



IN A WORD : **SECURE.**

<http://www.wordlock.com/press.html>

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It's Called a Password for a Reason

- A recent analysis of 116,000 hacked passwords on Singles.org, phpBB and MySpace, highlighted some interesting trends in password choice. The most hacked password was "123456," with over 1300 instances. "12345," "12345678," and "1234," all made the top 10, as well.
- Web sites often force users to include numbers in their passwords. In those cases, users are most likely to simply add "1234" or long strings of the same number to a word. These number choices show an aversion to anything other than the simplest numbers in a password. Our brains simply can't remember numbers as well as words.
- Bike lock and padlock companies have begun to use this new "word preference technology." A company named Wordlock makes a full line of locks for the numerically challenged. Instead of having to remember a number combination, users can choose a word that is easy for them to remember but difficult for anyone to guess. Lock owners can lock up gym clothes with "WOOLY," "ARTSY," or any of thousands of other five-letter words and letter combinations.
- Companies like Home Automation sell home security and "operating systems" that use words for security, too. For example, you can use a difficult-to-guess, easy-to-remember password like "mustard greens" for your home alarm system. It sounds silly, but it keeps you from making the mistake of using "123456," and it helps you remember your password.
- Computer passwords have helped to create a new market by highlighting the brain's preference for words over numbers for security. Of course, we didn't need computers to tell us this. The human mind has preferred words over numbers for thousands of years.

LINKS

Jimmy Ruska's Blog, http://blog.jimmyr.com/Most_Common_Passwords_20_2008.php , March 20, 2008; and http://blog.jimmyr.com/Password_analysis_of_databases_that_were_hacked_28_2009.php , February 28, 2009.

Singles.org, <http://singles.org>

phpBB, <http://www.phpbb.com>

MySpace, <http://www.myspace.com>

Wordlock, <http://www.wordlock.com>

Home Controls, www.homecontrols.com

"Memory," Wikipedia article, <http://en.wikipedia.org/wiki/Memory>

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About Wordlock, Inc.

Todd Basche, former VP of Software Applications at Apple, and Rahn Basche founded Wordlock in 2007 in Santa Clara, California, to create and manufacture combination locks that use letters instead of numbers. A patented algorithm maximizes the number of possible words on a Wordlock, with up to 100,000 different combinations on five letter dials. Wordlocks are made of hardened steel and come in luggage locks, bike locks, padlocks, cable locks and commercial locks. Wordlock won the Staples Invention Quest in 2004 and was named "Top 100 New Inventions" by The U.S. Patent and Trademark Office's Invent Now America competition in 2008.