

Kaspersky Internet Security 2010

Kaspersky Lab Releases Kaspersky Internet Security 2010

Kaspersky Lab, has released Kaspersky Internet Security 2010 and Kaspersky Anti-Virus 2010 – a new generation of solutions to protect home users from IT threats.

The new version 2010 products incorporate the advantages of advanced Host-based Intrusion Prevention System (HIPS) technology in the Application Control module that assigns a security rating to previously unknown malware; unique Sandbox technology embodying virtualisation technologies and providing a dedicated secure runtime environment; and the innovative Kaspersky Security Network that uses information from millions of users to dramatically reduce response times to new threats and replenish reputation databases with the most up-to-date information about clean and infected files.

The version 2009 products that were released last summer for personal use have won recognition from tens of millions of users all over the world, demonstrated their efficiency and reliability in hundreds of comparative tests, and established themselves as leaders in the global market. They are now succeeded by the new Kaspersky Lab products **Kaspersky Internet Security 2010** and **Kaspersky Anti-Virus 2010**, based on the very latest developments in IT security.

All unknown applications are subject to multiple factor analysis to ensure safety. An even more secure environment is provided in Kaspersky Internet Security 2010 as the product integrates the “Safe Run” functionality based on the new Sandbox technology – unique for Internet Security Suites product range. “Safe Run” enables the user to run new software in an isolated environment that protects the operating system from all malicious changes. Statistically, it has been demonstrated that vulnerabilities in operating systems and trusted applications are often exploited by hackers to attack applications that make use of the Internet.

The “Safe Run” function makes surfing the Internet using various web browsers much safer and easier, as well as allowing any number of other applications to be run simultaneously. A green border around the application window also makes it easy for the user to see that it is protected.

The interface in Kaspersky Lab's new personal products has undergone a major overhaul making it significantly more user friendly for novices. An automated application mode has been implemented in Kaspersky Anti-Virus 2010 and Kaspersky Internet Security 2010 that chooses the best options without bothering the user with unnecessary and annoying requests for action. A separate option has also been included for fans of online games. Gamers can turn off some of the functions in Kaspersky Anti-Virus 2010 and Kaspersky Internet Security 2010 that affect Internet traffic and subsequent server response times.

The **Kaspersky Security Network (KSN)** online reputation service, which started providing input for the HIPS module in the previous version of Kaspersky Internet Security, has also undergone significant improvements. KSN is designed to reduce the amount of time required to detect and block new types of threats. When a programme is run by users of the service, it checks the programme against a white list and the Urgent Detection System list on Kaspersky Lab's servers. As in the previous product version, a programme is then assigned a security rating. Furthermore, KSN now allows the HIPS module to move an application from the KSN white list to a trusted group.

Thanks to Kaspersky Security Network technology, it can take less than 40 seconds from the appearance of a previously unknown malicious programme for complete protection against it to become available for users of Kaspersky Lab products. This is largely due to the millions of Kaspersky Lab personal product users all over the world who have decided to participate in Kaspersky Security Network. The approach used in Kaspersky Security Network embodies the increasingly popular concept of in-the-cloud security, which in this case means that potentially malicious files or websites are scanned online rather than on the computer itself using signatures that are stored locally.

The set of tools to protect confidential data has been extended and improved significantly. For example, the new generation products automatically block an unwary user's access to known phishing sites and block spyware intended to steal user's passwords and access codes. Kaspersky Internet Security implements a virtual keyboard that enables the user to enter usernames and passwords securely. This unique feature protects confidential data from being stolen by spyware and prevents screenshots from being taken from the virtual keyboard window, so the user can bank online or use any other confidential information in complete security.

Kaspersky Internet Security 2010 works to prevent the system from getting infected, which is a much more effective approach than treating an infected computer.

All the components implemented in earlier product versions have been improved and upgraded, including the firewall, heuristic analyser, parental control module, and the anti-spam module.

The antivirus module, for instance, now includes a script emulator that allows real-time scanning of Java Scripts and VB Scripts that run when visiting various sites. This is a particularly important innovation given that over 70% of malware on users' computers comes from infected sites, according to Kaspersky Lab's specialists.

The version 2010 products are based on Kaspersky Lab's improved antivirus engine which is even more effective at detecting malicious programmes. Even though the functionality has increased in the new product versions, performance remains as high as ever and the 2010 products actually perform a range of tasks 40% faster than their predecessors on the Windows Vista operating system.

Kaspersky Anti-Virus 2010 and Kaspersky Internet Security 2010 were developed with Windows Vista in mind, making them fully compatible with that operating system.

Kaspersky Anti-Virus 2010 and Kaspersky Internet Security 2010 are already on sale in Germany, France, Spain and Italy. The products will become available to UK users from July. In the coming months, Kaspersky Lab's new products will be launched around the world.

About Kaspersky Lab

Kaspersky Lab delivers the world's most immediate protection against IT security threats, including viruses, spyware, crimeware, hackers, phishing, and spam. Kaspersky Lab is one of the top vendors of information security solutions in the world. The company's products and technologies are used by over 250 million people worldwide, its technology is licensed by leading security vendors globally. The Kaspersky Lab group of companies is headquartered in Moscow, has five regional divisions and numerous local offices throughout the world.

For more information please contact the Insight Software Licensing team at:

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