

# **‘Safeguarding Me’: Kaspersky Launches New Retail Version 2013**

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Kaspersky Lab released its new flagship consumer products – ‘Kaspersky Internet Security 2013’ Premium Security Suite, and ‘Kaspersky Anti-Virus 2013’ Essential Protection Solution intended to provide maximum protection against all types of threats.

Particular attention has been paid to the security of potentially vulnerable applications with their unique Automatic Exploit Prevention technology, which is a response to the ever-changing threat landscape. Users of the brand new version of Kaspersky Internet Security will also enjoy complete protection for their online purchases and online banking transactions, thanks to the easy-to-use Safe Money feature.

Elaborating on the features of the new products, Eugene Kaspersky, CEO and co-founder of Kaspersky Lab commented, “knowing that the loss of sensitive data and money are the things that worry users most, we have developed an entire set of new protection technologies to address these concerns. ‘Kaspersky Internet Security 2013’ is now better

than ever when it comes to protecting the most valuable information during online activities and helps our customers build the most efficient security system that is also easy to set up and use.”

From its inception 15 years ago by founders Eugene and Natalya Kaspersky, Kaspersky Lab is today a market leader amongst antivirus vendors and providers of internet security. Kaspersky in its early years laid much emphasis on technology than creating brand awareness. “Kaspersky built its reputation through word of mouth generated by high end users such as engineers, business communities and experts in the industry in the early days,” said Harry Cheung, Managing Director of Kaspersky Lab, APAC.

Kaspersky also found firm footing early on with its brand presence with webmail providers scanning emails for users through its anti-virus engine. This provided the means to reach out 60-80 million users. Thereafter, Kaspersky began providing its antivirus engine to numerous IT, security and even other anti-virus companies. Kaspersky had already gathered momentum when it began selling its products to eventually become the fourth largest antivirus vendor in the world.

At present Kaspersky enjoys a strong brand awareness of over 60 percent the world over and over 88 percent in Asia. It remains the number one vendor in Germany and in many countries across the Asia Pacific region. As sponsors of Ferrari and Formula 1 and leading personalities for brand ambassadors such as Sachin Tendulkar and Jackie Chan, Kaspersky today is one of the foremost products and brands in the market.

Through its partnership with Avian Technologies Kaspersky holds a 70 percent market share in Sri Lanka. “Avian has been a strong partner for many years and it has been our first and only one in Sri Lanka,” said Harry Cheung. “We hope to see more growth in the future as the country is growing rapidly in this region. We will continue to support Avian and I am confident that we will expand to a bigger scale in Sri Lanka,” he added.

Commenting on the newly launched product, Ranil Francisco and Buddhika Liyanage - Directors - Avian Technologies stated that they are excited about launching the latest Kaspersky retail version 2013. “We believe that the product features are carefully incorporated to serve the current threats and beyond to the future of cybercrimes. We believe together with our partners we could protect the digital world safeguarding the interest of every home user.”

As a technology focused company that follows the trends Kaspersky was the only company in the world that was able to detect and analyse the most dangerous viruses, ‘Flame’ and

'Geuss' that emerged recently. "We are at a stage that we can catch almost everything to help those who don't understand security too well, it is about saving the world," concluded Cheung.

