

Trend Micro Security Tackles Rising Identity Theft With Fraud-Busting Update

Enhancements to flagship consumer product leverage AI to improve detections

DALLAS--([BUSINESS WIRE](#))--[Trend Micro Incorporated](#) (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today launched the latest version of its flagship consumer offering, Trend Micro Security, which features enhanced protection from web threats and a new AI-powered Fraud Buster tool to protect inboxes from scams and phishing attacks.

Some 90% of global threats blocked by Trend Micro in the first half of 2019 came via the email channel. Increasingly, many of these attempts don't contain malicious URLs or attachments, making them hard for traditional security tools to spot.

To tackle this and to protect Gmail and Outlook inboxes across the globe, the latest version of Trend Micro Security now features Fraud Buster, utilizing AI to identify the topic and understand the intention of phishing and scam emails.

"Identity fraud is a big issue with victims' out-of-pocket costs more than doubling to reach [\\$1.7 billion last year](#). That's why we've added new fraud-busting technology to keep Trend Micro Security customers safe from the scammers," said Akihiro Omikawa, executive vice president for Trend Micro. "Leveraging AI, features like web protection, Pay Guard for secure online banking and Folder Shield for ransomware protection, our latest version of Trend Micro Security is the most comprehensive yet: offering all the tools you need to protect everything you do online."

Trend Micro blocked more than 445.5m URLs for customers in the first half of 2019, which would otherwise have taken them to malicious and phishing sites. Trend Micro Security features enhancements designed to make detection even faster, insulating users from attempts to part them from their data and cash.

This is particularly important given that many hurried computer users may click on links before thinking.

Also new to the latest version of Trend Micro Security is an update to the Gaming Mode/Mute Mode function which will automatically stop non-critical notifications when the user is playing games or watching movies in full-screen mode.

In the U.S., the new version of Trend Micro Security will be available on [trendmicro.com](#), at Best Buy, and other major retailers. All current customers will be upgraded to the latest version automatically in the coming weeks.

For more information about Trend Micro Security, please visit https://www.trendmicro.com/en_us/forHome.html.

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 6,000 employees in over 50 countries and the world's most advanced global threat intelligence, Trend Micro secures your connected world. For more information, visit www.trendmicro.com.

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