detect. correct. protect.
Cybr IQ

CYBRIQ • AV INTEGRATOR PARTNER PROGRAM

RoomIQ

Conference-room security — the question every CISO is starting to ask your sales team.

Walk in with the answer. Walk out with a recurring SKU on every room.

Pro cameras. Big displays. Sleek touch panels. Underneath every boardroom you ship — dongles, hubs, extenders, USB gadgets that quietly bypass NAC, EDR, and asset inventory. **NAC sees "a camera." Attackers see a doorway.** RoomIQ closes the door at Layer 1 — using a patented **Device DNA™** fingerprint that can't be spoofed in software.

WHAT YOUR CLIENTS DON'T SEE

- **USB impostors** posing as keyboards or NICs
- **Tampered cameras and microphones** with hidden implants
- **Rogue HDMI / wireless adapters** dropped in "just for the meeting"
- **Unmanaged hubs and switches** behind displays and podiums
- **Supply-chain swaps** matching the paperwork but not the silicon

WHAT ROOMIQ DOES ABOUT IT

- **Identifies** every device at the physical layer (including MACless / quiet ones)
- **Allows, alerts, or blocks** at first contact — before the device ever talks
- **Logs** what connected, where, when, and who approved it
- **Integrates** with the stack your client runs: SIEM/XDR, NAC/EDR, ITSM

Why now: Boards are asking AV integrators about Layer 1 evidence after the wave of supply-chain hardware compromises in 2025 — TP-Link, the CISA AA22 alerts, the renewed Volt Typhoon advisories. Walk in with a Layer 1 answer and you're the only integrator on the shortlist.

THE CONTROL ALREADY IN THE STACK	WHAT IT SEES	WHAT ROOMIQ ADDS
NAC	MAC + 802.1X identity (spoofable)	**Layer 1 electrical fingerprint (un-spoofable)**
EDR	Behavior on the host OS	**Behavior at the wire — before any OS exists**
Asset inventory	What you bought, when	**What's actually plugged in, right now**

PROOF — SUPPLY-CHAIN IMPLANT CAUGHT BEFORE FIRST USE

A Fortune 500 enterprise rolled out 200+ identical conference kits. Paperwork, serials, and photos all matched. RoomIQ flagged **one camera** whose electrical fingerprint didn't match the fleet — in **under 20 minutes**, before it joined the network. Not a quirk; a supply-chain implant. Without Layer 1 validation, it would have blended in forever.

WHY THIS WINS YOU DEALS

- **Differentiator on the shortlist** — only integrator with a Layer 1 story
- **Recurring revenue, every room** — managed-service SKU attaches to every room you ship
- **Reduced churn** — audit-ready evidence renews through the next CISO
- **Bigger deals** — security justifies a premium SKU on rooms that bid on price
- **Margin protected by patent** — no commodity competitor can copy the engine
- **Co-sell support** — CybrIQ joins your CISO meetings

DISCOVERY QUESTIONS TO OPEN THE DOOR

? *"How do you know the camera installed last quarter is still the same camera?"*

? *"Who signs off when a contractor plugs a hub into the boardroom?"*

? *"Can your security team prove what was in the room during the M&A call?"*

Deployment signal: Standard pilot completes in **2 weeks**. No new cabling, no rip-and-replace.

Apply to the Partner Program
shai.moshe@cybriq.io

Schedule a co-sell briefing
30 min · walk away with the CISO playbook