

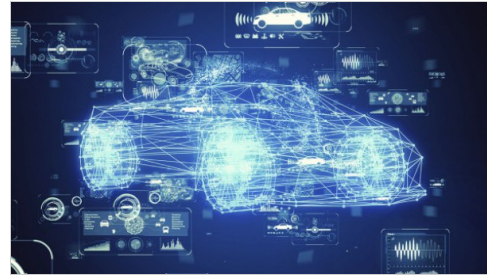
# Argus Cyber Security changes corporate name to PlaxidityX

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**Over the years, the Israel-based company has played a vital role in raising awareness around cybersecurity in the automotive sector**

Argus Cyber Security has changed its name to PlaxidityX, the company said in a press release on Aug. 15. Founded a decade ago in Israel, Argus has been a pioneering force in automotive cybersecurity. Over the years, the company has played a vital role in raising awareness around cybersecurity in the automotive sector.



*Source: Getty/metamorworks*

The decision to rebrand from Argus Cyber Security to PlaxidityX marks a significant milestone in the company's journey, reflecting its substantial business growth, strategic collaborations with leading global technology firms and the introduction of innovative products such as vDome and the DevSecOps platform. The new name embodies the company's mission to offer comprehensive end-to-end cybersecurity solutions, aiming to broaden its market presence and spur further growth.

The term PlaxidityX combines "placidity," denoting peace of mind, with the dynamic "X" symbolizing innovation and cutting-edge technology. This rebranding underscores PlaxidityX's commitment to delivering advanced cybersecurity solutions that provide robust protection against cyberthreats, thereby ensuring a secure digital environment for software, services, data, vehicles and ultimately, people's lives.

"Our company's transformation into PlaxidityX represents a new chapter in our story of innovation and excellence," said Ronen Smoly, CEO of PlaxidityX. "This change reflects our commitment to advancing the automotive and mobility cyber security landscape, and underscores our dedication to providing comprehensive solutions that meet the evolving needs of our customers and partners."

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