
From: "Aaron Barr" <aaron@hbgary.com>
To: "Liddy, Corinne C" <ccliddy@nsa.gov>
Sent: Tuesday, June 15, 2010 6:35 AM
Attach: REBL Presentation.ppt
Subject: Re: ReBl Briefs Needed ASAP

Presentation.

I will bring a copy on disk, but just in case.

On Jun 14, 2010, at 10:30 AM, Liddy, Corinne C wrote:

All-

As of 1000 on 14 June 2010, no member of the ReBl planning committee has a soft copy of your brief. Please let those in the CC'ed line know whether you will be bringing a copy of your brief on CD (that will not be returned to you) or if you will be forwarding us the brief. This needs to be done as soon as possible.

We look forward to hearing your brief this week.

R,
Corinne

Corinne Liddy
Red/Blue Team Planner
ccliddy@nsa.gov ***ccliddy@nsa.smil.mil***ccliddy@nsa.ic.gov
410.854.8964

Aaron Barr
CEO
HBGary Federal Inc.

=

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>

Aaron Barr
CEO
HBGary Federal Inc.

Social Media, Exploitation, and Persistent Internet Operations

Aaron Barr
CEO





Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues.

They support the democratization of knowledge and information and transform people from content consumers to content producers.



Eventually everything is...





Collection and correlation of information to drive content in real-time.

Everyone has a voice. Desire to connect and collaborate in real-time. Platforms are adapting.

Mobile access of information and services will continue to increase dramatically.

Social Media Landscape

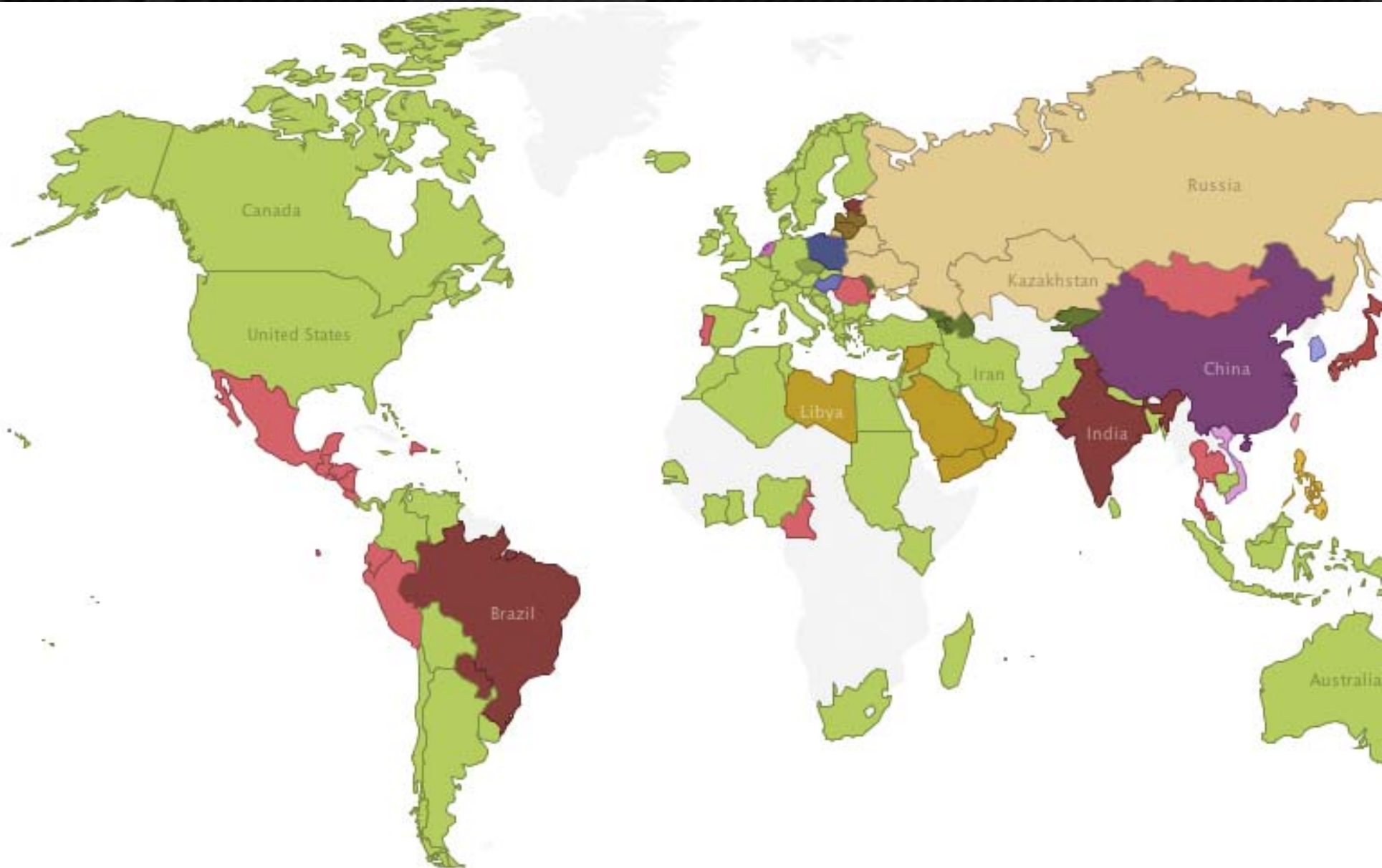


The top 20 sites
are social
networking
platforms, with
the exception of
Amazon at #18.

- 1 [google.com](#)
Enables users to search the Web, Usenet, and images. Features include PageRank, caching
More
★★★★★ Search Analytics ► Audience ►
- 2 [facebook.com](#)
A social utility that connects people, to keep up with friends, upload photos, share links and ..
★★★★★ Search Analytics ► Audience ►
- 3 [youtube.com](#)
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share y
★★★★★ Search Analytics ► Audience ►
- 4 [yahoo.com](#)
Personalized content and search options. Chatrooms, free e-mail, clubs, and pager.
★★★★★ Search Analytics ► Audience ►
- 5 [live.com](#)
Search engine from Microsoft.
★★★★★ Search Analytics ► Audience ►
- 6 [wikipedia.org](#)
An online collaborative encyclopedia.
★★★★★ Search Analytics ► Audience ►
- 7 [baidu.com](#)
Music search engine and free MP3 & video streaming for all kind of topic.
★★★★★ Search Analytics ► Audience ►
- 8 [blogger.com](#)
Free, automated weblog publishing tool that sends updates to a site via FTP.
★★★★★ Search Analytics ► Audience ►
- 9 [msn.com](#)
Dialup access and content provider.
★★★★★ Search Analytics ► Audience ►
- 10 [qq.com](#)
中国最大的门户网站, 提供即时通讯, 新闻资讯, 网络游戏以及在线拍卖业务
More



iki



A dark, textured world map serves as the background for the slide. The map is rendered in a dark gray or black color, with the continents clearly visible against a slightly lighter background. The texture of the map appears to be a fine, diagonal hatching or a similar pattern, giving it a modern, digital feel. The map is centered horizontally and vertically, providing a global context for the text about social networks and mobile social networking.

Social Networks and Blogs are the most popular online category.

In 2009, Twitter grew 577% to 100M visits a day and Facebook grew 187% to 490M visits a day.

Mobile Social Networking grew 240% in 2009.

150 Networks control 50% of network traffic

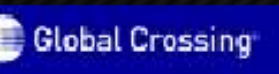
30 Companies account for 30% of all internet traffic. Google alone accounts for 6%.

Web is concentrating to large content providers.

Localization and Personalization of information is becoming more prominent.

Internet is shifting from an information medium to an entertainment and social medium.

Yesterday



Tier1

Today



Content



Content



6.8% of Business Internet traffic goes to Facebook, 10% goes to YouTube

Who is doing the monitoring of in service content and applications?

Linkedin considered a significant resource in the business community, especially small businesses.

Twitter and Facebook also commonly used as a marketing tool.



DoD DTM 09-026 – Responsible and Effective
Use of Internet-based Capabilities.

ONI Directive for responsibility to share
classified information amongst those with a
need to know.

Analytic Transformation

Internal Collaboration: Intellipedia, A-space



An amateur voice of thousands is more responsive and accurate than the trained voice of one.

More choices to select the voices of interest

Wikipedia is more accurate than encyclopedia

A dark, textured world map serves as the background for the text. A solid red horizontal line is positioned at the very top of the image.

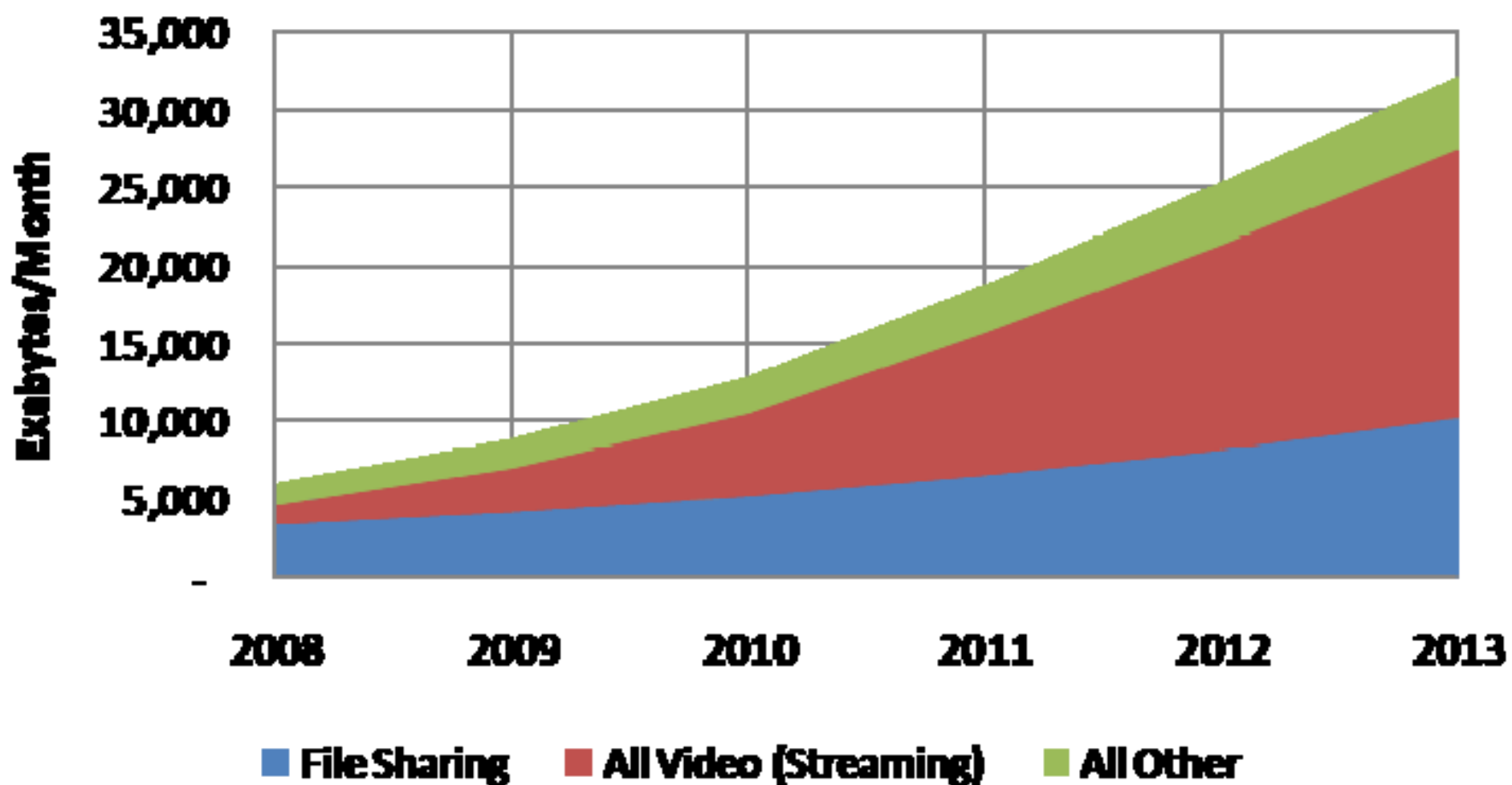
30 Billion videos watched online in the US in April with the majority from Google sites.

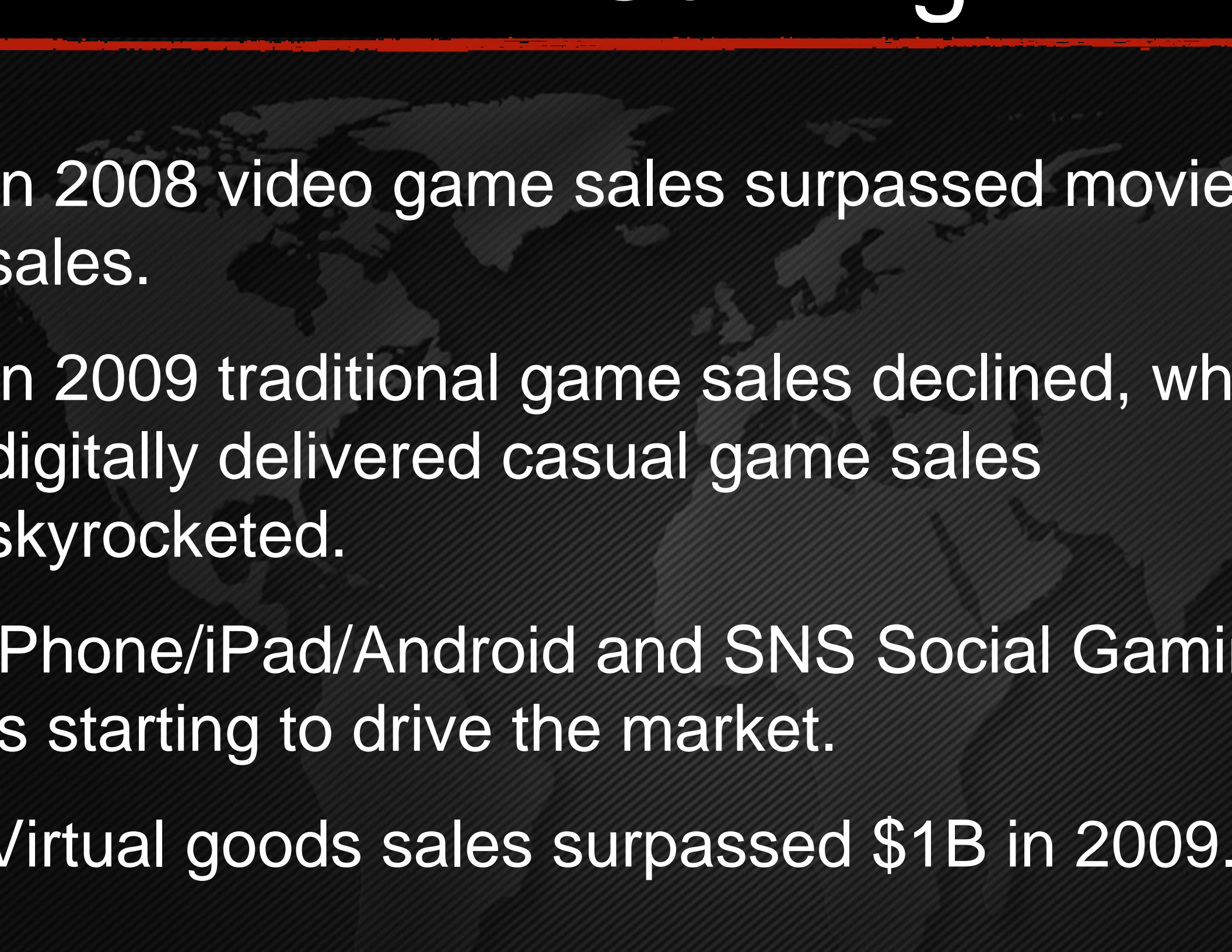
Currently 35% of internet traffic is video.

Historically video consumption grows at 70% annually.

Estimates as high as 60% of Internet traffic to be video by 2013.

Global Consumer Internet Traffic 2008 - 2013



A dark, stylized world map is visible in the background of the slide. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe and Africa on the right. The map is rendered in a dark gray color against a black background.

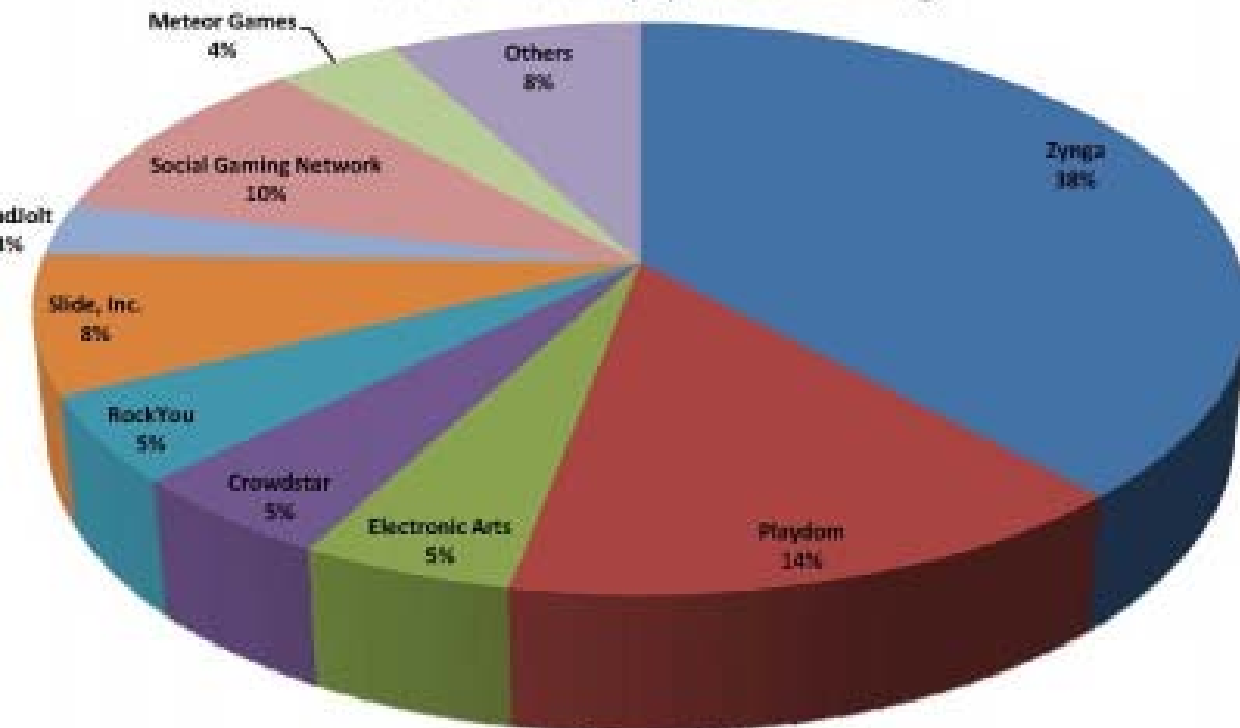
In 2008 video game sales surpassed movie sales.

In 2009 traditional game sales declined, while digitally delivered casual game sales skyrocketed.

iPhone/iPad/Android and SNS Social Games starting to drive the market.


Virtual goods sales surpassed \$1B in 2009.

Trademark Share (%) - Social Gaming



Inside Trademarks ©2010
(<http://insidetrademarks.com>)





Driving information and services based on location

Hyper Targeted advertising

Checking model: Foursquare, Gowalla

Location SNS: Google Latitude, Loopt, etc.





Searching for faces
in photos on your social network



API

Build your own face
recognition apps!

[Read more](#)

Tagging Widget

Add tagging to any photo
on your HTML pages!

[Read more](#)







Integration of real-time communications.

Simplify personal and business
communication.

Augmented Reality:
LBS, object
recognition, and SNS
consolidation

Real-time, Geo-
located web



©2001 How Stuff Works



The amount of exposed personal information will increase dramatically to drive content.

Privacy is a receding tide.

Privacy dialogue has focused on single platforms. Ex: Google Buzz and Facebook

Google project to derive searchable text from video and audio clips.

Static Web -> Social Web -> Realtime web

Geolocated web. Live Location based SN

Web

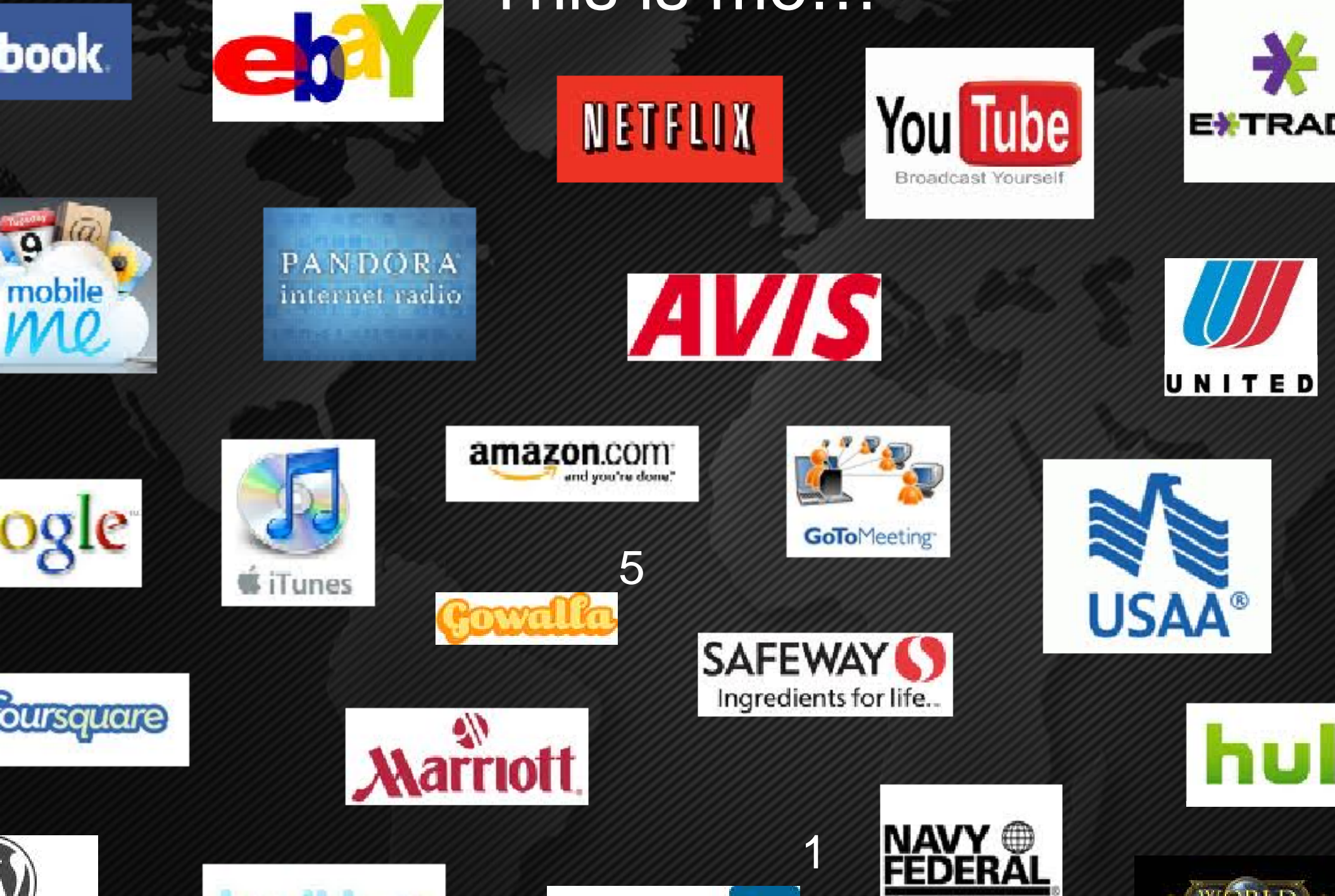


SNS and LBS integration with technology;
object recognition, video and audio to text
conversion.

Overhear a conversation, take a picture, we
will tell me who it is.

Find a picture of interest. Web will tell me
who it is and where they are.

This is me...



Social Media is the single most effective resource when developing targeted attacks

There is no firewall, no anti-virus program for the human brain

No technological capability to protect PII.

Little capability to monitor and protect against in app content.

How can you tell the difference between a legitimate program collecting information to drive content vs. malware?

The background of the slide features a dark, textured world map. A solid red horizontal bar is positioned at the very top of the image. The map is rendered in a dark gray or black color, showing the outlines of continents.

Malicious content in ads or apps.

Reconnaissance and Social Engineering.

CovCom and Command and Control.

A dark, grayscale world map serves as the background for the slide. The map is centered on the Atlantic Ocean, with North and South America visible on the left and Europe and Africa on the right. A solid red horizontal line runs across the top of the slide, above the map.

Phishing and Spear Fishing

Attacks on SNS increased 70% from 2008 to 2009.

C&C Resources

Aurora good example of effectiveness of using SNS for Reconnaissance and execution.



Sophos conducted an experiment in late 2007 and started friending random people.

- 46% accepted

- 89% divulged their full birthdates

- 50% town of residence

LikeJacking

Block it

DLP

Training

Protect you PII

Use platforms specifically.

Be suspicious of content, even from friends



Persona Management

Backstopping

No information is information. Real vs. Alt.

Government needs to think commercially

Limited use of SNS for government purposes

CovCom

Gather personal information and information about immediate family. Do SNS searches for family members.

Steven Paul Jobs

Location: Walnut Creek, CA | Age: 55

Monitor

Overview

Property

Criminal

Relatives

Street View

Social Search

Sex Offenders

Report Monitoring

Click here to begin monitoring this report for changes.

You will receive an email when we find updates to this information.

View All

0 Locations

View All

Recent Reports

Steven Jobs

about 22 hours ago

Harrier Alexander

14 days ago

Julie Alexander

14 days ago

Deborah L. Alexander

14 days ago

Keith Alexander

14 days ago

Keith Alexander

14 days ago

Aaron Barr

14 days ago

Scott Brown

14 days ago

Joshua Lebrer

15 days ago

Possible Relatives and Associates

We found 4 people that could possibly be related to Steven Paul Jobs.

#	Name	Age	Previous Addresses
1.	Levene Powell Jobs	46	2101 Waverley St, Palo Alto, CA 94301 36 Robbes Dr., Woodside, CA 94082 440 Santa Rita Ave, Palo Alto, CA 94307 101 Yorba Valley Rd, Walnut Creek, CA 94596 240 High Crest Dr., West Milford, NJ 07480 3801 Spruce St., Philadelphia, PA 19104 780 Morrose Ave, Palo Alto, CA 94303 2335 Pacific Ave, San Francisco, CA 94115 870, Philadelphia, PA 19104
2.	Elman Burke Jobs	Unavailable	2101 Waverley St, Palo Alto, CA 94301 440 Santa Rita Ave, Palo Alto, CA 94307 801 California St., San Francisco, CA 94108
3.	Jackson, Jos	Unavailable	2101 Waverley St, Palo Alto, CA 94301 440 Santa Rita Ave, Palo Alto, CA 94307 801 California St., San Francisco, CA 94108
4.	Stepper P Jobs	Unavailable	1 Infinite Loop, Cupertino, CA 95014

LinkedIn provides one of the best resources for identifying specific targets

AT&T 3:27 PM 51%

People Search Results | LinkedIn

www.linkedin.com/commonSearch?type=people&keywords=iPhone... Google

Basic Account: Upgrade

Welcome, Aaron Barr · Add Connections · Settings · Help · Sign Out

LinkedIn® Home Profile Contacts Groups Jobs Inbox More...

Find People Advanced People Search Reference Search Saved Searches

Search

iPhone sw engineering

☒ Keep filter selections

Search

Show more...

Filter By

Location

☐ All Locations

☐ United States (121)

☒ San Francisco Bay Area (69)

☐ Italy (11)

☐ Greater San Diego Area (10)

☐ Greater Boston Area (9)

Show more

Enter location name

Relationship

☒ All LinkedIn Members

Sort by: Keywords View: Basic 69 results Save

iPhone SW Engineering Program Manager at Apple

San Francisco Bay Area Computer Software

Brian Cassidy (31)

Eng. Project Manager at Apple Computer Inc.

San Francisco Bay Area Computer Software

Dan Sharoni (31)

Business Development Executive and Technology Innovator

San Francisco Bay Area Information Technology and Services

Gray Powell (31)

iPhone Sw Engineering at Apple

San Francisco Bay Area Telecommunications

John W (LION) (31)

Talent Acquisition Consultant at Apple Inc.

San Francisco Bay Area Internet

Ads by LinkedIn Members

Computer Software Exets

Be part of the Cambridge Who's Who registry for distinguished persons.

www.cambridgestry.com

From: Tom Garbka

Improve Team Performance

Achieve better results with an easier way to motivate and align your team.

Apple.com

From: Jesse Goldman

Gray Powell | LinkedIn
www.linkedin.com/profile?viewProfile=&key=15211512&authToke...
Google

Started my career in high school, providing tech support for a startup ISP in my rural hometown. Passed Cisco CCNA certification while in highschool, and continued to work until I graduated. Attended North Carolina State University where I majored in Electrical and Computer Engineering, focusing on Wireless Communication, also obtaining my Fundamental of Engineering license. I interned at Sony Ericsson while in college, doing GSM Hardware Verification and Testing. Upon graduation I went back to SPMC as a Field Validation and Operator Acceptance Engineer. Currently at Apple, working on Baseband Software.

Specialties

log analysis, sw verification, logical troubleshooting, problem analysis, test case creation/execution, project management, interfacing with vendors/customers, multitasking

Experience

iPhone Sw Engineering
Apple

Public Company, AAPL - Computer: Hardware Industry
December 2008 – Present (1 year 6 months)

iPhone Baseband Software Verification
Log Analysis
Integration Testing
OTA Characterization and Performance Validation

Field Verification & Operator Acceptance Engineer
Sony Ericsson

Public Company, 5001+10,000 employees; ERIC/Y; Telecommunications industry
September 2006 – October 2008 (2 years 2 months)

Pharmaceutical Calibrations
PCI, LLC

Telecommunications industry
2005 – 2005 (less than a year)

We're all in.
Watch how Siemens improves efficiency with Windows Azure.

How you're connected to Gray

```

graph TD
    You --> JR[JR Williamson]
    You --> TM[Tim McKnight]
    You --> DW[Dwight Yamada]
    JR --> GC[Gray's connections]
    TM --> GC
    DW --> GC
    GC --> GP((3))
    GP --- GrayPowell[Gray Powell]
  
```

Viewers of this profile also viewed...

Rick Williams
Technical Operations Manager Americas at Sony Ericsson

Brad Smith
Customer Acceptance Manager at Sonim Technologies

Celso Alejo

Facebook
Privacy defaults
to off.

Most peoples
friends lists are
exposed.



Location
information on
Gray including
spots he
frequents most
and friends.

3:31 PM 60%
foursquare :: Gray P.
foursquare.com/user/-19412

ME HISTORY STATS FRIENDS

foursquare™

Aaron Find Friends Add Things Apps Help Settings Logout

Find places, people, tags SEARCH

Currently in Cupertino, CA

Gray P.
San Francisco, CA
Add as friend

TOTAL NIGHTS OUT **76** TOTAL CHECKINS **111** TO DO NOW DONE **0** TOTAL THINGS DONE **2**

BADGES

TOP 12 TO DO

1. @ **Angelica's Bistro**: get the allagash fou- while they have it!! (August 22, 2004)
I've done this! Add as To Do Ignore

2. @ **Martins West Pub**: try the Hennepin famous ale, delicious. This place has a small but great selection of taps, great taps too (August 13, 2009)
I've done this! Add as To Do Ignore

FRIENDS

Feedback

Information on
Location, who
frequents, tips,
events.

AT&T 3:14 PM 64%

foursquare :: Apple Inc. :: Cupertino, CA
foursquare.com/venue/41304

Google

Find Friends Add Things Apps Help Settings Logout

Aaron

Find places, people, tags

SEARCH

ME HISTORY STATS FRIENDS

Currently in Cupertino, CA

Apple Inc.
1 Infinite Loop
at Mariani Ave
Cupertino, CA 95014
(408) 996-1010

Like

CHECKINS HERE 2176
UNIQUE VISITORS 782
YOUR VISITS 0
MAYOR

Feedback

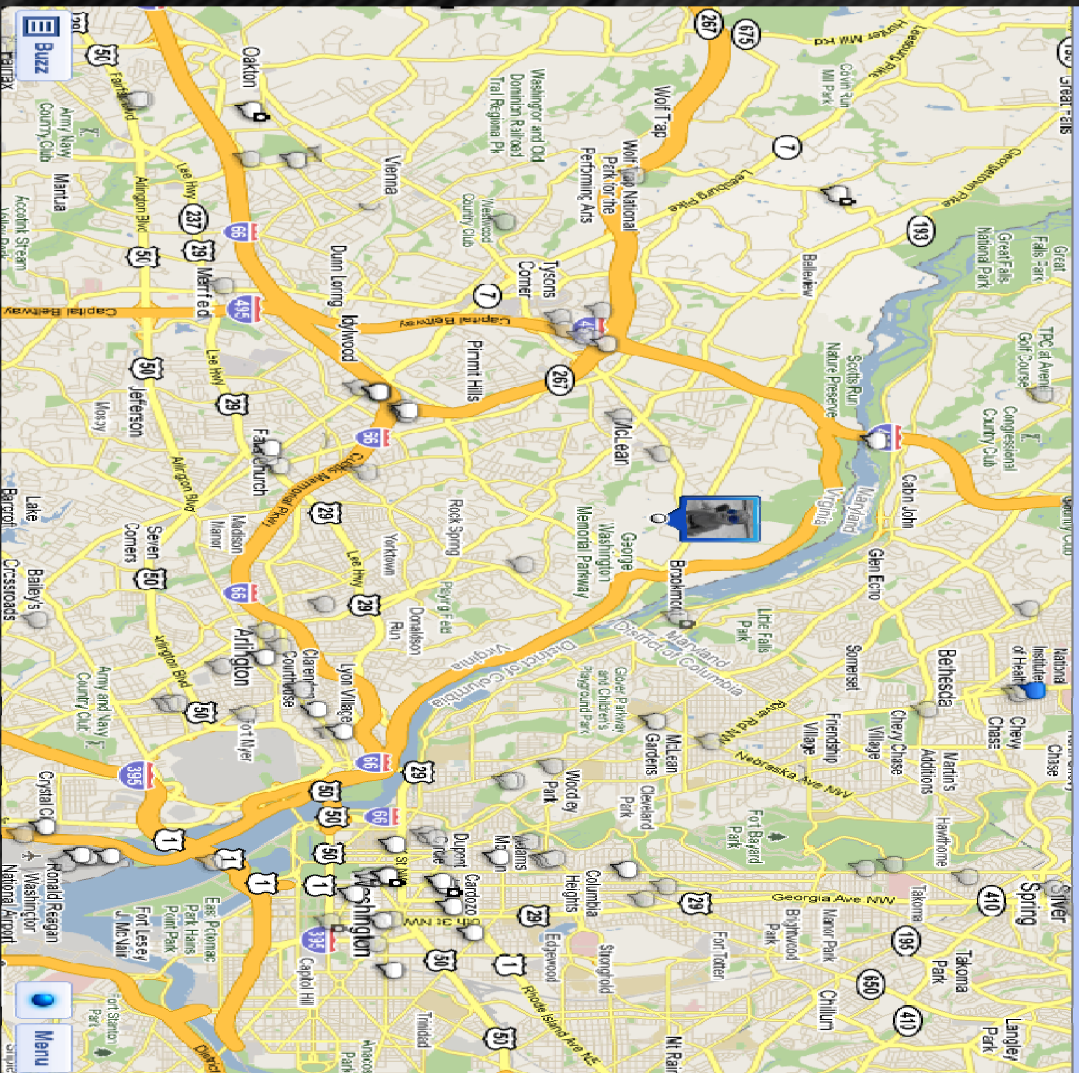
Map Satellite Hybrid

Map data ©2010 Google

WHO'S BEEN HERE

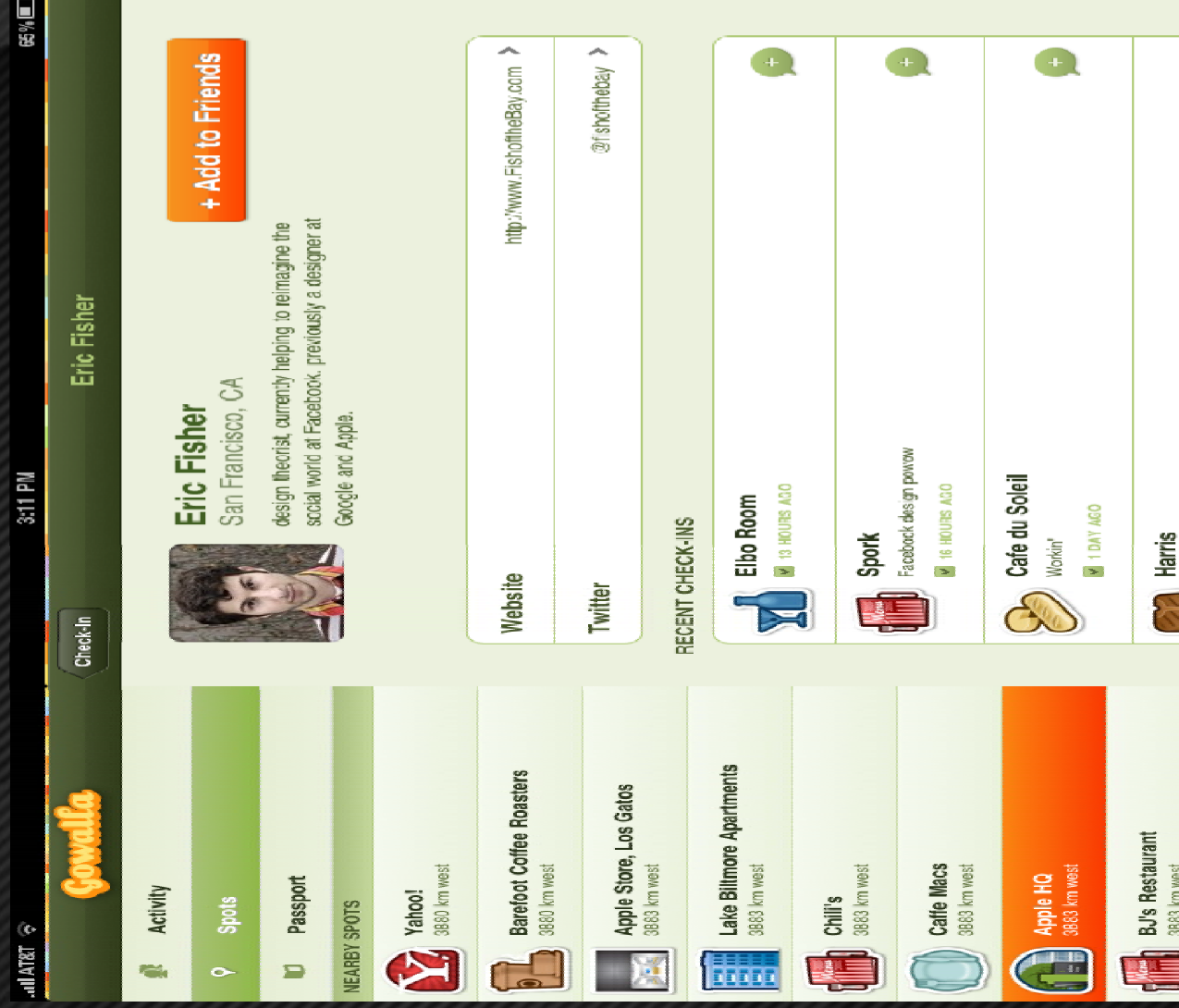
Terms of Use

Real-time location based messages using Google Buzz.



Haceem: My last day at the Beltsville office before relocating to the Southeast Asia office. Hks....
Sana Finarchia - yesterday

Gowalla is
currently the
most
informative
LBS.



See Everyone
that has
checked in at
Apple HQ.
Mondays are
endoc days at
Apple.

AT&T 11:47 PM

Gowalla

Spots Apple HQ

Apple HQ
Cupertino, CA
One Infinite Loop

I'm 3885 km west

Activity
Spots
Trips
Passport

Search Spots

NEARBY SPOTS

-  **Verde Tea Cafe**
3885 km west
-  **It's a Grind Coffee House**
3885 km west
-  **Yogurtland**
3885 km west
-  **Elephant Bar**
3885 km west
-  **Lake Biltmore Apartments**
3885 km west
-  **Town Hall**
3885 km west
-  **Chill's**
3885 km west
-  **Infinite Loop 4**
3885 km west

Google

Junipero Serra Fwy 280 11 10

Homestead Rd Homestead Rd Homestead Square Shopping Center E Homestead Rd Cupertino Village Shopping Center

N Stelling Rd N De Anza E N Blaney Ave N Wolfe Rd

Get Directions

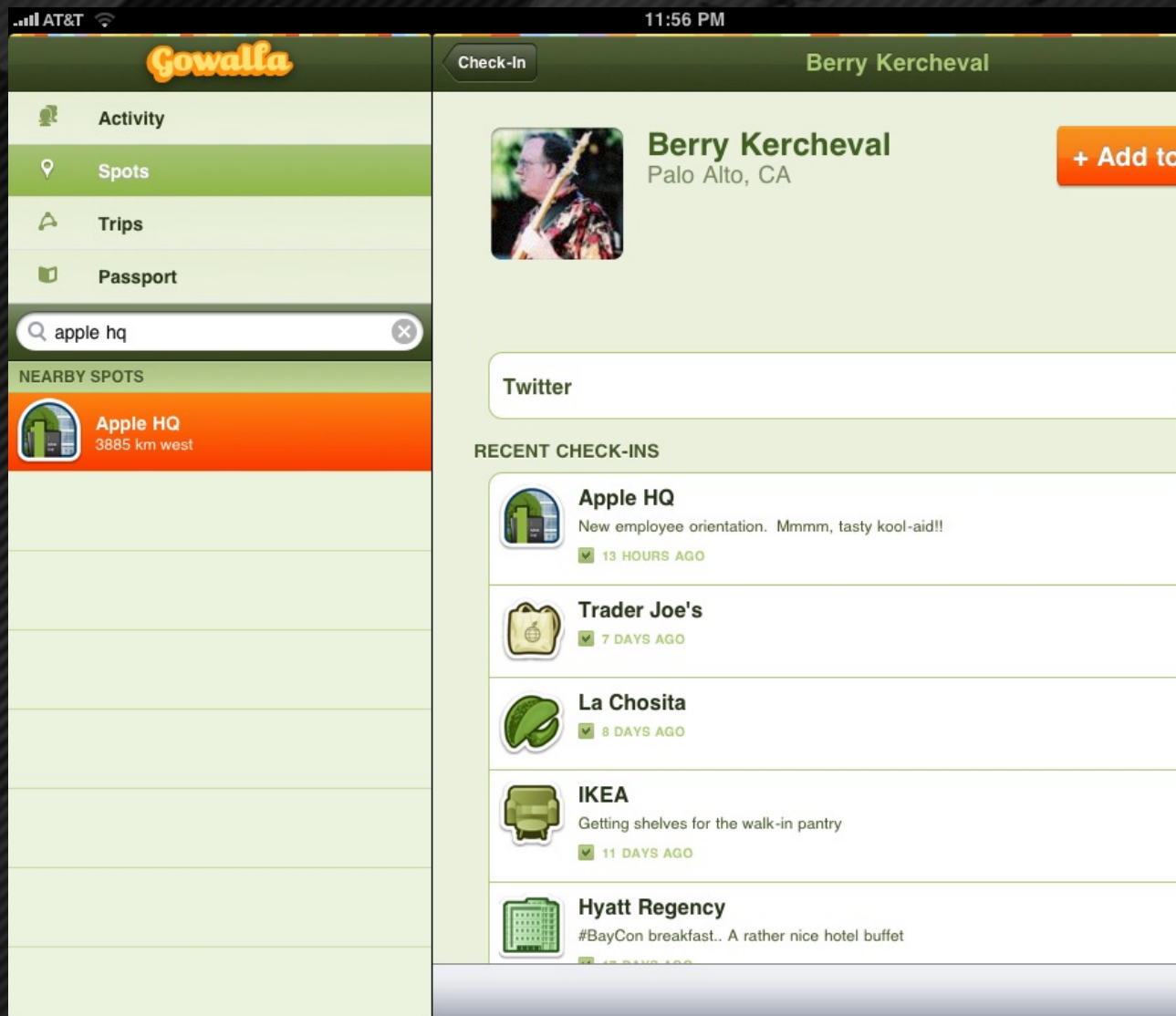
URL

359 people have been here

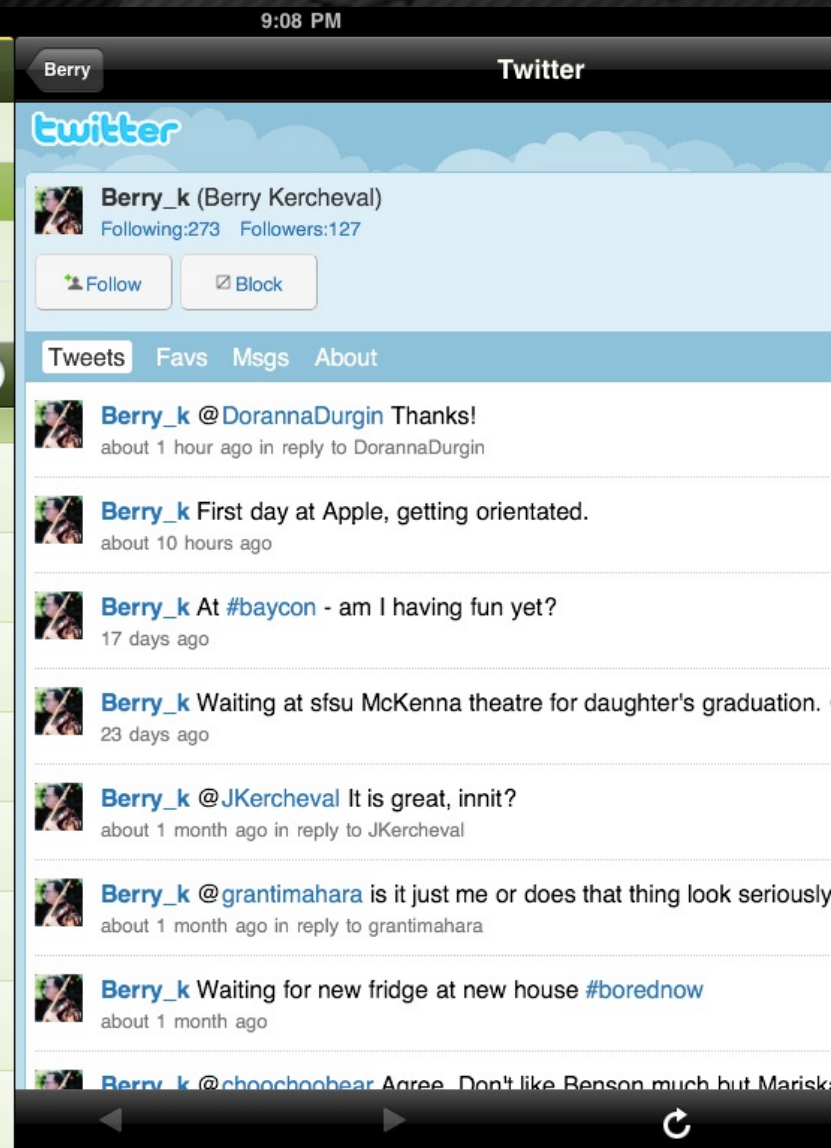
Recent Activity

Berry is excited
to be starting
with Apple
today.

And look he has
a twitter
account too.



Twitter provides
lots of good
background
information
Service
Integration



Suzanna Hamilton
Age: 35
Occupation: Trainer
Profile
History
Topics



Martin Place
Sydney Australia
Opened in 1891
History
Events
Recent Visitors



Eric Arthur Blaire
Age: 44
Occupation: Author
Profile
History

