

Avencore Launches 'DataShield': The Australian Solution to the Rising Threat of 'Juice-Jacking' and Cybercrime

Brisbane, AU – 26 March 2024 – As cybercrime reaches record highs in Australia, home-grown tech brand Avencore today announces the launch of the **DataShield** USB-C cable range. Designed to provide a physical "insurance policy" for mobile data, DataShield protects users from the growing threat of "Juice-Jacking" - the malicious harvesting of devices and data via compromised public USB charging ports.

While public charging kiosks at airports, cafes, and hotels offer convenience, they can also serve as entry points for "bad actors" to install malware or skim personal information. Unlike software-based security, which could be bypassed by code-based exploits, DataShield employs a hardware-level solution: it physically lacks data conductors. This ensures that while power flows into the device, no data can ever flow out.

"Juice-Jacking is the modern equivalent of credit card skimming," says **Stephen Holmes, Owner of Avencore**. "With DataShield, we wanted to remove the 'trust' element from public charging. Whether you are a business traveller or a student at a cafe, you shouldn't have to risk your digital identity or files just to get a battery boost."



Maximum Charging, Zero Vulnerability

Most 'safe charging' products on the market are limited to low-wattage charging, but Avencore's DataShield range breaks this barrier by supporting **240W Power Delivery (PD)**. DataShield is suitable for all modern devices that leverage USB-C fast-charging, from the latest-generation mobile phones to high-performance laptops and MacBooks.

For Personal Use: Take DataShield cables with you on holiday, to work functions, or to any public setting where you need to charge your device on public outlets. Unlock and use your device while charging and remain protected from hackers and data-harvesting malware.

For Business Use: Stop third-parties from accessing computers and hardware infrastructure by providing only DataShield cables at terminals, charging kiosks or to staff for use in the office or when travelling. Your users will enjoy convenient fast-charging, but won't be able to access or leak any data, even by accident.

For IT Professionals: DataShield stops all file sync and data sharing, allowing devices to remain charged yet never receive OTA updates, firmware patches or automatic downloads that can come in via networks or internet links when devices are connected to a computer host.

DataShield helps protect your digital life, giving you peace of mind in a time when we carry our entire lives in our smart phones and entire businesses in our laptops. Cybercrime in Australia now costs individuals \$33,000AUD per annum on average, and the fast-paced development of AI-assisted spyware and hacking tools will only continue to incentivise and simplify data theft.

Avencore is an Australian tech brand specialising in home theatre and computer cabling and related accessories. Established in 2013, Avencore caters to consumers and businesses looking for reliable solutions in audio-visual connectivity and distribution.

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Press Images / Product Specs

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Additional Resources

- [https://www.arcyber.army.mil/Portals/34/Fact Sheets/Juice Jacking/ARCYBER fact sheet - Juice Jacking \(13 Apr2022\).pdf](https://www.arcyber.army.mil/Portals/34/Fact%20Sheets/Juice%20Jacking/ARCYBER%20fact%20sheet%20-%20Juice%20Jacking%20(13%20Apr2022).pdf)
- <https://www.cyber.gov.au/protect-yourself/securing-your-devices/how-secure-your-devices/secure-your-mobile-phone>