Trend Micro New Video Series Raises Awareness for Online Security and Privacy

Various scenarios highlight ways to help keep personal information safe

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software and solutions, today announced the release of the "Family PAWtector," a new online video series that will better inform consumers about online security and privacy. For many, the epicenter of their life is in the palm of their hand or sitting in front of them at work. Laptops, mobile devices and computers play a huge role in socializing, shopping, banking, learning and beyond.

"With the daily barrage of information we experience across all devices and platforms, it's easy to understand how anyone can become overwhelmed and sometimes leave security and privacy as an afterthought," said Kevin Simzer, chief marketing officer, Trend Micro. "Our goal for this video series is to bring the need to better protect our private and personal information to everyone in a fun and entertaining way. Trend Micro is serious about keeping everyone protected when they're online and we want to have fun with the way we get everyone to think about their own online security."

Most technology users have become accustomed to malicious threats, breaches and hacks as more cybercrime continues to surge. However, privacy can sometimes be overlooked and, as a result, users may not know how to best defend their devices and personal information.

Each of "The Family PAWtector" videos offers a different theme from the perspective of various users who experience cyber threats, both known or unknown, including:

- Online privacy settings and security
- Malware protection
- Parental controls
- Password management
- Easy-to-use software
- Privacy controls
- Phishing scams

Trend Micro is also sponsoring a multinational photo contest with attractive prizes to promote their security awareness message. After watching the videos, viewers will be invited to enter a photo of their own family's protector. Full details of the contest can be viewed here: http://www.trendmicro.com/us/home/family-pawtector/contest-rules/index.html

To view the entire video series, please visit:http://www.trendmicro.com/familyPAWtector.

For more information on Trend Micro Security 10, click here:www.trendmicro.com/security10.

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.

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