

**Product Name**

R10Cipher

**Overview**

A Simple and Easy Method to Safely Encrypt your Email Correspondence and Document Files. It's like your emails and documents are carried by a SWAT team rather than being written on a Postcard ! R10Cipher is for Individuals. For Businesses. For You. For Me. For Mum and Dad. For Teachers. For Professionals. For Journalists. For Executives. For Everybody. Because our Privacy and Security have never been more important.

**Innovation**

R10Cipher is unique in that this is the first cross platform end to end encryption product that real people can and will use for day to day encryption purposes. R10Cipher does not attempt to encrypt a complete volume, R10Cipher does not try and involve the user with complex Public Key encryption, R10Cipher does not need a complicated install, in fact R10Cipher does not need installing at all. R10Cipher concentrates on being the easiest to use and most reliable End to End, Text and File Encryption software.

The lack of an installation makes R10Cipher unique in that you can copy the Windows (XP, Vista and 7), Mac OSX and Linux versions of R10Cipher to a USB drive or external device, along with your documents and carry your data about with you knowing that a) You can access that data on any computer and b) It is secure, so if you lose it or leave it in a taxi then the information is unreadable and no harm is done.

Because of it's simplicity and ease of use R10Cipher pioneers new ways of working. Backup your important data to the web, encrypted by R10Cipher, and retrieve the information later, wherever you happen to be. Your data is secure - secured by you not by your web hosting company. If your hosting company is enforced by law to hand over your information, that information is useless to the recipient unless \*you\* agree to provide access.

R10Cipher is the encryption product behind the Protect Client Data Initiative. <http://www.protectclientdata.com>. A new and exciting initiative designed for Professionals, Financial Advisors, Accountants, Tax Advisors, Realtors etc. and their clients. With the PCD Initiative these professionals can introduce security into their client correspondences and increase client confidence for good measure. A win win situation for the Professionals and their clients.

The recipient of an R10Cipher encrypted document or file has to do nothing more advanced than double clicking the file and entering the 'Shared Secret'. The document or file is decrypted and saved to the recipients desktop using the original file name. Again, this is one of the features of R10Cipher that helps make R10Cipher an encryption product that can and will be used by 'Mum and Dad'.

The main innovation of R10Cipher therefore is not in the technology but the way in which the product is designed to be easy and simple to use for everybody - not just IT Professionals.

**Success**

From an initial release in early 2008 R10Cipher is now at Version 3 which was released August 2nd 2009. Version 1 was built because we needed it and I decided that if we did, then so did others. Version 1 sold a few dozen copies and using the feedback from these early customers Version 2 was released with some significant enhancements including drag and drop batch encryption of files and documents.

When Version 2 was released, Version 1 was featured as a free edition on the DVD Cover Disks for the UK editions of MacFormat and MacWorld, on consecutive months. Since then I have agreed for it to be

distributed on several foreign editions of the magazines. Hundreds of new users were gained through the distribution of the free edition, and many of those went on to pay for an upgrade to Version 2.

Direct Sales of Version 2 have also been excellent, with good feedback and testimonials. We also picked up a Distribution Partner in the USA who is working mainly with Realtors and the Legal Profession. Our Partner in the UK is working at introducing R10Cipher into a large 'Professional Body' organisation that currently has tens of thousands of members.

New customers means new ideas and feature requests and so Version 3 was scheduled.

Version 3 released 2nd August 2009 is a major new version that addresses all user requests from Versions 1 and 2. The main advantages of Version 3 are an increase in encryption strength to 384 Bit, an encryption strength indicator and a full Key Management capability which creates an encrypted local database which contains the 'Shared Secrets' that you use to communicate with your different contacts. With an appropriate password you can recall these and use them for encryption and decryption quickly and easily.

Interest in Version 3 so far has been phenomenal, it has far exceeded our expectations. We have had many upgrades from Version 2 to Version 3 already and as we offered an upgrade policy even from the free edition, we have had a few upgrade from Version 1 to Version 3 also.

Commercially R10Cipher has been a great success for Arten Science with several thousand users and it is the product that I am the most proud of. Just as importantly our customers have had immediate and measurable benefits through the use of R10Cipher. Whereas previously they knew they needed something to protect their communication and documents, they could not find a product that seemed easy and simple enough for them to use.

IT Security and Data Protection are high on many peoples agendas at the moment, or at least they should be, and yet the majority of people are left exposed because until R10Cipher came along there was not a product simple and easy enough for them to consider using it.

### **Customer Satisfaction**

Some of the feedback we have received for R10Cipher over the last 12 months:

*R10Cipher is a fantastic cross platform tool which has given us the peace of mind that our patient sensitive research data can be transmitted electronically in a secure manner on site or with collaborators around the world. The ability to encrypt and attach files to emails or simply encrypt the email text between Apple Macs and Windows PCs without the need for complicated software installations means that our users are happy to use this great bit of software. The developer's proactive approach to their software development requesting and rapidly incorporating users feedback has turned a good encryption tool into an excellent one. - Paul McGrath, Computer Manager, Cancer Research UK Clinical Centre*

*My Sony USB Microvault is so much easier than lugging my laptop through airport security, yet again. The nightmare of the lost or stolen USB stick is only too real, with the Staff Salary Reviews and the Acquisition Financials modeled in embarrassing detail. I use R10Cipher for Mac as a simple and reliable way of exchanging financial models and private placement memorandums across platforms as well as for secure storage on my USB sticks and portable hard drives. Simple, reliable and easy to use. - Karl Mattingly, Partner, slowCapital*

*R10Cipher is simple, easy to use and powerful. It is the best encryption program for the Mac we have found. - Paul, OnTravel.Com*

*R10Cipher has been an excellent product for ensuring the safe and secure transmission of files in a cross platform environment. As an independent Strategy Consultant using Apple Mac, but with a client base using mostly PC platforms, I need to find a way to easily send sensitive market and financial data to clients with no hassle for my clients. R10Cipher does the job simply, easily, and with no problems at all, and causes no difficulties with clients firewalls. Enough said!... great product. - Peter M. Scott*

*For NetFoos I am lucky enough to travel around the USA and parts of Europe to bring live streaming foosball tournaments to the foosball community. For the live streaming there is a lot of information needed to keep the server running and secure. Now, while on the road with R10Cipher, receiving this information from the home office is much easier as we can simply encrypt and email it while feeling confident that our data remains private. Although we are constantly finding new uses for the software, this one capability has made R10Cipher a great investment for us. - Mark Winker, NetFoos.com*

*If you need to make company or private info available on a need to know basis, then R10Cipher is the tool for you. There are other encryption packages but I haven't found an easier to use cross platform software than this one. - Paulo Pires*

### **Developed in the UK**

R10Cipher was designed and developed entirely in the UK by Steven Cholerton, a Chartered Information Technology Professional awarded by the BCS, Fellow of the Institution of Analysts and Programmers, Certified Ethical Hacker and holder of several security and technology certifications.

The encryption technology used by R10Cipher was also developed in the UK. Blowfish is a keyed symmetric block cipher which was invented by 'Security Guru' and renowned author, Bruce Schneier, Chief Security Technical Officer at British Telecom, in 1993. It provides excellent encryption and will continue to do so for the foreseeable future. Blowfish is free of patents, and back doors, and Bruce has placed Blowfish in the public domain.

Blowfish was chosen over AES for two reasons, a) It's a fast, secure and respected encryption technology and b) There are still many concerns, specifically in the USA, about the security of AES and whether a backdoor exists to which the government has access. Whether that is true or not is irrelevant as it is a popular public conception and using Blowfish bypasses those doubts when selling to US customers.

The publisher of R10Cipher is Arten Science, a small Derbyshire based enterprise dedicated to providing quality and innovative software and business solutions.

### **Summary**

The success of R10Cipher is down to one thing only: The fact that R10Cipher provides much needed security and encryption functionality in a way that makes it accessible to anybody and everybody. Having listened to the users and let them guide the development of the product has meant that R10Cipher does what it needs to do and no more.

The R10Cipher website states boldly at the top: '*Easy / Secure Encryption*' and goes on to say '*It's like your emails and documents are carried by a SWAT team rather than being written on a Postcard !*'. Those two statements mention nothing about 384 Bits or Blowfish or Symmetric Block Ciphers, instead they appeal directly to the man in the street who has information that needs protecting.

The fact that we listen to our users and incorporate their changes and the ability of R10Cipher to work on all popular computer platforms without requiring installation, that is all icing on the cake.