# AR in financial services: Protecting confidential data everywhere

Companies in the financial services industry (FSI) go to great lengths to protect the confidential data they work with every day. Client information, account numbers, trades, balances — a data breach could spell disaster for both the client and the company.

That's why FSI companies employ multi-layer defenses to keep their data safe. Encrypted mail and messaging, secure cloud storage, employee training to spot phishing attacks, plus the latest endpoint device security software all combine to create an environment that's as safe as possible from ever-evolving cybersecurity threats.

But there's one part of the data journey that remains vulnerable: that last two feet of space where confidential information has to travel — *unencrypted and human-readable* — from the monitor to the employee.

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## Visualize the challenge

FSI professionals rely on a steady stream of real-time information and communication to manage their clients' accounts effectively. That's why you'll often see elaborate multi-display setups at their desks to provide maximum access to the latest financial data.

To prevent the unauthorized observation of this data, FSI companies often invest in physical or electronic countermeasures that limit the monitors' field of view to a single point where the employee is sitting. But while these privacy screens or apps can protect sensitive data from "shoulder surfing," they have a number of limitations.

In addition to reducing screen brightness, privacy screens require the user to maintain one position to see the screen, which can get uncomfortable for extended periods of time. But when working on the go, privacy screens are a must for any public setting.

There's a new solution that can address all these challenges, and it's gaining traction in a wide range of industries today — augmented reality.
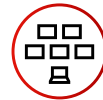
## Virtualize the solution

Lenovo is changing things up in the financial services world with the introduction of the ThinkReality A3 — the most versatile enterprise smart glasses, ever. Now, financial services professionals can create customized, expanded, *and private* workspaces anywhere.

## Portable productivity with privacy

The ThinkReality A3 tethers to PCs and workstations running Windows 10 on modern processors like the AMD Ryzen™ series via a USB-C connection, enabling users to leverage their existing applications and workflows with ease.



## Key features:

- Up to 5x 1080p virtual displays
- Crystal-clear binocular resolution
- Complete privacy for confidential work anywhere
- Lightweight and easily adjustable for a custom fit
- Easy to set up — no IT involvement
- Integrates with ThinkReality ecosystem

With the new ThinkReality A3, financial services professionals (or anyone working with sensitive or confidential information) can feel confident their data is safe from prying eyes around them — no matter where they're working.

**Learn more at www.lenovo.com/ThinkRealityA3**

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