

News Letter

Release of **Kaspersky 2009**



Kaspersky Lab, Russia, in collaboration with Zoom Technologies India Pvt Ltd., has released its latest software, Kaspersky Internet Security 2009 in India. This new version is a dramatic improvement over the existing technology in the market and is the first of its kind in providing superior anti-virus and malware protection.

Customers who have longed for full-fledged and automatic protection from viruses, spyware and malware with a solution that does not compromise their computer's efficiency, can now breathe a sigh of relief. The Kaspersky 2009 engine has been re-engineered, rendering scanning speed improvements of 300% at

initial scan and 700% during subsequent scans, making it one of the fastest scanning engines on the market.

Kaspersky Internet Security 2009 is the first consumer PC security software of its kind which combines traditional signature scanning of bad applications (blacklisting) with an extensive database of more than 400 million known, good applications (whitelisting). This revolutionary approach significantly reduces the load on system resources, and virtually remains invisible to the user, while all the while standing guard against, malware, spyware and viruses. Extensive anti-phishing as well as content security measures have been built in.



According to Mr. Alexei Gromyko, Director Channels - Kaspersky, India and ANZ, "Version 2009 offers a better approach to Security. It is all about getting the best possible protection without sacrificing performance. With an exponential increase in malicious threats and the unprecedented sophistication of cyber-criminal activities, industry experts and customers have challenged the anti-malware industry to find new approaches to protecting individual computer users. They want effective and automated protection against today's threats from a solution that doesn't slow their computers down."

Zoom's Managing Director Mr. M. H. Noble says, "Kaspersky Internet Security 2009 is the first consumer PC security protection of its kind providing better protection, better performance, the likes of which have never been available in the market till now."



Q. A. Tapia
Head of Kaspersky Sales India



Mr. M. H. Noble, addressing the media &
Mr. Murali Murugesan, Head of Kaspersky sales India
sitting on the dais



Zoom Technologies has tied up with the industry giant, Tata Communications to promote its Kaspersky range of products on their websites - yuvayantra.com and tataindicombroadband.com.

Yuvayantra.com is a newly launched open access site that aims to be India's preferred online destination for world-class internet and PC applications. As a special promotional offer, users who register on yuvayantra.com get a free half yearly license of Kaspersky Anti-Virus.

Infiniti Retail, a Tata group company, is to bundle a free Kaspersky Anti-Virus license with laptops and desktops sold at Croma, the electronics megastores managed by Infiniti Retail.

Zoom sees this agreement with Tata Communications as a major step in leveraging the reach of Kaspersky products not only in the retail segment but also in the Small and Medium Enterprises' space.



Kaspersky Lab brings new security tools
 Hyderabad, Aug 28
 Russian Internet security an...
 Kaspersky Lab has announced the launch of its new generation security products both for personal computers and also for rapidly proliferating mobile devices.
 The Director Channels (India) ANZ, Kaspersky, Mr Alexey Gromov, said that the new generation of security software is designed to address the challenges of security industry and put as other security companies that is through anti-virus, anti-malware and anti-spam. In fact, the Kaspersky model is different as its products are designed to handle all them together. Significantly the security software occupies a much smaller space in the system than other competitive products on offer now in the market.
 The large data created and regular updates help keep systems secure, he said.
 Addressing a press conference here on Thursday, Mr Kaspersky said response time to new virus attacks sets it apart from other competing industry players and new license sales in Europe demonstrated growing arrangements. These products had been designed to meet the latest operating system requirements, he said.
FREE FOR STUDENTS
 The Managing Director of Zoom Technologies, Mr M.H. Noble, said at a special press conference that Zoom will provide free Kaspersky anti-virus half-year license for all university, colleges, schools and educational institutions. Mr Noble said they had signed up with Tata Communications to promote Kaspersky products on its online properties via zoom.com.
 Tata Communications also entered into a partnership with Tata Group company, free Kaspersky anti-virus products with laptops sold at electronic retailers.
 Zoom Technologies, a Hyderabad-based data security and network solutions provider, tied up with Zoom Technologies, has announced its anti-virus products would be available through Tata Communications portals. Kaspersky Lab, a Russian firm, recently launched its mobile and anti-virus products in India. Zoom Technologies and Tata Communications will distribute the company's anti-virus products with laptops and tablets at Croma for new launches, we are going to earn \$4 million from India this year, managing director M.H. Noble said.
Business Line Pg.No. 4 (29-08-2008)
Zoom Tech, Tata Comm tie up for internet products
 HYDERABAD: Hyderabad-based Zoom Technologies has entered into a partnership with Tata Communications to promote its range of internet security products via zoom.com.
 The range of products targeted at broadband users are available for sale through the content portals operated by Tata Communications for their broadband and dial-up subscribers, according to a release on Thursday.
Economic Times Pg.No. 5 (29-08-2008)
Zoom Tech ties up with Tatas to sell anti-virus products at Croma stores
 Hyderabad, 28 August
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Business Standard Pg.No. 7 (29-08-2008)
Russian firm launches new security software
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Decan Chronicle Pg.No. 15 (8-09-2008)
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Financial Express Pg.No. 8 (30-08-2008)
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The Hindu Pg.No.2 (29-08-08)

