Onward SECURITY

Inquiry

Cubo Ai Smart Baby Monitor Received the US CTIA Certification to Make Parents Feel More at Ease

Many first-time parents are always worried that they might cause some accidents due to their negligence and lack of experiences, such as the baby's nose and mouth being covered when sleeping. Cubo Ai was founded in 2017. They have done much market research and interviewed many users, and deeply understand the pain points of those first-time parents. So Cubo Ai decided to come out with a solution by using AI technology to protect babies' safety. In 2018, they launched the first Cubo Ai smart baby monitor in the world. Its software and firmware are completely developed by the R&D team of Cubo Ai.

Steven Shen, the co-founder and Chief Technology Officer of Cubo Ai stated that Cubo Ai smart baby monitor can actively detect potentially dangerous situations, such as the baby's mouth and nose covered by foreign debris or turned over, then the warning signal triggered right away. Therefore, parents can respond immediately. Since the monitors launched in the market, they have been showing an excellent result in Taiwan and English-speaking countries, especially in Australia. It is even the best selling product among the rivals. "Although the R&D team of the company has already taken cybersecurity into account during the design stage, and is able to minimize the risk of the monitor is being hacked," said Steven Shen.

CuboAi

ctia™ Authorized Test Lab

However, from time to time, Cubo Ai has received users' concerns about cybersecurity and they are deeply afraid of the risk of privacy leakage or even babies being frightened by the monitor. For that reason, in 2020 Cubo Ai started the preparation, sent the monitor to Onward Security's cybersecurity lab for testing, and had passed the test in January 2021. Acquiring CTIA certification is a guarantee from the authority so that consumers can more trust the monitors.

Clarify product's potential vulnerabilities through authority inspections

Steven Shen revealed that the other founders of Cubo Ai including him had all worked in well-known anti-virus software companies and have solid skills in the cybersecurity field. They deeply understand security by design can reduce the chance of being hacked. Therefore, they were using security measures such as "bank-grade encryption" and "equipment without external IP". However, he still believes that cybersecurity is not just self-approval. It is better to look for third-party verification. Not only can it provide the most security guarantee, but also earn customers' trust toward the products. For this reason, Cubo Ai kept looking for a cybersecurity certification company with a great reputation. And they finally found Onward Security. Different from other cybersecurity companies, Onward Security is not only good at IT security but also an IoT cybersecurity expert, not to mention it has solid partnerships with many prominent network and communication and IoT device manufacturers. Thus, Cubo Ai decided to cooperate with Onward Security.

Onward Security expressed that Cubo Ai's major market is North America and its products integrated with the WiFi function are suitable to be certified by the IoT Cybersecurity Certification of CTIA. It is a well-known association established by the three major telecom companies along with many technology giants. And Onward Security, the only CTIA Authorized Test Lab for cybersecurity in Asia, can help reduce the costs of overseas communication and delivery and time efficiency. In October 2020, Cubo Ai officially sent its smart baby monitor into Onward Security's lab and the first test report came out two weeks later.

Carefully explaining the articles of regulations along with compliance suggestions

Steven Shen stated that Cubo Ai was deeply impressed by Onward Security's technologies and services. The test report was extremely detailed. The entire procedure to even the remaining logs of the test were all very clear and highly professional. Cubo Ai colleagues, who have solid cybersecurity knowledge, immediately found out where the problems were. At the same time, they also understood that through the involvement of a third-party lab, they could help identify blind spots during product development. Carrying on to the next step, Onward Security had invited Cubo Ai to discuss the items that were not passed in the first test, further explained the corresponding regulations, and made them understand the CTIA standard. After that, they started to discuss deeply the direction of the amendment to meet the requirements of CTIA. During the discussion, Onward Security explained the abstruse regulations in the most accessible words, at the same time providing advice and giving the solution options. The development team of Cubo Ai also completed the vulnerability correction in the fastest time and passed the second test.

Steven Shen emphasized that the original intention of Cubo Ai to obtain CTIA certification was not for boosting their sales, but to make customers feel secure when using their products. Looking to the future, Cubo Ai will expand the target markets to non-English speaking countries, such as Italy, France, Germany, Spain, Japan, and more. With more users and greater responsibilities, Cubo Ai must be sure to achieve more solid and complete product security. Cubo Ai will continue to work closely with Onward Security to obtain more IoT cybersecurity certification, and further implement DevSecOps. After all, its products include not only the physical device itself but also the cloud services and apps. All the parts of them are equally important and no vulnerabilities and flaws are allowed.