prpl | prplOS | prplMesh Wi-Fi | LCM Agent

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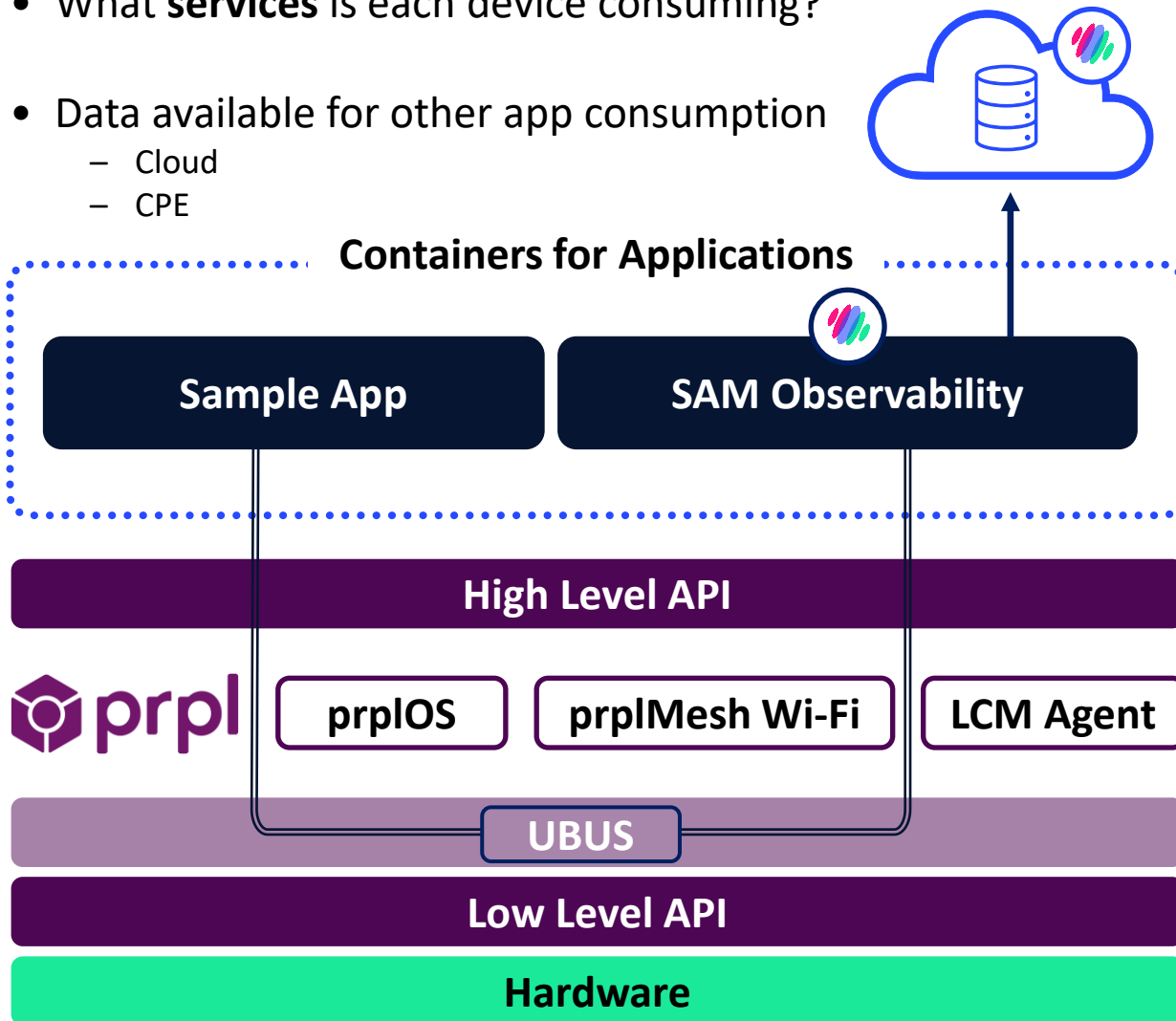
Aggregated stats from the cloud:

- Operator planning with anonymized data
- Digital Wellness / Usage Dashboards
- Proactive Care
- Troubleshooting
- Service Recommendation
- And many more….

Real time use on CPE

- Improved User Experience across Applications
- Security
- Parental Control
- Quality of Service
- Quality of Experience
- And many more….

9:41

‹ Screen Time

| Today | Last 7 Days |

Elizabeth's iPhone ⌄

SCREEN TIME   Today at 9:41 PM

2h 30m   ⬆ 42m above average

12A   6A   12P   6P

Social Network… Entertainment Facebook Other
1h 31m   44m   32m   2h 23m

Longest Session   48m

After Bedtime Use   21m

LIMITS

Instagram
                              5m left

MOST USED   SHOW CATEGORIES

Facebook
                              32m

YouTube
                              30m

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Cybersecurity

	Router Protection		Network Protection		Device Protection
	Router Hardening		Anti DoS/DDoS		Virtual Hot Patching
	Virtual Hot Patching		Brute Force & Port Scan Protection		Dynamic Firewall
	Deception		Safe Browsing		DPI Engine

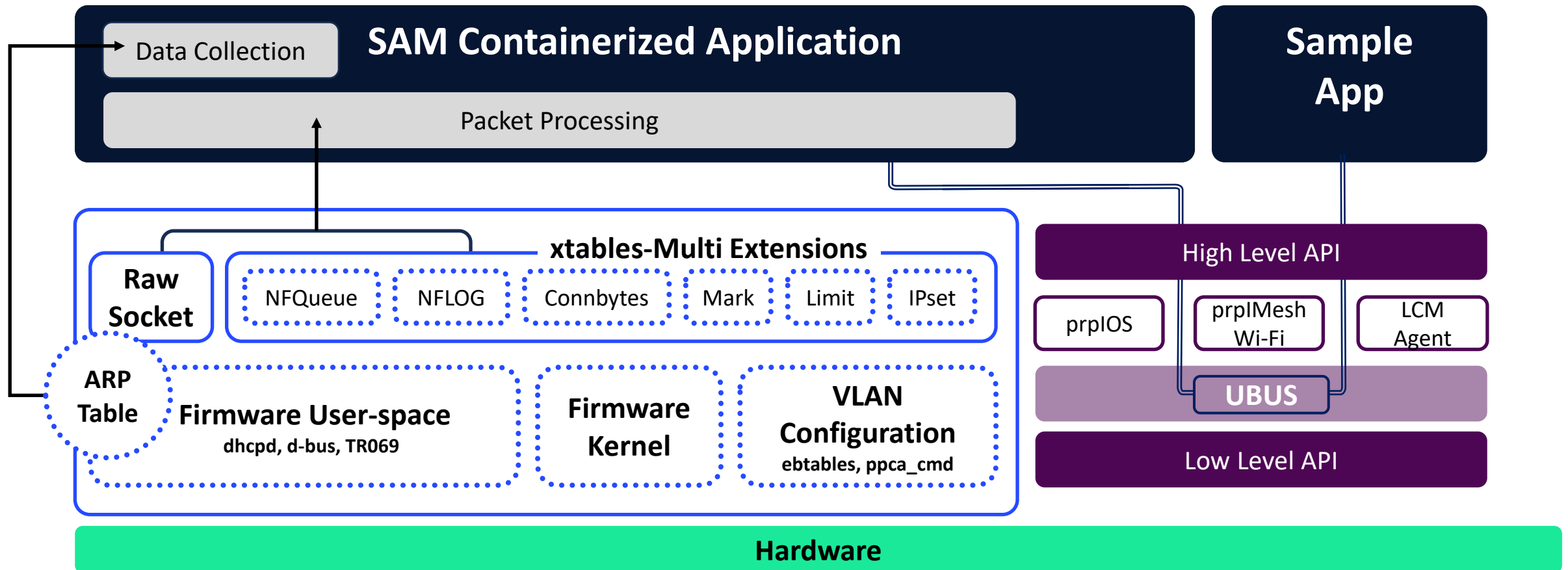**Creating holistic solutions protecting against**

- ⊘ Malware
- ⊘ Brute Force
- ⊘ Port Scanning
- ⊘ DoS/DDoS
- ⊘ Service Blockage
- ⊘ Connection Abuse
- ⊘ Multi-level Router Attacks
- ⊘ And more...

THANK YOU

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