



## **Samsung KNOX – First Dual Persona Interface on Android Platform**

### Introduction:

Hong Kong businesses aware the benefits of Bring Your Own Device (BYOD) such as increase of productivity and cost reduction, but security and personal data privacy concerns make them hesitate. Samsung understands worries of enterprises on BYOD, and therefore introduced KNOX to help businesses to protect company data while maintain a right balance between enterprise control and employee personalized user experience.

### **Introducing Samsung KNOX**

Samsung KNOX is a comprehensive solution that provides security hardening from the hardware through the application layer. Samsung KNOX implements a concept called “container” that is a separate secure execution environment for a set of pre-screened applications to run and store data.. User data stored in the container is protected from malware and phishing attacks as well as hacking attempts on physical devices when devices are stolen or lost.

### **Secured BYOD Solution**

Samsung KNOX incorporates Security Enhanced (SE) Android developed by NSA (National Security Agency) and integrity management services implemented in both hardware and the Android framework. At the application layer, Samsung KNOX offers a container solution that separates business and personal use of a mobile device. This separation is supported by SE Android and file system level encryption, offering protection of business data and applications from data leakage and virus and malware attacks. Lightweight and compatible with existing common enterprise infrastructure such as Mobile Device Management (MDM), Virtual Private Network (VPN) and directory services, KNOX provides reassurance and convenience for IT departments looking to implement and manage BYOD strategies.

### **Integrated Apps Ecosystem**

Easily accessible via an icon on the home screen, Samsung KNOX container offers a variety of enterprise applications in a secure environment, including email, browser, contacts, calendars, file sharing, collaboration, CRM and business intelligence applications. KNOX enables existing Android eco-system applications to automatically gain enterprise integration and validated, robust security with zero change to the application source code. KNOX relieves application developers from the burden of developing individual enterprise features such as Federal Information Processing Standards (FIPS) compliant VPN, on-device encryption, Enterprise Single Sign On (SSO), Active Directory support and Smart Card based multi-factor authentication.



### **New Evolution KNOX 2.0**

KNOX 2.0, the evolution of KNOX is designed to provide advanced data and privacy protection for enterprise users. The new features better support IT departments looking for reassurance and convenience to embrace BYOD.

New improvements of KNOX 2.0 include:

- **Cutting-edge security enhancements** make KNOX the most secure Android platform for the enterprise. One of the key new features two-factor biometric authentication makes container access even more secure by requiring both password and fingerprint verification to authenticate.
- **A better user experience** for user to choose using a KNOX container or 3rd party container and simple enrollment process for enterprises' BYOD strategy.
- **Expanded partner ecosystem** for more variety and flexibility; and new cloud based services like KNOX EMM and KNOX Marketplace broadening the KNOX customer base by catering specifically to SMBs.

New features of KNOX 2.0 will be commercially available in the second quarter of 2014. Once available, previous generation KNOX users will be able to upgrade to KNOX 2.0 after upgrading to KitKat.

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