



# 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 experience, 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 completed developed by the R&D team of Cubo Ai. Steven Shen, the co-founder and Chief Technology Officer of CuboAi stated that Cubo Ai smart baby monitor can actively detect potentially dangerous situations such as mouth and nose covered by foreign debris or turning over, then issue the warning signal right away. Therefore, parents can respond immediately. Since the monitors launched in the market, they are showing an excellent result in Taiwan and English-speaking countries, especially in Australia, it is even the best selling product among their competitors. "Although the R&D team of the company has already added the consideration of cyber-security during the design stage, and is confident in having the capability of minimizing the risk of the monitor is being hacked", said Steven Shen. However, from time to time, Cubo Ai has received users' concerns about cyber-security and they are deeply afraid of the risk of privacy leakage or even the risk of babies being frightened by the monitor. Based on these reasons, Cubo Ai started the preparations to obtain the CTIA certification in 2020 and the monitor passed Onward Security's test in January 2021. Having CTIA certification is like a guarantee from the authority so that the monitors are more trusted by the consumers.



## Clarify product's potential vulnerabilities through authority inspections

Steven Shen revealed, the other founders of Cubo Ai including him had all served in the famous anti-virus software companies and have solid abilities in the cyber-security field. They deeply understand the importance of adding security into the product development stage, to reduce the chance of being hacked. Therefore, they were using a lot of the security measures such as "bank-grade encryption", and "the machine 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 certification company with a perfect 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. Moreover, Onward Security is already having solid partnerships with many large network and communication and IoT 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 CTIA of IoT Cybersecurity Certification. CTIA 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 also reduce overseas communication and delivery costs and time for customers. In October 2020, Cubo Ai officially sent its Smart Baby Monitor into the Onward Security 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 the technology team of Onward Security. The test report was extremely detailed, the procedure, process, and even the remaining logs of the test were all very clear and highly professional. In Cubo Ai colleagues '(who have a solid knowledge of cybersecurity) eyes, they immediately found out where the problems were, at the same time, they also understood that through the participation of third-party, 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 explain the corresponding regulations, and make them understand the CTIA standard and. 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.

