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"If Apple Watch is Barbie, then Noodoe Watch is Lego," says John Wang, creator of the Noodoe watch. What, can we hear you say? It is the new spin on the concept of smartwatch, a minimalist bracelet that moves the focus away from features, and to the things that make us choose certain clothes or jewelry as a way to express our style and our personality. John feels the wearables are missing. It shouldn't be all about time, counting steps, or measuring sleep, but it's what most wearable devices do. The Noodoe watch is all about self-expression and creativity. "Whatever you create on your phone can transfer it to your watch." "What we are trying to do is something different from the rest of the smartwatch market," he explains. "Instead of packing in features, we are looking wearable from the perspective of what people want. Why do they wear this device on their wrist?" The Noodoe was launched as the opposite of the Apple Watch, which is sure to be one of the greatest wearable successes of 2015, but John did not fade." With Apple Watch you choose from what they give you and everything has been done perfectly for you. With Noodoe you get the building blocks and you have to create something by yourself." There is an app for this All this Lego speech and building blocks can see that you imagine a kind of modular Project Ara-style smartwatch, but the design and customization aspects are all digital, and run through an Android or iOS app on your smartphone. A simple drag and drop interface allows you to dictate what will appear on the Noodoe. You can mix text and images, or create imaginative alternatives to a traditional watch face, such as dice, playing cards, or a tree that grows new leaves that represent hours. "Whatever you create on your phone you can transfer this to your watch", John. "We want to democratize programming, so anyone can realize their idea on theyou can import images created in paint or photoshop or make them using a basic editing tool in the app. programming of the watch functionality is all managed for you, so you can add images and get the desired effect. should be simple enough for people of all ages to be oare, and making a special design can be done in just 30 seconds. However, there is another layer to it. a noodoe talk call scripting platform allows anyone interested and technically competent enough to dig a little deeper and have a go to code their functions, further underlining the search for noodoe individuality. In terms of ecosystem, the app also serves as a social network/app store. instead of an app store there is a "watch cloud", which is where anyone can upload and share their creations. You can follow people and they can follow you, a bit like instagram or twitter. "The clock is not important, it is your idea, your creation that should take the central stage," says John. "We really want to make the clock disappear in the background. It is supposed to be a blank canvas to paint your idea on." To this end the noodoe watch is a wearable black and unparallelled that looks like a thick wrist band. is equipped with a monochromatic display with a resolution of 32 x 128 pixels and fades in the device when it is not illuminated, something that John calls "Lake". use bluetooth le to connect to your smartphone, but you do not need to be connected to your phone to work. There are no buttons, no quadrants and no touch functionality. "It's a completely new paradigm," said John, talking about the way we're going to get the clock. "You have to forget the past and think about how there is no touch." So, how do you control the noodoe watch? noodoe's answer is something called magic motion, is marketingfancy talking for gesture controls. The accelerometer of Noodoe means thatfunctions like flipping your wrist to refuse an incoming call, or to see what is next on the calendar. It is a potentially intuitive system and means that the other hand is kept free while interacting with the Noodoe. "The owner Noodoe is someone who thinks, someone with their own ideas that does not want to wear what big companies say to wear." John says, "We are not focused on the features. Noodoe is all about self-creation and expresses your individuality." "There will be a lot of competitors for Apple Watch and probably everyone is going to lose." See Noodoe as part of the wider watch market with the potential to be worn as jewelry, because people can create their own unique designs. If the Apple Watch is at the characteristics end with Samsung and Pebble, Noodoe is at the end of the self-expression. Not as expensive as Chanel or other brands, but more like Swatch. John has an impressive background. He joined HTC when he still made mobile devices for other companies, and founded Magic Labs, the name given to HTC innovation division where the original HTC Dream Android phone was born. Serving as HTC's marketing manager, he helped build the company in the global brand is today, before leaving in 2011. "There will be a lot of competitors for Apple Watch and probably everyone is going to lose," says John. "We don't want to compete with Apple. We are doing the Swatch of the 21st century." "People often don't wear a watch to say more time, it's a piece of real estate for self-expression." He is at pains to emphasize that the Noodoe is about self-expression rather than features, but he can still manage the basics that you would expect from a smartwatch. It can tell you when there is an incoming call or a new message, and it gives you a weather update or a calendar reminder. There is the built-in vibration notice, and a head of theHe'll keep him quiet. The minimalist minimalistThere are obvious advantages to limit the functionality of the Noodoe watch and avoid the war of specifications. For one thing we can expect the battery lasts much longer than one day before you need a charge. Wearing handles its own light operating system, and with limited features the power requirements are tiny. You can also spend with a weekly cost. The Noodoe watch will also be convenient. John expects it to be sold worldwide for less than \$100. It is set to hit the market 60 days after the Apple Watch, so we expect to see it land in June of this year. Is there enough substance behind the marketing rotation to attract an audience? Should the characteristics and self-expression be mutually exclusive? Noodoe obviously thinks it's a winner, and we've been promised a hands-on, so we'll find out soon. Recommendations of publishers Every second counts when you are trying to stop a break-in. Owners of houses and robbers know that. That's why they install motion detectors, noisy alarms and travel cables that immediately alert the police. The safe producers know that too. Each safe is actually assessed according to about how long it can stand fire, as well as how difficult it would be for a veteran securitycracker to enter it. This captured-in-the-act logic is not intended to stop attempts at breakage, but rather to bring help almost instantly — making it likely that thieves will surrender before many damages have been done. Shouldn't Web Security be guided by the same principles? For the last year, that question has trained computer security expert Bruce Schneier, 37. In the early 1990s, Schneier created the Blowfish algorithm, a popular encryption formula that still has to be cracked. He also wrote or co-authored five books, includingapplied: protocols, algorithms, and source code in C" (john wiley, 1994,) which still frequently appears in the list of Amazon.com of its first 1,000 best-selling books. schneier spent most of his career careercomputer security priority — i.e. seeking ways to put sensitive data behind larger locks and thicker lead walls. She is now expanding her ambitions, believing that prevention is just part of what a good Web security system should do. If attempts to break up are inevitable — and as the Web becomes more visible, it becomes a more inviting goal — then, he contends, it is time to focus on a question rarely: How quickly can you react when problems affect? "I had an epiphany last year," says Schneier. "I realized that many security products work wonderfully when they are used correctly," but that haphazard implementation often makes them vulnerable. This increases the need for a system that can identify the first movements of a breakup attempt, while there is still time to react. "Think about credit card data thefts on the Internet," he says. "Many results from a defect in a popular piece of software for which a patch was issued, but that traders fail to use." To help the safety bank in an imperfect world, Schneier and his colleague Tom Rowley, 52, a computer engineer, last year founded Counterpane Internet Security Inc. Their company does not make data firewalls, encryption algorithms, or other family types of security software. Instead, it focuses on finding suspicious activities and responding to problems — fast. So far, Counterpane has raised \$34 million in risk capital from companies like Goldman Sachs and Morgan Stanley Dean Witter. He has attracted more than three dozen customers who rely on Counterpane to identify signs of misunderstandings on their networks and then help them quickly take countermeasures. "When an attack occurs, you have very little time to react," says Rowley, president and CEO of Counterpane. In fact, as it points outof technology head Schneier: "When someone hacks into your website and stays there for an hour or more, it is very difficult to get that person out becausecompromise your security in many places. But if you can locate a hacker immediately, you can turn off the access point before you do much damage." To implement their ideas, Rowley and Schneier decided to create a secure operating center (SOC) at the farthest corner of the count of San Jose, California offices last winter. In that small bright room, technicians looked at computer screens around the clock for signs of possible intrusions in customers' Internet operations. The first SOC was replaced by a larger structure in Mountain View, California, and a second almost identical site is located in Chantilly, Virginia. Each structure is physically hardened against the attack and is under constant video surveillance. Data analysts join Contropane only after passing a psychological profiling test. Even so, each key is monitored. "We are looking for people who have a very strong protective and repair side," says Rowley. "People who, if they weren't working for us, could be police officers or firefighters." Two types of workers are attracted by cybersecurity jobs, he adds. "A guy is exactly what we want. The other is exactly what we are fighting against. "Aside from an SOC, safety analysts have put nine hours of boring but demanding work in shifts. In many ways, it is the equivalent of the post-sold war to sit in a bunker somewhere on the Great Plains, looking at satellite images of the Soviet Union and looking for suspicious activities in nuclear weapons sites. In many days, nothing happens. But occasionally, blue-and-white pop warning messages on computer screens, warning of "suspition" — or even "critical" — behavior. On March 20, 2000, for example, Julio Calderon, 25, a senior security analyst Counterpane, noted a flood of attempts to access theInternet of a customer, all from Internet addresses in the Middle East. He sent an email to the customer at 15.03. 15.03.its data ports through which users can access. The customer did it — and the attacks stopped. To be sure, Counterpane's services are not for everyone. For one thing, very large companies usually set up their own traffic monitoring departments, paying internal analysts to do nothing but look for suspicious activities. For another, Counterpane's high-touch approach is not cheap. Customers typically pay about \$12,000 a month. Counterpane sees great customer opportunities in online companies that are pretty early in their growth curve that want outsource specialized functions such as security monitoring. And the company claims that beyond strategic concentration, there is another outsourcing virtue: As it grows, Counterpane analysts will have particularly up-to-date and comprehensive knowledge about hacker practices, simply seeing so many surveillance reports every day. Among some of the first customers who experience Counterpane's service is Conxion Corp., a Web-hosting business based in Santa Clara, California. Conxion manages, among other things, most Microsoft Internet Explorer software downloads. Read the site traffic audit logs "is a boring thing-numbered to do," says Mark Kadrich, 42, Conxion's security director. He says that he would rather hire Counterpane to manage that task — and to have someone from Counterpane calls him at work or at home, day or night, if something abnormal arises — that he must recruit and manage a staff of data analysts himself. This spring, after several months of calm, Conxion became the target of a small, attempted hacker attack. And in 10 minutes from the intrusion, Counterpane played the alarm, says Kadrich. Conxion was then able to tell hackers that were under surveillance, which discouraged the intruders to proceedadds. Even before that incident, a pre-Counterpane skirmish last year made Kadrich decide that the detection and response necessary to be prominent prominent prominentof the safety package of his company — a realization that led him to look for Counterpane. Last year's hacker attempt involved Conxion Web-hosting's work for the World Trade Organization website. As part of the disturbances that occurred during the WTO meeting in Seattle in December, protesters started bombing the organization's website with spurious requests. "We have identified this activity in advance and taken steps to redirect traffic to protesters," recalls Kadrich. "As a result, they were the ones who ended up being submerged." That the hustle and bustle worked pretty well that Kadrich is able to laugh as it recalls the incident. But he says that immediately after the WTO patrol, as he thought of the prospect of further future challenges, he decided that he didn't want to face hacker attacks entirely alone. "This was one of the factors I used to help justify the acquisition of Schneier and Rowley's expertise," he says. Schneier hopes that more and more dotcom executives who are in charge of maintaining security reach the same conclusion: The only secure site is what is always looked at. George Anders (ganders@fastcompany.com) is a senior editor of the Fast Company. Visit Counterpane Internet Security Inc. on the Web (www.counterpane.com). (www.counterpane.com).

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