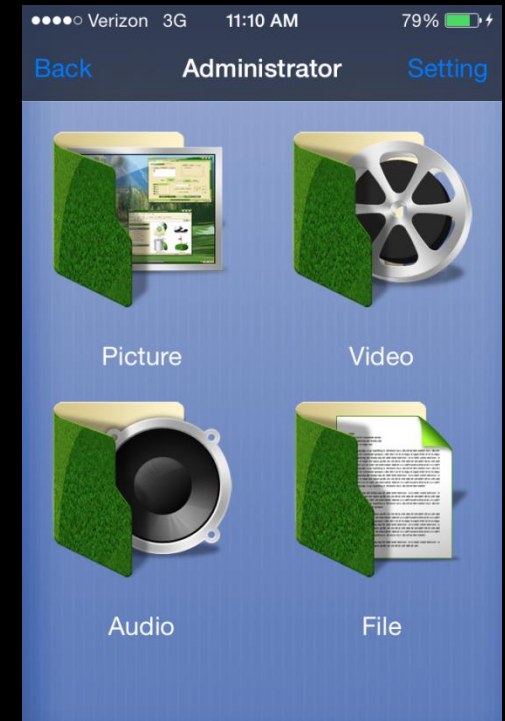


Hidden Apps



Ashley Boldig

Statistics

- 95% of teens (12-17) are online
- 58% of 12 year olds have a cell phone
 - Percentage only goes up with age
- Average teen receives 67 text messages a day
- 19% of teens reported being bullied
 - Either in person, online, text, or by phone
- 3% of teens (12-17) say they have sent sexually suggestive nude or partially nude images/videos
 - However, 16% of teens admit to receiving sexually suggestive material from someone they know

*Statistics from NetSmartz.org

KeepSafe



KeepSafe
(Apple)



KeepSafe-Hide SMS



KeepSafe
(Android)

- Private Picture locker that keeps all personal photos and videos hidden behind multiple layers of security
- Can create a second fake PIN that opens a fake KeepSafe image locker for “when someone pressures you to open KeepSafe”
- Secret Door disguises KeepSafe as another app
- KeepSafe Hide SMS- keeps conversations locked, pick conversations to hide, incoming messages for hidden conversations go straight to KeepSafe
- Unlimited usage and space

DropBox



- Cloud service to protect files and photos
- Can sync files among multiple devices
- Can send a link to anyone to view certain files even if they don't have a dropbox account
- Dropbox basic (Free) gives a user 2GB of space
- Similar to Google Drive, OneDrive, Box



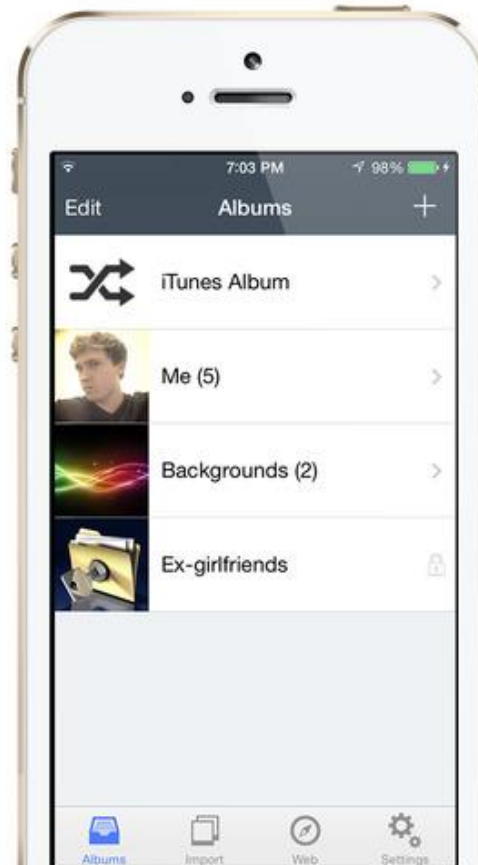
Photo Vault



Lock Your Photos and Videos Behind a PIN



Keep Your Personal Photos Hidden From Others



Built-in Private Web Browser
With Photo+Video Downloader




Break-In Report
Photo + GPS





Photo Locker for Android

- Will not appear in the “Recent Apps” list
 - Folder level locking- lock individual hidden folders, can unlock one folder without exposing others that are hidden
 - App can be hidden from the app list as if it never exists on the phone- Stealth Mode, can be accessed by dialing the secret pin code
- 

My Folder

Verizon 3G 11:11 AM 79%

My Folder



Photo & Video



Note



Contact



Password



To-Dos



Location



Audio



Downloader



Messages

Verizon 3G 11:11 AM 79%



Photo & Video



Personal

32 0



Business

0 0



Unfiled

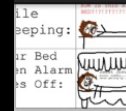
0 0

Verizon 3G 11:12 AM 79%

Photo & Video

Personal

Edit



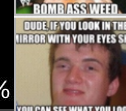
Personal 32

26/05/2015 10:52 AM 85.8 KB



Personal 31

26/05/2015 10:52 AM 105.1 KB



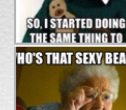
Personal 30

26/05/2015 10:52 AM 69.9 KB



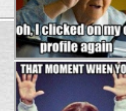
Personal 29

26/05/2015 10:52 AM 71.2 KB



Personal 28

26/05/2015 10:52 AM 69.5 KB



Personal 27



Hi-light Features

UPGRADE NOW



Unlimited


NOTE & PASSWORD

UPGRADE NOW

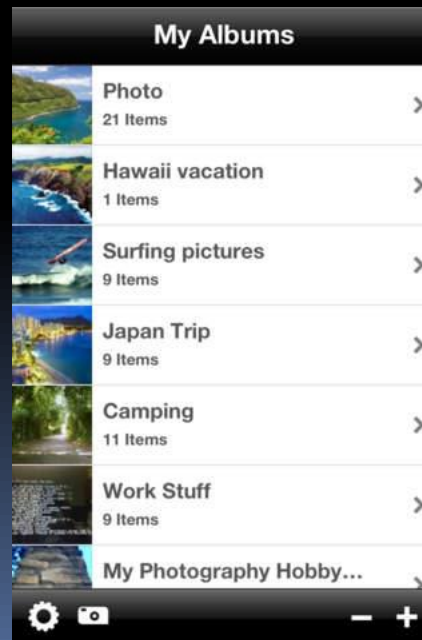
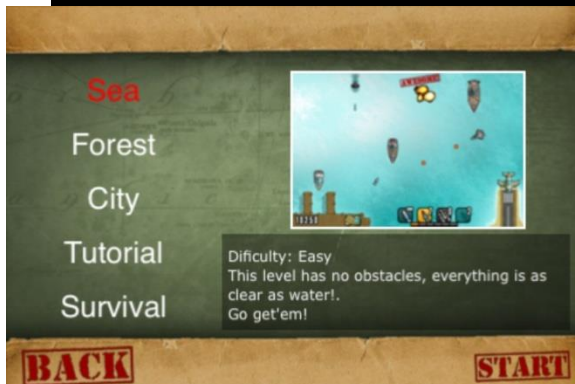




My Folder


- Looks like a folder created with multiple apps inside
 - Password is a sequence of the folders, decoy mode is the reverse of the passcode
 - Move this app into another folder and it will hide itself
 - Anti Intruder System- any access attempt is recorded by the front camera
 - Surveillance System, enter wrong passcode or pattern 3 times your recorded security camera will appear.
 - Self-destruction, 5 chances to correct passcode. After that, the app will automatically erase all data in this app.
 - Panic warp system, instantly switches to another app using motion gesture flick, shake, or facedown.
 - Intruder Report, app will capture photo and video of the intruders while they attempted to access your secret album.
- 

Missile Game





Missile Game

- A full version of a decoy strategy game on the front end
 - A secret gesture will unlock to the Secret Photo vault
 - Two levels- Admin & Decoy
 - Admin mode- full access to secret photo albums
 - Decoy mode- only the photos you would want to see are shown
 - Save your soul mode- everything disappears, no turning back, only a blank album
- 

Ky-Calc

Hide and encrypt your media
behind a working calculator.



Perfectly
camouflaged
icon.



Touch-ID
support



- 🛡 Military grade encryption
- 🔓 Real time decrypting



Hide and encrypt Photos,
Videos and Documents

Multi-tab browser with
log-in manager



Pin & Password
hidden archive


Available as
in-app purchase



Hidden Contacts, Tasks
and Audio Recordings.



Ky-Calc

- Looks like a working and stylish calculator but it hides and encrypts all media files with AES encryption
 - Hides photos, videos, documents, contacts, tasks, credit cards, recordings
 - Import through library, camera, iTunes, wifi, or the web
 - 4-digit password + alphanumeric password
- 

Snapchat Savers



SnapBox



SaveSnap



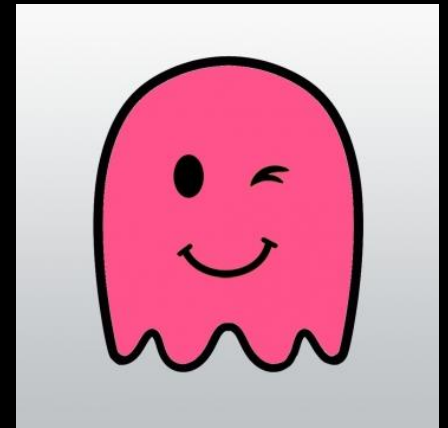
SnapHack



SnapKeeper



SnapSave



SnapHack



sKeeper

Others include Snap Sender, Upload Snap, Upload 'n' Roll, Snap Up, Save for Snapchat, Snap Upload, SnapPad, Snapsend, Snapsaved



Snapchat Savers

- Snapchat is the most popular messaging app among teens
- It's a magical app that makes messages vanish after viewing them
- You can send a photo, video or text on Snapchat and the message expires after a short time or after the recipient has viewed it
- You can save snapchat snaps permanently without the sender's knowledge
- Whenever you receive a snap, open third-party app and login with your Snapchat user id and password and all your snaps are saved



Other apps

Apple

- HiFolder
- Vaulty
- Best Secret Folder
- Gallery Lock
- Hide my Folder
- Private Photo
- Photo + Video Vault
- Pic Lock
- Secure Photo + Video
- Safety Photo + Video
- Secret Photo + Folder
- Calculator+
- Private Photo Vault
- Calculator%
- HiCalculator
- Lock Photo Pro
- Calculator Lock

Android

- HidePhoto
- File Hide Expert
- Gallery Vault
- NQ Vault
- Video Locker
- Hide it Pro
- Vaulty
- AppLock
- PicLock
- Photo Locker
- Photo Safe
- Hide Pictures & Text Messages
- Private Gallery
- Secret Pictures

AND THE LIST GOES ON!

Social Media Trends

facebook



ChatRoulette

meet
me™



Available on the Android

App Store



omegle


Talk to strangers!



Available on the
App Store



Social Media

- There are *several hundred* known social networking web sites (and their associated mobile apps) with billions of users.
 - Total users in FB alone: over 1.2 billion active users (meaning log on everyday)
- 



Top 10 Social Media Trends

1. Facebook- 1.5 billion users every month
2. Youtube- 1.4 billion users every month
3. Twitter- 400 million users every month
4. Instagram- 275 million users every month
5. LinkedIn- 250 million users every month
6. Reddit- 125 million users every month
7. VK- 120 million users every month
8. Tumblr- 110 million users every month
9. Pinterest- 105 million users every month
10. Google+- 100 million users every month



**According to ebizmba.com as of May 2017



Other Social Media Trends

Keep an eye out for upcoming trends from:

- orkut
- myspace
- friendster
- hi5
- bebo
- ask.fm
- badoo
- perfspot
- zorpia
- netlog
- xing
- renren
- flickr
- meetup
- whisper
- MyMFB (Muslim-based Facebook)
- twoo
- reddit
- livejournal

Facebook



facebook

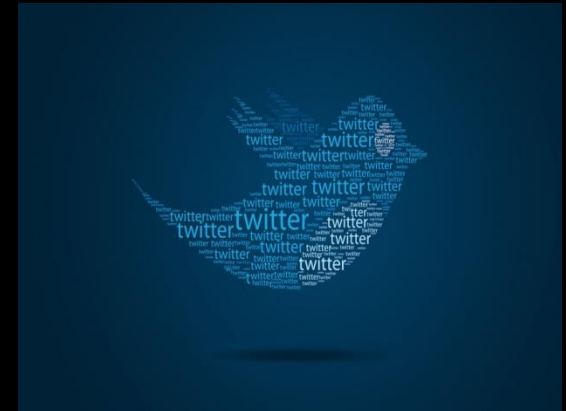
- Largest social media networking site
- Started Feb 2004 at Harvard (Movie-The Social Network)
- Sept 2006 allowed anyone over 13 to join
- Jun 2017 Facebook reached 2 billion users
- Five new profiles are created every second
- 50% of 18-24 go on FB when they wake up
- 83 million fake profiles
- 300 million photo uploads a day

YouTube



- 1st YouTube video uploaded on April 23, 2005
- 300 hours of video are uploaded every minute
- Almost 5 billion videos are watched every minute
- Average of 30 million visitors per day
- 6 out of 10 people prefer online video platforms to live TV
- 80% of the YouTube views are outside of the US-available in 76 different languages

Twitter



- Created and launched in 2006
- 315 million active users as of 2017
- 500 million tweets per day
- 37% of Twitter users are between ages 18-29, 25% of users are between 30-49
- Tweets=text based messages of up to 140 characters (publicly visible by default)
- Posts can be grouped together by hashtag #toptrendingtopics

LinkedIn



LinkedIn®

- Founded in May 2003, currently Microsoft owned
- Total users: 467 million, US users: 133 million
- 13% are Millennials (15-34 yoa)
- 44% of users earn more than \$75,000/year
- 3 million active job listings
- Average user spends 17 minutes monthly

Reddit



- Launched June 2005
- 250 million users
- Social news collection, web content rating, and discussion website
- Content are organized by areas of interest called “subreddits”
 - /r/science – a forum for discussing science
 - /r/changemyview – a space for conversation among people with opposing viewpoints
 - /r/todayilearned – a forum for something interesting or a specific fact that someone learned in a day

VK



- Most popular social media website in Russia (Russia's Facebook)
- VK users are mostly under the age of 30
- Very little posted in English, so seems like a mystery
- Also popular in Ukraine, Kazakhstan, and Belarus
- Focus is to stream and share media files with your friends- free file sharing of personal and third party media

Tumblr



- Launched February 2007 in New York City
- Microblogging platform and social network
- Allows posting of multimedia & other content
- Users can follow other blogs, and make their own blogs private
- 69% of Tumblr's visitors are millennials
- Recently changed its rating on the mobile app to 17+ because of all the pornographic content
- Currently, 280 million blogs & 129 billion posts

Pinterest



- Founded March 2010
- 150 million users
- 81% of users are females
- Millennials use Pinterest as much as Instagram
- Boards made up of food, drink, technology, crafts, recipes, shopping, etc.

Pinterest

Google+

- Social network that builds off your Google account
- Launched in 2011
- 375 million users
- 28% of users are between 15-34 yo
- 55% of users are from the United States
- Best known for the “circles” and “hangouts”



Chatroulette



- Online chat website that pairs strangers together for webcam based conversations
- Visitors begin an online chat with another randomly chosen visitor.
- Users can report harassment, immoral, illegal, or pornographic activity
- After 3 users report about same person in 5 minutes, person temporarily banned for 40 minutes



Alert message shown after the user has been reported 3 times.

**Funny Youtube video-
Steve Kardynal-Call me
Maybe

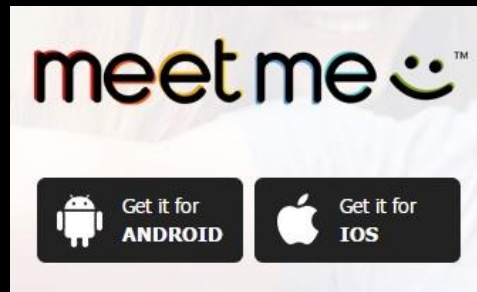
OmeGLE



- Free, online chat site
- Allows users to communicate with strangers without registering
- Chat anonymously using the handles "You" and "Stranger"
- Can search for strangers with a common interest, otherwise paired randomly



MeetMe



- Founded in 2005 as myYearbook; changed to meetme in 2012
- Very popular for high schoolers
- A lot of self produced child pornography
- Live video chat
- Browse "locals" in your area
- Can be randomly connected with other users – Match & Blind Date function
- Virtual currency (L\$) – one way to earn it is by finding your secret admirers in Match



Mobile Apps



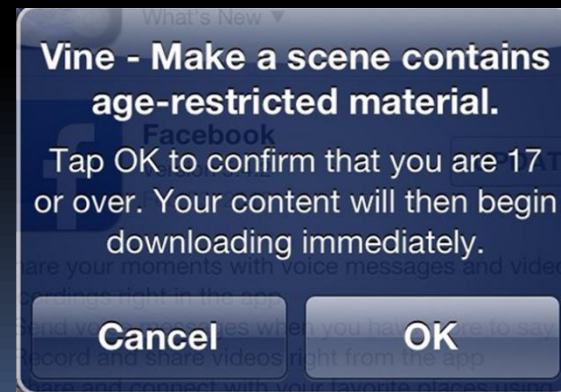
- **Snapchat** – real time picture and video chatting, sender chooses how long the message will be visible, up to 10 seconds, My Story available for 24 hours
- **Kik** – smartphone chat messenger; privacy feature allows for creation of fake username vs using mobile number
- Both are VERY popular with tweens and teens

kik.

Mobile Apps



- Vine – allows users to create and post videos; acquired by Twitter in Oct 2012; participant age must be 17 but verification only comes in the form of a “warning”; a lot of pornography



Mobile Apps



Instagram
Fast beautiful photo sharing

- **Instagram** – created in October 2010; purchased by FB in April 2012 for \$300M and 23M shares of stock; online photo sharing that allows users to apply digital filters and share on FB, Twitter



Mobile Apps



- [Yik Yak](#)- allows users to connect and share information with other users around you within a 1.5 mil radius.
- Mostly known for its cyber bullying capabilities and use.
- Users are able to chat anonymously with people within their geographic vicinity by enabling the GPS feature in the app
- Not for children under age 17, which can be easily bypassed
- Parents/Law Enforcement should be concerned about the online predator risk

Yik Yak

Mobile Apps

whisper

Whisper is the best place to express yourself online.

- Whisper- allows users to anonymously post secrets, express themselves, connect with like minded individuals
- Connect with others through the private messaging
- Can respond to others whispers from around the world
- Can find whispers by geolocation



Mobile Apps



- Confide - allows users to send text messages with end-to-end encryption
- Messages disappear forever once they are read, messages are private and encrypted
- Swipe to reveal prevents screenshots
- Users can send text, photos, and documents

