



## What's in a Pringles™ Tube?

i-SEC are a Sussex based IT network security and penetration consultancy.

Working closely with a specialist PR consultant, we developed a story to raise awareness of the vulnerability of wireless area networks (WANs) to attacks from computer hackers.

Inside the Pringles tube was a directional aerial, designed to receive the signals from WAN access points (APs). The PR consultant circulated the story to local, national and specialist media. The photographs were made available via a dedicated web site, where they could be previewed on-screen and downloaded as glossy magazine quality files for immediate use.

As a direct result of the photographs being available on-line and the angle developed with the PR consultant, our client gained coverage in many local, national and specialist publications, including Sky News, BBC-i, with one image being reproduced half page in the Guardian technology supplement.

We achieved the goal of raising awareness of WAN vulnerability and our client gained many new contracts.

To discuss how I can assist with your next campaign or other project, call me on 07710 814 665 or email [ian@packshots.biz](mailto:ian@packshots.biz).

