



THE 1997 RSA DATA SECURITY CONFERENCE

SPEAKER BIOGRAPHY

ANALYSTS' TRACK

Panel: Security and the Media

Speaker: **Sasha Cavender**

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Company Background:

IPO is the first virtual software company. The company makes intuitive software, including IPO-in-a-Kit (Do It Yourself Without Doer), software that deletes ads (Web-Wite-Out), and a browser that could wreak havoc with the economy. The company went public about the same time as Yahoo!

Presentation Overview:

Few technologies have received the coverage -- or the hype -- that security threats and modern cryptography have in the past few years. But how much of this threat is real, and how much is perception created by the media machine? And how can the modern media accurately cover an esoteric field like cryptography, without passing on misinformation or misinterpretations of scientific facts?

Speaker Background:

Sasha Cavender is the CEO and Chief Technology Officer of IPO. She is a journalist, photographer and TV news producer. She currently writes about the Internet and new technologies. She is also writing a book about startups. She has written for the New York Times, Los Angeles Times, San Francisco Examiner, San Francisco Chronicle, Reuters Wire Service and others.



PRESENTATION

