Mobile World Congress 2015: Trend Micro Showcases Comprehensive Mobile Security for the Enterprise and Consumers

In Internet of Things Era, Company Provides Mobile Security from Work to Home

BARCELONA, Spain & DALLAS--(BUSINESS WIRE)--With the number of mobile devices, including phones and tablets, rising from 7.7 billion in 2014 to more than 12.1 billion by 2018, users must be prepared for both platform and app vulnerabilities to help keep corporate and personal data safe.1 As mobile adoption surges, Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software, reaffirmed today at Mobile World Congress (MWC) its continued commitment to providing enterprises and consumers alike with user-friendly security offerings designed to combat today's next-generation, sophisticated attacks.

"There is much more to the 'Internet of Things' than just smart home devices," said Eva Chen, Trend Micro CEO. "While connected devices offer efficiencies and convenience, they are becoming increasingly vulnerable to attacks, and mobile devices are among the most targeted platforms. As mobile continues to become a mainstream vehicle for accessing corporate data, businesses must be able to mitigate the unparalleled range of cyber attacks that are constantly victimizing enterprises and individuals."

At MWC (Hall 6 – Booth 6L61 and Hall 8.0 – Booth 0D39), Trend Micro CEO and co-founder, Eva Chen, along with other Trend Micro thought leaders, will share the company's commitment to enabling a safe online experience, both in the workplace and at home. Demos will also be conducted to highlight the company's mobile security solutions, encompassing enterprise and consumer offerings such as Trend Micro™ Safe Mobile Workforce, Trend Micro™ Security Everywhere and Trend Micro™ Security at Home.

Trend Micro mobile solutions are part of an overall user protection strategy that allows enterprise IT managers to enable productivity for mobile employees while protecting sensitive corporate data. Trend Micro's enterprise solutions, including Trend Micro™ Safe Mobile Workforce, offer mobile device management, device security, AV protection, and data protection. As part of a complete user protection strategy, Trend Micro's enterprise offerings include endpoint, gateway and cloud security solutions that work seamlessly to help protect enterprise data. In addition to the complete user protection solution, Trend Micro's cloud and data center offerings empower organizations to securely enable back-end mobile processes, while itscustom defense offerings protect against targeted attacks, safeguarding mobile users at every level.

For comprehensive protection for the entire family, Trend Micro™ Security Everywhere helps secure all devices anywhere, anytime. Based on a virtual private network/cloud platform, the service is expandable, providing security that includes traffic monitoring and control, website filtering and parental controls, as well as public Wi-Fi protection.

Trend Micro™ Security at Home secures consumers' smart home devices using a "security embedded" network device that provides unique protection features, including a home management platform in the cloud, agentless protection, and a vulnerability scanner and fixer tool. With the mobile app (available for both Android and iOS devices), users can easily manage their home devices, check the security of family members' devices and review other security settings from anywhere.

As part of Trend Micro's commitment to securing the Internet of Things, the company is also announcing its community membership in the AllSeen Alliance, a cross-industry collaboration to advance the Internet of Things through an open-source software framework called AllJoyn. The collaborative framework makes it easy for devices and applications to discover and communicate to each other, ensuring the interoperability of the IoT. As a community member, Trend Micro will provide security guidance and counsel to the AllSeen Alliance, in order to help further protect the Internet of Things.

Hosted by the GSMA and located in Barcelona, MWC is the world's largest annual gathering of mobile and related industry C-Level executives. During March 2-5, more than 86,000 attendees and 1,900 exhibitors from more than 200 countries will gather to spotlight the leading technologies, products and services that are shaping the future of the mobile industry, from network infrastructure to mobile handsets and devices, to software and applications.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 26 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by more than 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

1 The Radicati Group, Mobile Statistics Report, 2014 - 2018

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