

chapOrange

Your stories



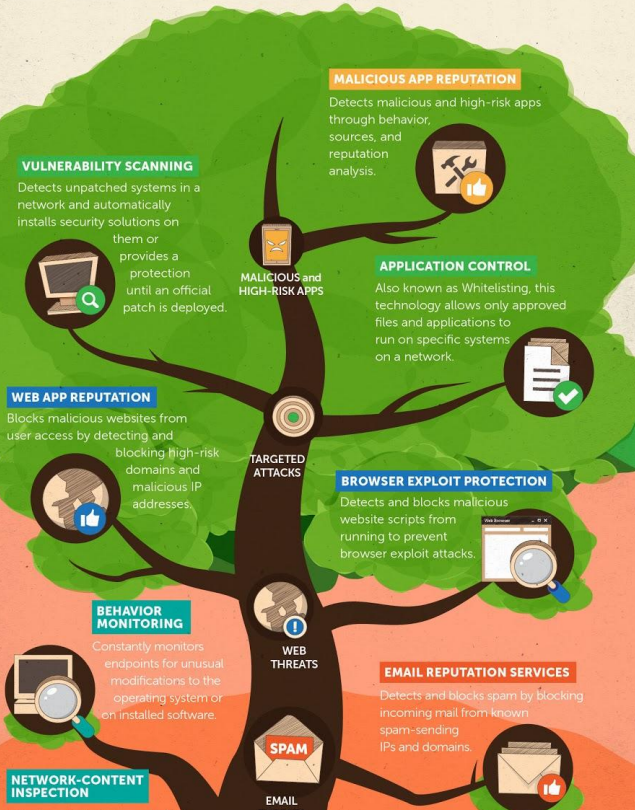
chapOrange = Your megaphone

TREND MICRO ENDPOINT SECURITY TECHNOLOGY EVOLUTION

A COMPLETE APPROACH TO SECURITY

Today's threats to IT security are no longer confined to malware infections. Threat actors can now cause damage through spam, malicious websites, and even the software you're using. These threats also often work in synergy with each other to infiltrate systems. Individual and enterprise consumers need a security solution that not only protects them completely, but also one that evolves with the threats as they come.

Trend Micro OfficeScan and **Trend Micro Deep Security** leverage all these threat technologies intelligence to block unwanted systems and network activities before they can hurt you.



Your message
= chapOrange
= Your media

Microsoft's Environmental Footprint

Our new data center design goals: → **30-50% more efficient**

Dublin data center → **50% more energy efficient**

→ **1% of typical annual water consumption**

Reduced carbon footprint from travel by **30,000 metric tons** since 2007

Average **1.125 PUE** (power usage effectiveness)

In 1 year, saved 10M kWh with FC power management = **~2,000 cars off the road for 1 year**

6-10% energy savings from energy management program pilot

reducing energy use and air travel through technology-driven efficiency

lean +

making more environmentally responsible choices with our energy, waste, and water

Establishing reduction goals for and

Purchasing market renewable energy certificates (RECs) and carbon offsets

Signing long-term renewable power purchase agreements

Connecting data centers directly to innovative renewable energy sources

Investigating options for: Investing capital in new renewable energy projects

zero waste target for Redmond, WA, cafeterias

2,288 solar panels at our Mountain View, CA, campus

landfill policy for e-waste in the United States

Hydropower: **#1** energy source for our Quincy, WA, data center

Recognized by **US EPA** for commitment to renewable energy

green +

quantifying our carbon impact and holding groups responsible

Setting a carbon price to internalize the external impact of our operations

Met goal: **reduced emissions by 30%** per unit of revenue from 2007 levels by 2012 with:

- emissions reduction initiatives
- renewable energy purchases

To: charity of choice \$ **1,000** for Microsoft Environmental Action Award winner

Optimizing the supply chain

Improving transparency using **emission-tracking software** and Carbon Disclosure Project (CDP) reporting

Charging the teams responsible for emissions **carbon fee™**

Sustainability Champions: Reducing energy use in buildings by **3-10%**

accountable

Microsoft

carbon neutral™ by 2013

-0.3%

1990 - 2009
emissions reductions/year in MTL



“We must change our lifestyles and the way we think”

- Denis Coderre, Maire de Montréal



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A NETWORKING SOLUTION

simplifying meaningful collaboration

towards carbon neutrality for FREE



SKILLED COMMUNICATIONS VOLUNTEERS

CARBON-NEUTRAL SOLUTIONS PROVIDERS



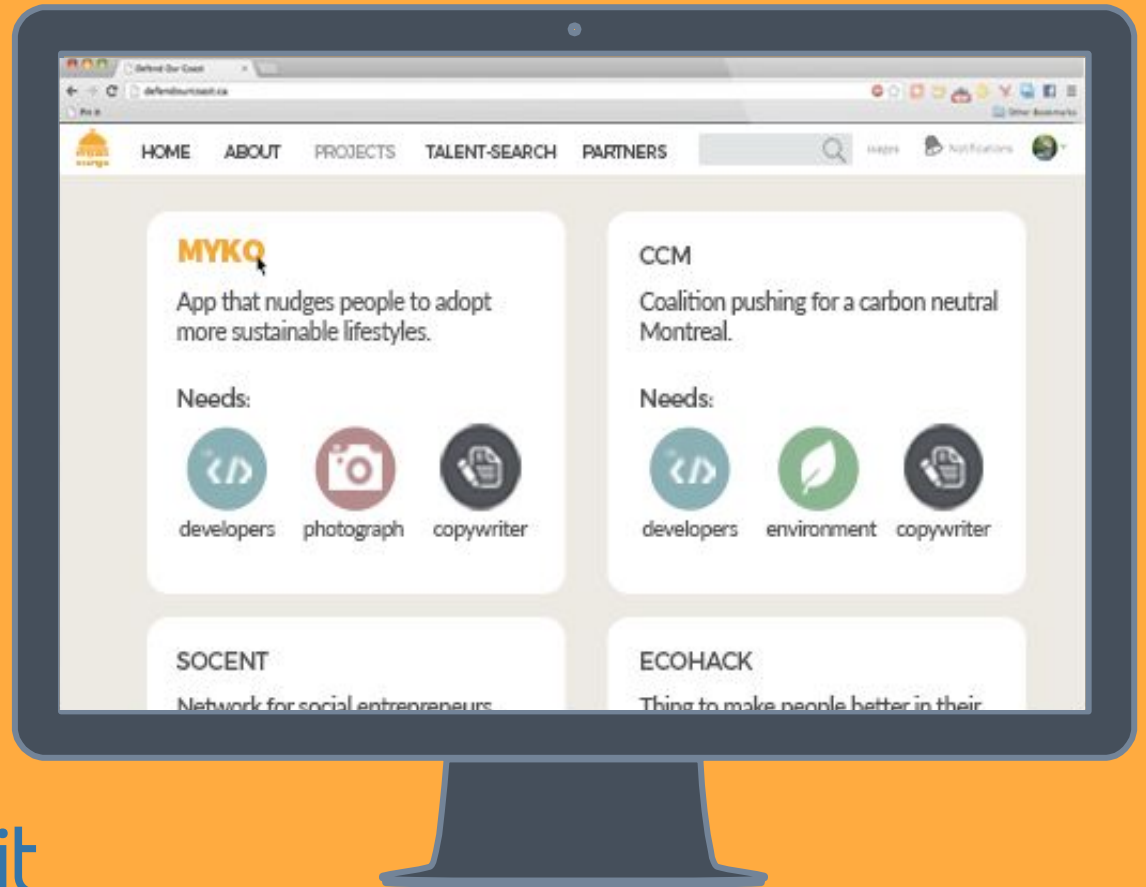


JOURNALISTS & MEDIA PROFESSIONALS

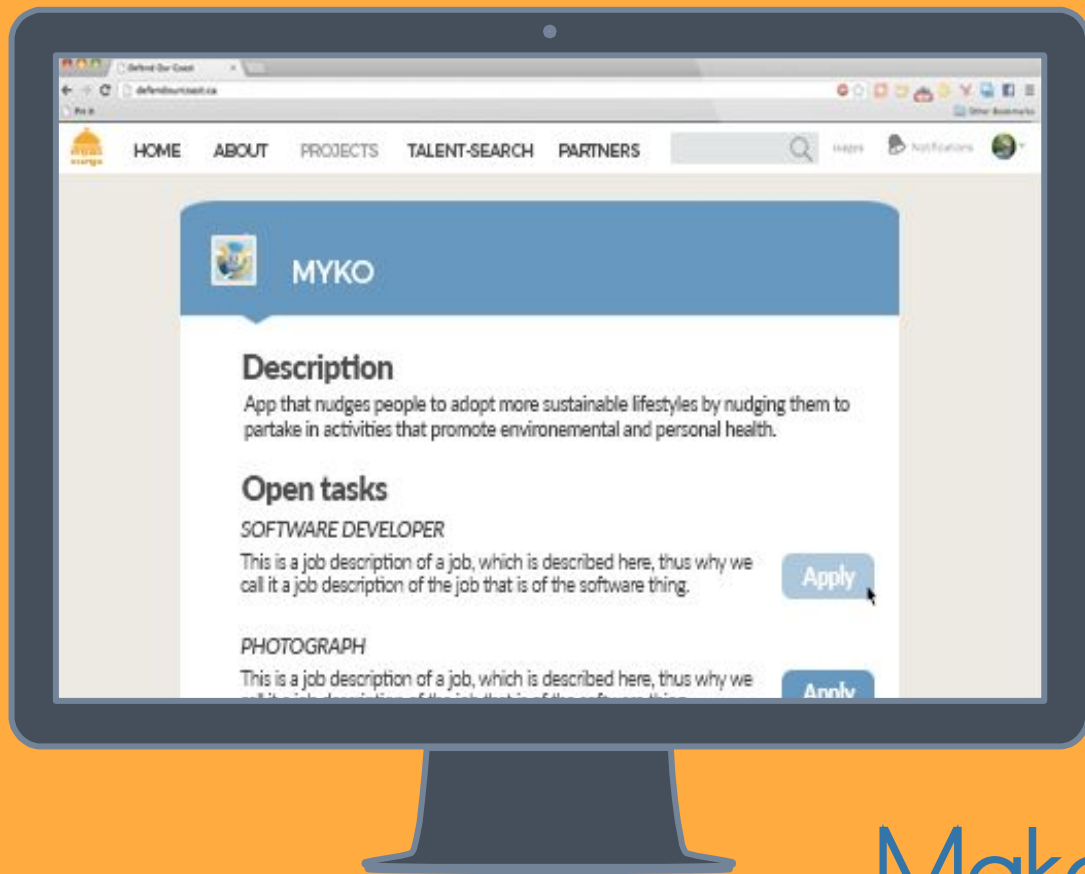


CRITICAL MASS ADVOCATING PARADIGM SHIFT





Find the right fit



Make the connection

Founding Team



Brigitte Stock
New Media
Sheriff



Juan Camilo Pinto
Intergalactic
Advisor



Matthew Chapman
Mascot



Carolina Cruz-
Vinaccia
Data Jedi



Walter Stemberga
Pitch Man



Hélène Montpetit
Comms Queen

Mentors and Advisors





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