press **information**

UK cyber experts call for creative ideas to teach security to small businesses and save billions of pounds for UK PLC

- ***BT and Get Safe Online unveil new Cyber Security Challenge UK competition to design a nationwide awareness campaign to help keep small businesses in the UK safe from cyber crime***
- ***'Can you talk security?' will also identify people with the creative communication skills in high demand by the cyber security profession***
- ***A video launching the competition is available here***

A new competition launched by the Cyber Security Challenge UK, BT and Get Safe Online aims to tackle a critical and costly unawareness amongst UK small business owners and office workers about their vulnerability to cybercrime. *Can you talk security?* asks the public to come up with ways to communicate technical security issues in a simple and non-technical way – so that *everyone* can understand them and take the necessary precautions to secure themselves online. The competition also hopes to identify a new generation of creative communicators who can move into cyber security where their skills are in high demand.

Cybercrime costs UK businesses billions of pounds a year, with a recent Cabinet Office survey estimating the annual cost at around £27 billion. Globally this estimated annual figure rises to $338 billion with 19 people across the world becoming a victim of online crime each second. Whilst this represents a significant technical challenge for the UK's cyber security professionals to overcome, industry experts believe huge savings could be made across all sectors of UK PLC by improving awareness of basic good security practise.

Tony Neate, CEO of Get Safe Online, said: "When it comes to cyber security, billions of pounds are at stake each year, and cyber criminals are looking to take advantage of every new piece of technology, whether it's a device, an app, or a software programme. A few simple measures will help internet users ensure they are able to enjoy the maximum benefits of the internet for a minimum risk, and we're excited to be supporting the Cyber Security Challenge UK where anyone is challenged to talk about cyber security in a creative and fun way."

Dr Bob Nowill, Director Cyber & Information Assurance, BT Security, said: "Cybercrime is a major issue for UK industry and must be tackled from two angles. We believe that the combination of cyber experts and professionals supported by new talent identified by initiatives like the Cyber Security Challenge will help to strengthen and improve our technical defences. However, we must also help educate the wider population on the role they need to play – that is what this competition is all about."

"It only needs one brilliant idea to resonate with people across the country to make a huge difference to their own security and the UK's as a whole."

The Cyber Security Challenge UK is a series of national competitions aiming to find talented people for, and raise awareness of, increasing job opportunities in cyber security. Currently in its third programme of competitions, *Can you talk security?* is the Challenge's first to test competitors ability to communicate good security practise to others rather than whether they can secure networks themselves.

Nigel Harrison, Board member of the Cyber Security Challenge UK, said: "The Challenge has always listened to employers to gauge the types of skills they are struggling to find and ensure our competitions identify the most relevant candidates. Whilst the more technical-focused roles continue to lack applicants in the numbers employers want, the cyber security profession is hugely varied with a number of different job titles covering a surprisingly wide range of skills sets. Creative communicators might not seem an obvious requirement for a cyber team, but the need to communicate technical security issues in a way that can be understood by members of the public, employees and decision-makers in boardrooms is extremely important."

Can you talk security? is open to anyone over 14 years old* to demonstrate innovative ways of explaining the risks cyber threats pose to small and medium sized businesses and the simple steps they can take to protect themselves. Entries could be in the form of a viral video, a poster, a game or anything which can positively alter people's online habits.

The winning submission will be announced at the BT Tower in November 2012 at the BT Tower. Winners will then have the opportunity to work with a team of digital professionals and marketing experts who will launch the campaign nationwide.

Terms and condition apply – see notes to editors

More information

1.   Entrants for Can you talk security? must be over 14 or over. There are two categories, individuals and teams and each is split into three age groups: under 17, 18-24 and over 25. There will be one overall competition winner. There will also be one first prize per age group in the individual and team categories.

Each entrant must sign up to the UK Cyber Security Challenge and competition terms and conditions before entry. Terms and conditions can be found on the Cyber Challenge website.

2.   For more information please click on this link:

https://cybersecuritychallenge.org.uk/can_you_talk_sec.php

3.   Timeline for Can you talk security?

- Thursday 26th April: official launch at InfoSec;
- Friday 22nd June: entry deadline;
- End August: finalists announced;
- November – awards dinner at BT Tower with announcement of winners

Further information about Ultra Electronics

Ultra Electronics is an internationally successful defence, security, transport and energy company with a long, consistent track record of development and growth. Ultra businesses constantly innovate to create solutions to customer requirements that are different from and better than those of the Group's competitors. The Group has about one hundred and eighty distinct market or technology niches within its twenty-eight businesses. The diversity of niches enables Ultra to contribute to a large number of platforms and programmes and provides resilience to the Group's financial performance.

Ultra has world-leading positions in many of its niches and, as an independent, non-threatening partner, is able to support all of the main prime contractors with specialist capabilities and solutions. As a result of such positioning, Ultra's systems, equipment or services are often mission-critical to the successful operation of the platform to which they contribute. In turn, this mission-criticality secures Ultra's positions for the long-term which underpin the superior financial performance of the Group.

Ultra offers support to its customers through the design, delivery and support phases of a programme. Ultra businesses have a high degree of operational autonomy where the local management teams are empowered to devise and implement competitive strategies that reflect their expertise in their specific niches. The Group has a small head office and executive team that provide to the individual businesses the same agile, responsive support that they provide to customers as well as formulating Ultra's overarching, corporate strategy.

The major market sectors in which Ultra operates are:

Defence: Ultra supplies advanced electronic and electrical systems and equipment to coalition defence forces around the world. The Group innovates to provide specialist capabilities that are superior to those available to the enemy. By focusing on delivering comparative military advantage, Ultra can gain market share and exploit the headroom for growth that is available in defence budgets worldwide.

Security and cyber: Ultra provides highly differentiated systems and capabilities to the broad security, intelligence and cyber market. Driven by the actions of rogue states, terrorist groups and organised crime, governments worldwide are focusing expenditure preferentially on addressing these threats. Ultra has highly specialised capabilities in secure communications, networks and high-grade cryptographic equipment, key management systems and surveillance and intelligence gathering systems.

Transport: Ultra provides specialist software, systems and equipment for use in mass passenger transport systems. This includes high integrity real-time controls for civil aircraft, advanced IT solutions for modern airports and trackside power equipment for transit rail systems. Demand in these areas, is driven by rising populations in affluent and developing regions of the world.

Energy: Countries around the world are addressing the strategic need to have secure access to increasing amounts of low carbon energy. Ultra has a range of safety critical sensors and controls used in existing and new build nuclear reactors. The Group has innovative portable energy sources powered by readily available propane gas. Ultra also has specialist sensors, derived from defence applications, which are highly effective in the underwater environment at hydrocarbon mapping.