ASUS Implements Trend Micro Smart Home Network Solution into Wireless Router Products

Technology combination to secure in-home smart devices

Trend Micro Incorporated, (TYO: 4704; TSE: 4704) a global pioneer in security software, today announced an agreement with [ASUS](#), a leading enterprise in the new digital era, which has agreed to embed Trend Micro's newest solution, the Trend Micro™ Smart Home Network, into its wireless routers. The agreement will substantially strengthen security for smart devices in the home by integrating the combination of network management and security with parental controls.

The Smart Home Network Solution combined with the ASUS™ Home Router, with comprehensive Internet management features including security, quality of service (QoS), and parental control. As a home network security solution, it comprises the most comprehensive three-stage (prevention, protection and mitigation) smart network shielding process available to virtually fix vulnerabilities in home router and Internet-capable devices. The QoS also has the ability to intelligently prioritize Internet traffic by identifying more than 800 Internet applications, as well as 1,000 different Internet-capable devices across 25 hardware categories including mobile devices, smart TVs and gaming consoles. This will provide the experience of smooth-streaming HD videos, low-latency online gaming, crystal-clear VoIP calls, uninterrupted web browsing, and p2p downloading together in home network. Furthermore, for protection of minors, the Smart Home Network also embeds parental control functions to filter access to inappropriate Internet applications and web URLs.

"We are excited about the collaboration with Trend Micro to provide families with a secured and faster home network experience," said Tenlong Deng, vice president of Wireless Devices at ASUS. "ASUS wireless home router products enable home network security and optimize bandwidth efficiency while filtering Internet content based on users' preferences."

Information security issues are emerging with the boom of the Internet of Everything (IoE), as Internet-connected devices, including smart phones, tablets, computers and laptops, gaming consoles and wearable technology, are increasing in popularity. Trend Micro's threat defense experts have uncovered a zero-day backdoor of Netcore/Netis home routers, and up to two million home routers have been exposed to this vulnerability in homes and small businesses, according to the company's [blog posted](#) on August 26, 2014.

"It's more important than ever to secure diversified Internet-connected devices," said Dr. Terence Liu, vice president of Network Threat Defense Technology Group at Trend Micro. "Once a home network is hacked, personal information is susceptible to being compromised. The home network is now becoming another new hot zone for hackers. In deploying Smart Home Network on ASUS wireless home router products, malicious exploits can be blocked efficiently and protect all devices at home to promote home security in the frontier. We are proud that the collaboration between ASUS, the leading company in the networking communications industry, and Trend Micro will now be extended from professional data security protection into home networks."

Separate from ordinary security functions in home routers, Trend Micro's Smart Home Network Solution helps users create a complete, systematic security protection process including three stages: prevention, protection and mitigation. The home router is no longer just an Internet sharing machine. By intelligently monitoring and tracking security events while combining intelligent bandwidth management and parental control system, it immensely enhances network experiences and becomes the most reliable home gateway security keeper.

Started in August 2014, ASUS's RT-AC87U began to be embedded with Trend Micro's Smart Home Network

software suite, followed by two other popular models: RT-AC56U and RT-AC68U, as well as additional new and existing models. The updates will be completed by the end of 2014. Customers who have already purchased those products can also experience the latest firmware on the Internet by upgrade.

About Trend Micro

Trend Micro Incorporated, a global leader in security software, strives to make the world safe for exchanging digital information. Built on 25 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.

About ASUS

ASUS is a worldwide top-three consumer notebook vendor and maker of the world's best-selling, most award-winning, motherboards. A leading enterprise in the new digital era, ASUS designs and manufactures products that perfectly meet the needs of today's digital home and office, with a broad portfolio that includes motherboards, graphics cards, optical drives, displays, desktop and all-in-one PCs, notebooks, netbooks, servers, multimedia devices, wireless solutions, networking devices, tablets and smartphones. Driven by innovation and committed to quality, ASUS won 4,256 awards in 2013 and is widely credited with revolutionizing the PC industry with its Eee PC™. ASUS has more than 12,500 employees around the globe with a world-class R&D team of 3,800 engineers. Company revenue for 2012 was approximately US$14 billion.

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