



## MEMBER PROFILE

### Whitenoise Laboratories Inc.

#### 1. Tell us about your business?

Whitenoise Laboratories Inc. is in secure information technologies; we protect Intellectual Property and data at rest and in motion.

The Whitenoise Superkey Encryption Algorithm (WSEA), a new generation symmetric stream cipher, powers our next-generation products. Stream ciphers convert plaintext to ciphertext one bit at a time. WSEA, completely random and non-repetitive, can encrypt never-ending streams of communications traffic. This exciting new advance provides unsurpassed security for a vast array of business-to-business and retail applications, including wireless. Whitenoise Superkey Encryption algorithm is patent pending in 40+ countries [WIPO No. WO 2005/076521 A1].

Whitenoise encryption provides the highest level of security with the greatest speed with virtually no overhead and with no latency in telecommunications of all kinds. Whitenoise can be deployed either in software or on silicon. Whitenoise is available for licensing to universities and businesses.

#### 2. Who are your customers?

Our customers come in two distinct groups. We are primarily a patent licensing company, however WNL has developed an array of commercial products in-house.

One customer segment consists of small, medium and large businesses that want to protect their valuable business information like client records. They do this with a suite of commercial File Security products that secure all corporate data both at rest and in transit. We offer an easy and secure alternative to PKI systems.

The second group consists of businesses that license our algorithm to make their products secure and to enable them to offer their clients better value. An example of this is enabling encrypted movie streaming and encrypted video intelligence.

#### 3. How do they use your products and services?

Our commercial products are used right off of the shelf and take literally minutes to learn.

A software development kit for Whitenoise Superkey encryption allows the easy integration of military strength encryption in software and hardware development that has absolute minimal overhead and creates no latency.

#### 4. What would you say your greatest success has been to date?

Undoubtedly that would be the two extraordinary International Patent Opinions from the International Patenting Authorities in Switzerland. They confirm that Whitenoise is a very significant advancement in cryptography and encryption sciences. Both the preliminary and final patent opinions grant all claims of inventiveness, novelty, and industrial applicability. It states that Whitenoise is suited for real-time encryption. This makes it ideal for the wireless community that deals in high volume, real-time

SPIF in Vancouver



Are you looking for smart money?

CALL FOR PRESENTING COMPANIES

WINBC and LEBBC are pleased to announce that the Service Provider Investment Forum (SPIF) is coming to Vancouver on January 27, 2006.

If your company is ready to present to SPIF in Vancouver, complete the application form now.

Submission deadline for company applications is November 28, 2005 - 12:00pm (PST).

[For more information](#)

WINBC Holiday Cheer



TUESDAY, DECEMBER 6th @ 5pm at ZIN Lounge

It's been a great year for wireless in BC! Come out and have a celebratory drink with the WINBC Board and Staff as the 2006 holiday season gears up.

Zin Lounge, Pacific Palisades Hotel, 1277 Robson Street (at Jervis).

WIC'06 Call for Entries

streaming. [Whitenoise Superkey Encryption algorithm is patent pending in 40+ countries -WIPO No. WO 2005/076521 A1 and PCT/CA2005/000163.]

#### 5. What has been your greatest challenge?

Education has been the greatest challenge. Companies have been dealing with theft of IP for so long that they have become somewhat jaded, or in psychological terms have "learned helplessness." The pattern of defense seems to be prosecution instead of prevention.

The challenge is simply overcoming the initial barriers so that we can demonstrate that the solutions are at their fingertips in their own backyard. They can protect their own business IP and they can easily implement security into the solutions they sell. The WNL vision sees the Lower Mainland gaining a world wide reputation not only for a great wireless cluster, but that it is distinguishing itself by providing secure wireless solutions.

#### 6. What advice about creating a business would you like to share with other wireless companies?

This is easy - the single piece of advice I would give to any BC wireless startup is to recognize and utilize the phenomenal talent base that is right here and willing to help if they simply ask, act and get involved. We are here because of this talent base that I refer to as the three pillars - the government, the associations, and the world class BC academics. The government is proactive, accessible and phenomenally helpful and we credit Industry and International Trade Canada, Western Economic Diversification and the National Research Council. The associations like WINBC and BCTIA make our voice heard, facilitate important relationships, and make our technology community stronger because together we are greater than the sum of our parts. And our academic institutions like BCIT and the GAIT Labs, UVIC, SFU and UBC have an incredible talent base. BC produces brilliant technologists. Our challenge is to keep them at home. We have actively participated in Industry Sponsored Student Products with BCIT for about 5 years and this involvement has spurred a huge amount of research and development leading to commercial technologies.

#### 7. Why did you decide to locate your business in BC?

See 6 and then quality of life. We are in Lotus Land.

#### 8. What opportunities for collaboration with other BC companies do you see for Whitenoise Laboratories? Whitenoise is fortunate because of its technology.

Security is an absolute requisite across the technology spectrum. We can collaborate with virtually any technology company to create secure products. Collaboration is our ultimate goal as a patent licensing company because we believe that together the cream rises to the surface.

**9. In your opinion, how does BC's wireless sector measure up to those around the world?** I believe it is easily on par with any wireless sector globally, and I believe we will separate ourselves from all the others when we collectively brand BC as the point of destination for secure wireless solutions.

#### 10. Where do you see wireless technologies 10 years from now?

Wireless will be absolutely ubiquitous in 10 years across all Information Technology sciences. Children will wonder what the "wire" in wireless refers to just as they wonder where the horse in an engine's horsepower is. Consider that it took North America almost 100 years to build the telephone network coast to coast to coast to coast. Then consider "third world countries" like Vietnam that set up a world- class telecommunications network in short order. A few towers and the entire country is connected with cell phones. That is amazing. Countries ravaged by natural disasters and war can reconstitute connectivity rapidly.



#### quick links

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#### WINBC Partner Events

**Annual Navteq Global Challenge**  
2005 / 2006



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#### International Events

**Annual Nordic Telecom Summit**

November 29-30, 2005 |  
Stockholm, Sweden

➤ [For more information or to register](#)

**3GSM World Congress and Exhibition**

February 13-16, 2006 |  
Barcelona

➤ [For more information or to register](#)

**Expo Comm Mexico 2006**

February 14-17, 2006 |  
Mexico City

➤ [For more information or to register](#)

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Need a wireless solution? <http://www.winbc.org/>

2005 BC Wireless Survey Results - Over 200 companies, \$1 Billion in Revenue and 5500 employees. Find out more, download the survey [here](#).

Get your copy of the publication [Wireless Innovation in North American - Case Studies from the Wireless Innovation Contest 2005](#).

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**International Trade  
Canada @ CTIA  
Wireless 2006**  
April 5-7, 2006 | Las Vegas,  
Nevada

❖ [For more information or  
to register](#)

**ICT Partnering Event @  
Technology World 2006  
(UK)**

May 14-19, 2006 | London,  
Cambridge, Manchester, UK

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### Other Events

**The Law of Open  
Software: Copyrights,  
Patents and All That**  
Thursday, December 8th,  
3:30pm | Lecture Theatre  
(Room 2600), SFU – Surrey  
Campus

❖ [For more information](#)

**BCIT Technology  
Students Seeking  
Computing Science  
Projects**

**Deadline: December 5, 2005**

❖ [For more information](#)

**ELearningBC General  
Meeting & Olympic  
Procurement Workshop  
by 2010 Commerce  
Center**

The 2010 Commerce  
Center, created to connect  
BC companies to 2010  
business opportunities,  
offers procurement  
workshops. WINBC is  
planning one in the new  
year for its members – date  
TBD.

If you would like to know  
now, check out  
eLearningBC's general  
meeting and procurement  
workshop.

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Also, register your  
company with the [2010  
Commerce Center](#) to be  
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opportunities.

