Trend Micro Protects Consumers in the Age of the AI PC

Series of solutions and initiatives to be released throughout 2024

DALLAS, May 21, 2024 /PRNewswire/ -- Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity, today unveiled its plans for protecting consumers as they increasingly adopt generative AI applications alongside the expected growth in adoption of AI PCs. Designed to address the unique opportunities and risks posed by AI, Trend's strategy helps consumers embrace the use of generative AI applications safely to lower their risk of being harmed by the use and abuse of AI. In addition, Trend has, and will continue, to innovate using AI in its own cybersecurity solutions and services for greater security effectiveness and efficiencies.

While AI presents great promises to consumers, it has also afforded cybercriminals the opportunity to more effectively perpetrate scams and fraud in the form of tactics such as harder to detect phishing emails or deepfake videos. In a recent study conducted by Trend, nearly 72% of respondents expressed excitement about AI's potential to enhance task quality and uncover new opportunities, but almost 65% said they worry about AI's role in spreading misinformation while 58% are concerned about AI's misuse of their images and likeness. Beyond these potential abuses of AI, there are other possible vulnerabilities to AI applications themselves that, without protection, may result in consumers unknowingly being misdirected or unintentionally exposing their private data.

Trend's strategy helps consumers embrace the use of generative AI applications safely to lower their risk.

Eva Chen, Co-Founder and CEO at Trend: "Generative AI represents an infrastructure shift that requires us to use our long history of understanding digital threats to develop innovative solutions and meet the moment. Our goal is to ensure every user, from individual consumers to the largest organizations in the world, can harness the full potential of AI and AI PCs securely and confidently."

The arrival of AI PCs also represents another shift in how consumers will use AI applications in the future, thanks to the neural processing units (NPUs) that power them. IDC predicts AI PCs will make up nearly 60% of all PC shipments worldwide by 2027, growing from 50 million units in 2024 to more than 167 million in 2027.* With an AI PC, consumers will now be able to use AI applications locally on their devices, promising better speed and privacy than having to access or send data to be processed in the cloud. This additional computing power also presents the opportunity for Trend to deliver some of its cloud AI capabilities on device and introduce new capabilities that take advantage of the efficiency and data privacy benefits that AI PCs offer.

Trend will be delivering solutions for consumers in the second half of 2024 that are designed to protect AI, protect users from AI abuses, and leverage AI in both existing and new products and services including:

- **AI Application Protection:** Protection capabilities against tampering with AI applications, contaminating the AI application with malicious input, and preventing AI applications from inadvertently or maliciously accessing sensitive data.
- **Malicious AI Content Protection**: Solutions that protect consumers from malicious AI-generated or AI-altered content.
- **NPU-powered Cybersecurity Capabilities**: Solutions designed for AI PCs that leverage the additional compute power.

As a sign of the significance of AI threats, MITRE has introduced its ATLAS matrix which assesses the risks associated with AI assets. The MITRE Adversarial Threat Landscape for Artificial-Intelligence Systems https://atlas.mitre.org/matrices/ATLAS. Trend is mapping its capabilities to this matrix where applicable for consumer use cases.

** "IDC Forecasts Artificial Intelligence PCs to Account for Nearly 60% of All PC Shipments by 2027," IDC, February 7, 2024.*

Certain statements included in this press release that are not historical facts are forward-looking statements. Forward-looking statements are sometimes accompanied by words such as "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "should," "would," "plan," "predict," "potential," "seem," "seek," "future," "outlook" and similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements include, but are not limited to, statements concerning Trend's AI related consumer solutions. These statements are based on our current expectations and beliefs and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, even if subsequently made available by us on our website or otherwise. We do not undertake any obligation to update, amend or clarify these forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

About Trend Micro

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Trend Micro, a global cybersecurity leader, helps make the world safe for exchanging digital information. Fueled by decades of security expertise, global threat research, and continuous innovation, Trend Micro's cybersecurity platform protects hundreds of thousands of organizations and millions of individuals across clouds, networks, devices, and endpoints. As a leader in cloud and enterprise cybersecurity, the platform delivers a powerful range of AI-enabled threat defense techniques optimized for environments like AWS, Microsoft, and Google, and central visibility for better, faster detection and response. With 7,000 employees across 65 countries, Trend Micro enables organizations to simplify and secure their connected world. www.TrendMicro.com.

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