

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 software provider 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 Grumov, 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 competing 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 respect to new virus attacks sets it apart from other competing industry players and new license sales in Europe demonstrated growing arrangements. These products



Fighting virus: Mr M.H. Noble, MD, Zoom Technologies and Mr Alexey Grumov, Head, Kaspersky Lab at a press conference in Hyderabad on Thursday.

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 through its broadband.com properties — yuvayatra.com.

A range of products targeted at home office users are available for sale through the content portals available on the broadband.com website by Tata Communications for their broadband and dial-up subscribers, according to a release on Thursday.

Zoom Tech ties up with Tata Comm

DATA SECURITY AND network solutions provider, Zoom Technologies, has tied up with Tata Communications to promote its anti-virus products through its broadband.com properties — yuvayatra.com.

Economic Times Pg.No. 5 (29-08-2008)

Business Line Pg.No. 4 (29-08-2008)

Zoom Tech, Tata Comm tie up

Zoom Technologies on Friday signed a strategic partnership with the industry giant, Tata Communications to promote its range of products through its broadband.com properties. yuvayatra.com and tataindia.com. The Kaspersky range of products targeted at home and mobile broadband and dial-up subscribers, Kaspersky products have been leveraged using a Saas model, one that offers options like monthly and annual subscriptions and the ability of scale usage on demand, M.H. Noble, Managing Director, Zoom Technologies told reporters here.

Financial Express Pg.No. 8 (30-08-2008)

Zoom Tech ties up with Tatas to sell anti-virus products at Croma stores

Hyderabad, 28 August

Zoom Technologies, a Hyderabad-based data security solutions provider, on Thursday entered into a strategic partnership with Tata Communications to promote its anti-virus products on the latter's yuvayatra.com and tataindia.com websites.

Tata Communications also entered into a similar partnership with Tata Group company, free Kaspersky anti-virus products with laptops sold at electronic retailers.

Zoom Technologies, a Hyderabad-based data security solutions provider, on Thursday entered into a strategic partnership with Tata Communications to promote its anti-virus products on the latter's yuvayatra.com and tataindia.com websites.



Zoom Technologies Managing Director M.H. Noble (left) and Kaspersky Lab Director (center), India and ANZ, Alexey Grumov, launching Kaspersky's 2009 version of anti-virus products in Hyderabad on Thursday.

Russian firm launches new security software

Hyderabad, 28 August

Kaspersky Lab, a Russian firm, on Thursday launched its new security software, Kaspersky Anti-Virus 2009, in Hyderabad.

The new software is designed to protect users from malware and spyware attacks. It features a new engine that can detect and remove threats in real-time.

The software is available for purchase through various channels, including online retailers and physical stores.

Zoom Tech, Tata Comm tie up

Zoom Technologies on Friday signed a strategic partnership with the industry giant, Tata Communications to promote its range of products through its broadband.com properties. yuvayatra.com and tataindia.com. The Kaspersky range of products targeted at home and mobile broadband and dial-up subscribers, Kaspersky products have been leveraged using a Saas model, one that offers options like monthly and annual subscriptions and the ability of scale usage on demand, M.H. Noble, Managing Director, Zoom Technologies told reporters here.

Decan Chronicle Pg.No. 15 (8-09-2008)

The Hindu Pg.No.2 (29-08-08)

