

Identity Theft Expert and MyLaptopGPS: Proliferation of Laptop Theft at Airports Echoes Last Year's Rise in the Crime

(BOSTON, Mass. - Aug. 8, 2008 - IDTheftSecurity.com) More than 15,000 laptop computers go missing every week from airports in Europe, according to new research, which added credence to another study that showed a 6 percent year-over-year increase in laptop theft in 2007. Widely televised and quoted personal security and [identity theft](#) expert Robert Siciliano encouraged business travelers and the companies that employ them to consider services from **MyLaptopGPS**, a [laptop tracking](#) and data recovery firm mentioned in the [August 2008 issue of Inc. Magazine](#).

"The pace of laptop theft may be mind-blowing to the casual observer," said Siciliano. "But for those who follow these events, the numbers are anything but surprising. Business travelers and the organizations that employ them must look at laptop security as a requirement, not simply a 'nice-to-have.' Luckily, laptop security from MyLaptopGPS is affordable, which helps to precipitate the necessary changes in attitude."

CEO of IDTheftSecurity.com and a member of the *Bank Fraud & IT Security Report's* editorial board, Siciliano leads Fortune 500 companies and their clients through consumer education workshops that explore security solutions for businesses and individuals. A longtime [identity theft](#) speaker and author of "The Safety Minute: 01," he has discussed data security and consumer protection on CNBC, NBC's "Today Show," FOX News Network, and elsewhere.

According to research from The Ponemon Institute, every week approximately 3,300 laptop computers go missing, many of them to thieves, from Europe's eight largest airports. About 900 of these incidents occur at London's Heathrow Airport, alone, the joint study with Dell found.

Last year, the CSI Survey 2007 revealed that, compared to 2006, the rate of theft of laptop computers and mobile devices increased from 47 percent to 50 percent last year. This translated to a 6 percent increase over the previous year's amount, which was "all the more believable in light of the sheer volume of missing laptops at European airports," Siciliano noted.

"Research study after research study shows that laptop computer theft is a pervasive occurrence whose aftermath is extremely expensive for any organization," said MyLaptopGPS' chief technology officer, Dan Yost, who invited readers to visit the [MyLaptopGPS blog](#). "MyLaptopGPS' solution to laptop security, in contrast, is an affordable and simple-to-use alternative that can reverse the trend. Whereas the average laptop theft rate is more than twelve percent, the average theft rate for a laptop equipped with MyLaptopGPS is less than half a percent."

At its website, MyLaptopGPS maintains a [log of high-profile laptop thefts](#). Additionally, the company's site displays the [Realtime Estimated Damage Index \(REDI™\)](#), a running tally of highly publicized laptop and desktop computer thefts and losses. The REDI also assesses those losses' associated costs by drawing on estimates from the FBI and other sources that reflect the likelihood that identity theft and other crimes will occur whenever a computer is misplaced or stolen.

Anti-laptop theft technology such as MyLaptopGPS' combines Internet-based GPS tracking -- more effective than other forms of GPS for tracking and retrieving stolen laptops -- with other functionalities to secure mobile computing devices. A user launches MyLaptopGPS' features remotely, protecting data even while the machine is in a criminal's hands. Once connected to the Internet, the software silently retrieves, and then deletes, files from machines as it tracks the stolen or missing hardware -- at once returning the data to its rightful owner and removing it from the lost computer.

"Our laptop fleet was certainly worth protecting," said Jim Sullivan, the network, systems and security administrator for FastForms, Inc. "We have procedures in place to help secure the machines, but we realized that we needed some key additional layers of security, such as covert tracking and remote-controlled data recovery and destruction. MyLaptopGPS' solution is very easy to use, and we are quite satisfied. We would recommend MyLaptopGPS to any business seeking a simple solution to secure their laptops and data."

Additionally, MyLaptopGPS offers SafeRegistry™, a comprehensive system for inventorying entire fleets of mobile computers, as well as a full line of highly renowned SafeTags™, which are police-traceable property tags designed to secure iPods, cell phones, BlackBerry devices, and other mobile property.

Readers may [download a demo](#) of MyLaptopGPS. A white paper [is also available](#).

[YouTube video](#) shows Siciliano on FOX News Network, where he discussed this year's data security breach at Hannaford Bros. and provided consumers affected by the theft with the tips they needed to avoid paying for fraudulent charges to their bank accounts and credit accounts. To learn more about identity theft, a major concern for anyone who's lost a laptop computer to thieves, readers may go to [video of Siciliano at VideoJug](#).

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About MyLaptopGPS

Since 1984, Tri-8, Inc. (DBA MyLaptopGPS.com) has specialized in complete system integration. From real-time electronic payment processing software to renowned mid-market ERP implementations, the executive team at MyLaptopGPS has been serving leading enterprises and implementing world-class data systems that simply work. With MyLaptopGPS™, Tri-8, Inc. brings a level of expertise, dedication, knowledge and service that is unmatched. MyLaptopGPS™'s rock-solid performance, security, and reliability flow directly from the company's commitment to top-notch software products and services for almost 25 years.

About IDTheftSecurity.com

Identity theft affects us all, and Robert Siciliano, CEO of IDTheftSecurity.com and member of the *Bank Fraud & IT Security Report's* editorial board, makes it his mission to provide consumer education solutions on identity theft to Fortune 500 companies and their clients. A leader of personal safety and security seminars nationwide, Siciliano has been featured on "The Today Show," CNN, MSNBC, CNBC, "FOX News," "The Suze Orman Show," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," "The Howard Stern Show," and "Inside Edition." Numerous magazines, print news outlets, and wire services have turned to him, as well, for expert commentary on personal

security and identity theft. These include *Forbes*, *USA Today*, *Entrepreneur*, *Woman's Day*, *Mademoiselle*, *Good Housekeeping*, *The New York Times*, *Los Angeles Times*, *Washington Times*, *The Washington Post*, *Chicago Tribune*, *United Press International*, *Reuters*, and others. For more information, visit Siciliano's [Web site](#), [blog](#), and [YouTube page](#).

The media are encouraged to get in touch with any of the following individuals:

John Dunivan
MyLaptopGPS Media Relations
PHONE: (405) 747-6654 (direct line)
jd@MyLaptopGPS.com
<http://www.MyLaptopGPS.com>

Robert Siciliano, Personal Security Expert
CEO of IDTheftSecurity.com
PHONE: 888-SICILIANO (742-4542)
FAX: 877-2-FAX-NOW (232-9669)
Robert@IDTheftSecurity.com
<http://www.idtheftsecurity.com>

Brent Skinner
President & CEO of STETrevisions
PHONE: 617-875-4859
FAX: 866-663-6557
BrentSkinner@STETrevisions.com
<http://www.STETrevisions.com>
<http://www.brentskinner.blogspot.com>