Trend Micro to Demonstrate the Need to Go Beyond Next Gen with XGen™ at RSA 2017

DALLAS & SAN FRANCISCO--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today announced participation at the 2017 RSA Conference, February 13-17. Trend Micro experts will be at Booth No. 1107 to demonstrate the company's smart, optimized and connected security solutions, which are powered by XGen™ technology, and work in tandem to seamlessly defend enterprises now and in the future.

Trend Micro experts will also be presenting four sessions throughout the event. Session and speaker details:

- Not UNIX to Windows Anymore: A First in a Booming Ransomware Industry
  Benjamin Rivera, Trend Micro threat research and training, and Joachim Suico, Trend Micro threat research engineer
  Monday, February 13, 3:15-3:45 p.m.
  Moscone Center West; 2014

  This session is part of a full day seminar about ransomware and its multifaceted implications across technical, policy, compliance and financial response. Sessions throughout the day will discuss innovative research, present case studies on response and recovery to ransomware, explore combating ransomware and debate if—and when—you should pay the ransom.
- Profiling Exposed Cyber Infrastructure in Cities in the United States
  Numaan Huq and Stephen Hilt, Trend Micro Forward Looking Threat researchers
  Wednesday, February 15, 1:30 – 2:00 p.m.
  Marriott Marquis; The Sandbox - ICS Stage

  The Internet of Things is connecting everything from computers, mobile devices, cars, industrial robots, home appliances and even clothing to the Internet. This session will reveal research findings on exactly why exposed cyber-infrastructure poses a serious threat to both national security and the everyday functioning of cities.
- Maximum Security with Minimum Impact - Going Beyond Next Gen?
  Wendy Moore, Trend Micro director of user protection
  Wednesday, February 15, 1:30-2:15 p.m.
  Moscone Center North; 132

  New ways to protect against malware appear daily. The new techniques sound like a panacea for stopping all malware, but each technique has advantages and disadvantages. Learn about the tradeoffs of machine learning, application control, exploit prevention, and behavioral analysis and forensics, as well as how cross-generational blending of techniques can protect you against ever-evolving threats.
- Securing Serverless Applications In The Cloud
  Mark Nunnikhoven, Trend Micro vice president of cloud research
  Thursday, February 16, 8:00 – 8:45 a.m.
  Moscone Center South; 301

  Serverless applications offer a number of advantages, the biggest one being freedom from a number of standard operational tasks. And while you may not need to do basic ops tasks, you still have a responsibility to keep your data safe and secure. Serverless designs require a completely new approach to development, and securing these applications requires new concepts, processes and tools.

While at the Trend Micro booth, visitors will gain in-depth knowledge about the expansion of Trend Micro's powerful XGen™ technology to all of its solutions. XGen™ security will effectively and holistically protect an enterprise's networks, hybrid cloud environments and endpoints from ever-evolving security risks. This technology uses a blend of cross-generational threat defense techniques fueled by market leading security intelligence that is seamlessly shared across all layers of defense.

For more information, follow @TrendMicro on Twitter.

About Trend Micro

Trend Micro Incorporated, a global leader in cybersecurity solutions, helps to make the world safe for exchanging digital information. Our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks and endpoints. All our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and control, enabling better, faster protection. With more than 5,000 employees in over 50 countries and the world's most advanced global threat intelligence, Trend Micro enables organizations to secure their journey to the cloud. For more information, visit www.trendmicro.com.

Contact:

Trend Micro Incorporated
Erin Johnson, 972-499-6627
publicrelations@trendmicro.com

Public Company Information:

TOKYO:
4704
JP3637300009
NQB:
TMICY

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