Trend Micro Strengthens its Security Offerings in Trend Micro Security

Trend Micro Security leverages machine-learning capabilities with enhancements to last line of defense

DALLAS--(BUSINESS WIRE)--In an age where safety is key, whether it be in a car, airplane or on a computer, consumers are continuing to push for enhanced safety and functionality. Today Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cyber security solutions, is strengthening its portfolio with the release of Trend Micro Security for 2018. The latest version of software integrates Trend Micro's XGen™ security, with machine learning, to better protect consumers against the latest evolving threats by providing multi-layered protection. This new offering has expanded capabilities that safeguard users from ransomware and malicious threats by providing reliable protection that blocks 250 million threats a day.

Trend Micro Security's comprehensive online protection against malware and ransomware uses advanced machine-learning technology to allow customers to enjoy their digital lifestyle safely. While protecting from identity theft viruses, phishing or online scams, Trend Micro Security protects the information and files dearest to you.

"Others may say they can provide 100 percent protection, but only Trend Micro was able to actually deliver it in a recent industry leading test,*" said Eva Chen, founder and chief executive officer for Trend Micro. "After nearly 30 years in the industry, we have learned how to stay ahead of the curve while not interfering with day-to-day technology use."

XGen™ security, which powers all of Trend Micro's solutions, is a new class of security software that addresses the full range of ever-evolving threats – now and in the future. It offers a unique blend of multi-layered protection including proven and advanced threat defense techniques and intelligently applies the right technique at the right time, delivering maximum protection and efficiency. All of these capabilities are fueled by the market-leading, cloud-based global threat intelligence of the Trend Micro™ Smart Protection Network™, which blocked more than 38 billion threats in the first half of 2017.

Trend Micro's Folder Shield™ technology has been expanded to Mac OS (previously only on Windows), with the added capability to protect multiple folders. Folder Shield, the last line of defense against ransomware, allows only authorized applications to access protected folders such as documents, photos, music and videos, and also has the capability to protect synced folders such as Dropbox™, GoogleDrive™ and Microsoft® OneDrive™.

Free ransomware-specific tech support is available to everyone by calling the Trend Micro Ransomware hotline at 1-877-558-7363 between 5:00 a.m. to 8:00 p.m. PT, Monday through Friday. For more information on Trend Micro Security or to try for free visit www.trendmicro.com/consumer-ransomware/.

The new Trend Micro Security portfolio for 2018 is available online starting today and will be released in stores shortly. All current customers will be upgraded to the latest version automatically in the coming weeks.

About Trend Micro

Trend Micro Incorporated, a global leader in cyber security 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 users to enjoy their digital lives safely. For more information, visit www.trendmicro.com.

*AV Comparatives Real-World Protection Test February – June 2017; 100% effective protection rate achieved on test based on sample size of 1955 test cases. No guarantee or warranty, either express or implied, is applicable to protection rates observed in any replication study or production environment.

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