

## **Trend Micro Enables Individuals to Bank, Shop and Browse Securely Anywhere, Anytime**

**Mobile security solution protects personal data from malicious threats, fraudulent websites, fake banking apps and more**

DALLAS--([BUSINESS WIRE](#))--With individuals conducting traditionally offline activities such as financial services and shopping online on smart devices, more comprehensive mobile security is required to protect users' personal and private information from malicious activity. Therefore, [Trend Micro Incorporated](#) (TYO: 4704; TSE: 4704), a global leader in security software and solutions, today announced the availability of its latest version of [Trend Micro™ Mobile Security™](#) for Android™ and iOS™ devices, providing comprehensive protection with new capabilities to defend against fake banking, shopping and financial apps, as well as features to increase device performance and capacity.

“Mobile threats have increased in sophistication as well as quantity, with our team identifying more than 7.1 million threats through the first half of 2015 on the Android platform alone, making smart device security an essential element for consumers to safely enjoy their digital life,” said Brook Stein, director of product management, consumer Internet security Trend Micro. “The newest version of Trend Micro Mobile Security provides advanced protection and privacy, while also boosting device performance and battery life, allowing individuals to rest easy knowing their personal data is always protected.”

As cybercriminals continue to target the Android platform, Mobile Security for Android seamlessly safeguards against viruses, malicious apps and fraudulent websites. This new release includes an enhanced malware scanner that provides an extra layer of protection against fake banking apps. Utilizing Trend Micro's cloud-based security via the Smart Protection Network™, and the Mobile App Reputation Service, Trend Micro Mobile Security for Android stops most threats before they reach the users' device. The Mobile Security app also assists users in their daily routine by protecting their privacy on Facebook, backing up their contact list and photos, helping prevent identity theft, and locating their devices. A new app manager feature helps users assess and remove unused or unwanted apps to free up additional memory and joins a suite of other battery and memory optimizing capabilities.

Mobile Security for iOS provides comprehensive protection from online phishing scams, privacy threats, and personal data theft. An enhanced SafeSurfing secure web browser boosts performance and provides HTML 5 support for an advanced browsing experience. The security intelligence driving web threat protection in Mobile Security for iOS comes from the same enterprise grade Smart Protection Network™ cloud-based security infrastructure that powers Mobile Security for Android and all of Trend Micro's security solutions. Mobile Security for iOS also assists in backing up your contact list and helping recover lost or stolen iOS devices in addition to allowing iOS users to scan their Facebook and Twitter privacy settings.

For more information about the latest versions of Trend Micro Mobile Security and their features, visit: <http://blog.trendmicro.com/get-your-mobile-mojo-on-and-do-great-things-online-safely/>.

To learn more about Trend Micro's mobile solutions, visit: <http://www.trendmicro.com/us/home/products/mobile-solutions>.

### **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](https://www.trendmicro.com).

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