

CONSUMER ELECTRONICS

Sirin Labs responds to cyber security distress via secure smartphone debut

June 27, 2016



Sirin Labs' Solarin, secure smartphone

By JEN KING

Worries of data breaches and concerns for cyber security have risen as hackers become increasingly sophisticated, targeting affluents while they shop at high-end department stores and stay at the industry's finest hotel properties.

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From Neiman Marcus to Mandarin Oriental, a number of well-known brands have been subjected to these types of breaches, and as consumer behavior moves more toward mobile commerce, these threats are bound to increase ([see story](#)). Acknowledging a market need and consumers' increasing concern for cyber security, smartphone manufacturer Sirin Labs launched the Solarin, a luxury mobile phone equipped with "military-grade" security, to protect the privacy of affluent users.

"Solarin is the world's first phone to embed the strongest privacy protection, whilst achieving the fastest connectivity anywhere in the world," said Tal Cohen, CEO/co-founder of Sirin Labs.

"Incorporating the most advanced technology that is currently not available to the mainstream market, the phone is the result of 2.5 years of R&D, including industry-leading facilities at a bespoke design center in Sweden and encapsulating 2,500 components within a meticulously designed exterior using only optimum materials," he said.



Sirin Labs' Solarin

Sirin Labs' Solarin secure smartphone retails for 9,500, or about \$12,900 at current exchange rates, at British department store Harrods and the brand's Mayfair boutique in London. The smartphone's mobile threat protection is powered by Zimperium, mobile voice and messaging security by KoolSpan and processors enabling the device to be used as a "global phone."

The Solarin's additional features include a 23.8-megapixel camera, an LED screen, Corning Gorilla Glass 4, a sound system fitted with a "smart amplifier" to guarantee sound quality and limit outside disruptions and a leather back panel.

Designed by industrial designer Karim Rashid, the smartphone is currently available in four color variants: fire black carbon Leather with titanium; fire black carbon leather with diamond-like carbon; fire black carbon leather with yellow gold and crystal white carbon leather with diamond-like carbon.

In this Q&A with Luxury Daily, Mr. Cohen discusses the benefits of owning a Solarin smartphone, why there's a need for secure smartphones among the world's affluent and how Sirin labs stands apart from its competitors.



Tal Cohen, CEO/co-founder of Sirin Labs

Here is the dialogue:

When was Sirin Labs founded? What is its mission statement?

Sirin Labs is a new entrant to the technology arena with one simple goal: to bring tomorrow's technology, today.

Backed by significant investment from some of the most respected players at the forefront of new technology, the company has been driven by a determination to deliver privacy, connectivity and uncompromised quality.

After 2.5 years of intensive R&D, Sirin Labs has just launched Solarin a smartphone, built without restriction or compromise.

How does Sirin Labs intend to change the luxury smartphone sector?

We completely focus on the technological performance of the phone.

Through research and extensive experience, we know our customers' needs and have addressed these by ensuring that every design decision we took when building Solarin was based on ensuring optimum functionality and performance in order to create a truly private, truly global phone and using the best materials.

In a space dominated by Apple, Google, Samsung etc., what does Sirin Labs offer that's different? Is it service, quality, craftsmanship?

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Russian model Irina Shayk is Sirin Labs' brand ambassador

The Solarin is described as being highly secure how does Sirin Labs achieve this level of security?

Solarin's privacy shield adds a brand new level of protection for trusted, secure communications. Activate the shield using the black diamond on the back of the handset enables the phone to enter a safe mode, which only handles encrypted calls and texts.

To achieve this, a team of Koolspan's most experienced developers worked alongside Sirin Labs R&D engineers to integrate KoolSpan's military grade chip-to-chip architecture into the heart of the Solarin with mutual authentication and 256-bit AES encryption protecting calls and messages without degrading bandwidth or performance.

Solarin also offers the best possible detection and protection against network, host-based and physical attacks such as spear phishing by using Zimperium's cyber attack engine. Zimperium's defenses are backed by Sirin Labs' experienced cyber security team who are on hand 24/7, providing proactive support and mitigation.

Why is this feature attractive for affluent consumers?

We built Solarin with a very specific person in mind.

The Solarin customer leads an extremely busy life, is very successful and most importantly cannot afford to waste time on anything, particularly technology, that gets in the way of getting the job done. Time is precious.

The Solarin customer zig zags across the globe incessantly. And because of this, the phone is used both as a tool for business and personal reasons as a result of being constantly on the move.

Whether it's talking to family or colleagues, highly confidential calls have to be made and highly confidential messages have to be sent and if they are hacked reputations could be damaged. Safety could be compromised. Finances could be hit.

And we have seen these devastating results first hand. We know and understand this target audience well.

How does Sirin Labs plan on marketing its products to affluent consumers?

Word of mouth is very powerful and hopefully Solarin's technology will speak for itself when customers have their own phone.

But we have also had some really positive reports from the world's media very 'James Bond' and the 'Rolls-Royce of smart phones' have been written by independent experts in their field. And the phone's display screen has been described as 'gorgeous.'

We are of course delighted, not least because it took 2.5 years of intensive R&D to create Solarin, so to have this feedback makes it all worthwhile and confirms what we felt all along there was a very real gap in the market that needed to be filled.

Why was Harrods selected as the ideal retail partner?

Harrods and Sirin Labs both appeal to a discerning clientele and share core values in craftsmanship, innovation and exceptional quality.

This synergy, coupled with Sirin Labs' advancements in technology and security, made the partnership a natural fit.



Sirin Labs' Solarin

With technology quickly changing how will Sirin Labs retain consumers?

We don't intend to put our feet up now that Solarin has launched.

Our engineers will constantly undertake research to design and provide ground breaking technology for Sirin Labs' customers.

Where does Sirin Labs hope to be in five years?

A globally renowned provider of tomorrow's technology, today.

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