

# Atmel Corporation - Virtual Demo for Crypto Memory

## Stage 1

### Title = Global Counterfeiting Grows Unabated

Scene	Dialogue
<p>The scene is a cityscape. Host walks into this everyday city scene. He is a professor-type, very knowledgeable on the topic of counterfeiting and security. Host introduces the site.</p>	<p>Thanks for dropping by cryptomemory.com In case you haven't figured it out, we're about security. Specifically, hardware security. You're at the right place IF: you're a design engineer; you know Memory; AND you know you probably need security BUT just aren't sure where to start. Let me show you around.</p>
<p>Host explains Stages or modules found on the site.</p>	<p>From here, you can access four separate modules about security. You can go in order or you can skip around. You can listen to our experts explain ...</p>
<p>Expert 1 (young engineering-type professional) <b>highlights</b></p>	<p>... about security solutions appear to work BUT don't There are a lot of options out there but what works? What's going to protect your product? <b>Click this expert</b> to hear about options that give the appearance of being secure but may not keep from counterfeiters taking away your profit ...or — even worse — destroying your product credibility when the fakes fail.</p>

<p>Expert 2 (slightly older engineering-type) <b>highlights</b></p>	<p>Next, hear Authentication: what it is and why it's important. And finally ... learn about what security solutions DO work.</p>
<p>Host delivers a message about the world of counterfeiting.</p> <p>(A Flash animated facts/figures chart that depicts some of the statistics was mentioned in the original text. The Host would refer to this chart as examples highlight.)</p>	<p>Security is under attack. It's growing threat for consumers and manufacturers alike. It's world-wide and it's growing... unabated, unchecked, and seemingly, uncontrollable.</p>
<p>GPS/heart rate monitor "watch" <b>highlights</b> on wrist of runner</p>	<p>Counterfeiting has grown over 10,000% in the last two decades...</p>
<p>Teenager's earbuds/cable (and pocket implying mp3 player?) <b>highlight</b></p>	<p>...costing U.S. businesses \$200 billion to \$250 billion annually.</p>
<p><b>Cargo onboard ship highlights</b></p>	<p>Since 1982, the global trade in illegitimate goods has increased from \$5.5 billion to approximately \$600 billion annually.</p>
<p>Host continues</p>	<p>Approximately 5%-7% of the world trade is in counterfeit goods. U.S. companies suffer \$9 billion in trade losses due to international copyright piracy. In short, counterfeit activity is robbing your business of market share and your revenue stream is at stake.</p>

	<p>And that's the just the financial loss.</p>
<p>Host continues as <b>prescription bottle/container highlights</b> in woman's purse</p>	<p>The FDA estimates that 10% of all drugs sold in the United States are counterfeit. Sure, that's lost revenue but worst, counterfeiters aren't particular about the contents as long as it looks real. So not only are patients <b>NOT</b> getting the needed medications, they're swallowing toxic, life-threatening stuff, like paint, boric acid, industrial glue and other chemicals.</p>
<p>Host concludes the discussion of counterfeiting and Stage 1 introduction to the site.</p>	<p>And the problem of safety goes beyond medicines. Electrical controls, circuit breakers, batteries, and smoke detectors are just a few products that have been duplicated and distributed global by counterfeiters. When are these fakes discovered? Mostly, when the products fail and cause property loss, injuries or even deaths. Fact is, counterfeiters worldwide have very sophisticated networks everywhere. We're all affected by this no matter where we live or work.</p> <p>I invite you to explore the solutions... the not-so-good so you know what and why they don't work and the real solutions that will protect what's important to you.</p>