



The U.S. Connection

The U.S. Connection is produced in co-operation with DFAIT's U.S. Business Development Division. For information about articles on this page, fax (613) 944-9119 or e-mail commerce@dfait-maeci.gc.ca For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Revolutionary security software

Electramedia wins COMDEX award

Mr. Caneohed lives. Former Frantics Comedy Troupe member Paul Chato — "Canada's aluminum-headed crime-fighter" of the 1980s — is now president of G + A Electramedia, a leading Toronto-based Web design and development company. But he can't seem to suppress his talent for fighting crime — now cybercrime, of course. This November, exhibiting in the Canada Pavilion at COMDEX Fall 2001, G + A Electramedia unveiled its revolutionary security software, AccessArmor™ — and then went on to snag the Best of COMDEX award for Best Security Product.

The Best of COMDEX awards recognize the most innovative and influential products and technologies introduced at COMDEX Fall. Electramedia's award is thus a major coup for this small (50-employee) firm, which had never before exhibited at any trade show, let alone COMDEX, the largest and most influential information technology (IT) trade fair in the Americas.

G + A Electramedia, a strategic alliance of new media development company Electramedia and leading branding and identity firm Toronto-based Gottschalk + Ash, is a pioneer in database-driven, thin-client Web-based applications. With offices in Toronto, Montreal and Zurich, the company conducts business in Canada, Hong Kong, Germany and the United States and counts Mercedes-Benz

Canada, DaimlerChrysler, Bell Mobility, and Ernst & Young among its many prestigious clients.

Ever-changing password ensures security

The company's latest product, AccessArmor™, is the world's first managed secure password authentication service for Internet users. It ensures Web security by replacing the static ID and password log-on process with a revolutionary technology. "Most hackers work by stealing existing passwords," explains Chato. "So we've come up with a system that randomly generates a new password every time you use it. You enter your PIN number into our program, which generates a secure password that you then copy into the password field on the Internet. It's just one extra step."

Electramedia was all ready to launch AccessArmor™ when it received a call about COMDEX from the Department of Foreign Affairs and International Trade (DFAIT). "It was perfect timing," says Chato. "The beauty of a show like COMDEX is that you're going to meet a highly focused, highly targeted audience."



G + A Electramedia President, Paul Chato holding the Best of COMDEX prize.

That audience includes IT decision makers from around the world. As Pat Fera, Trade Commissioner with DFAIT's U.S. Business Development Division, explains, "If you're looking for exposure, COMDEX Fall, held every November in Las Vegas, is the place to go." He recites impressive figures from COMDEX Fall 2000: 2,500 exhibitors, 3,500 media representatives and over 200,000 attendees.

Fewer numbers, larger commitment With the recent economic downturn, registrations were down for COMDEX

Continued on page 13 - Electramedia

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.