

## PROFESSIONAL INTEREST GROUP ACTIVITIES

### Information Technology Interest Group (ITIG) Technology Forum Talk ("TFT")

Topic : Protecting Your Enterprise 's Valuable Information Assets: Digital Rights Management

Speaker : Mr. Simon Liu, Business Consultant,  
SecureNet Asia Limited

Date : 12 November 2004 , Friday

Time : 7:00 p.m. - 8:00 p.m.  
( Snacks and beverages will be served at 6:45 p.m. )

Venue : HKICPA Meeting & Training Centre Room 1205, 12/F,  
Tower Two, Lippo Centre 89 Queensway, Hong Kong .

Admission Fee : HKD50 per person for HKICPA members  
HKD60 per person for Non HKICPA members

HKICPA CPD Credit : 1 Hour  
Hour

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#### About the Technology Forum Talk

In the digital age, "content" can be as easily copied and distributed as a click of a button. Digital Rights Management (DRM) is not only a hot buzzword , but also an important application of information security for digital media. DRM technology allows owners of digital content to protect against users making unauthorized copies . This technology lets enterprises persistently protect sensitive documents and emails no matter who has them or where they're stored. The document owners retain dynamic post-delivery control over the documents and reserve the rights to recall the documents at anytime anywhere. With the use of DRM, businesses are more comfortable in storing and sharing their confidential information electronically. DRM is relevant to financial, legal, technology and manufacturing industries, as well as o ther content businesses . This seminar will introduce the concepts, technology, and examine the applications of DRM, in particular, in control over the use and distribution of digital content in business applications. Applications of DRM will also be demonstrated.

#### About the Speaker

Mr. Simon Liu is a Business Consultant at SecureNet Asia, where he is involved in deploying some of the major financial and banking security applications on the Internet. Mr. Liu has been a speaker in various seminars and conferences on the topics of e-Business and security. Mr. Liu obtained his Bachelor's degree in Computer Science from the University of Michigan.

SecureNet Asia, a wholly owned subsidiary of PCCW, specializes in the development, design and installation of complete security solutions for eBusiness and data-critical applications such as single sign-on, digital rights management, identity and access management, data encryption, and payment services. The company is a member of the PCCW consortium that won the Hong Kong Smart ID Card Project.

#### Registration

The admission fee for attending "TFT" is HK\$50 per person for HKICPA member and HK\$60 for Non-HKICPA member. The number of places is limited and will be allocated to ITIG members on a first-come-first-served basis in case of over-subscription. For members who wish to attend the event, please complete the attached [reply slip](#) and return it to the HKICPA **on or before Wednesday, 10 November 2004** , together with either your credit card details or a cheque. Enrolment by fax is only accepted for visa card payments.

No further confirmation letter will be sent out unless your reservation of seat is unsuccessful. Should you have any questions on the above, please contact Ms. Karen Moy , Administrative Officer (Standards & Technical Department) at **2287 7089** in the first instance.

STANDARDS AND TECHNICAL DEPARTMENT  
HONG KONG SOCIETY OF ACCOUNTANTS

21 October 2004