ABOUT LAVASOFT

Company Overview

Lavasoft is the original anti-malware company, creating award-winning, free security and privacy software since 1999. Born of the belief that online security should be available to everybody, Lavasoft offers millions of users the maximum protection for their computers and online identities. With more than 400 million downloads, its flagship product Ad-Aware has blocked and removed billions of threats, saving consumers from all forms of attacks and malware – including viruses, spyware, adware, phishing and drive-by downloads.

Lavasoft is a global company with operations in North America and Europe. For more information, please visit http://www.lavasoft.com or follow the company on Twitter @lavasoft.

Mission

As the original anti-malware company, Lavasoft strives to lead the global fight against malware and spyware by providing exceptional security and privacy solutions.

Facts

Here are some facts about Lavasoft Ltd.
- Headquarters is in Malta
- Offices in Sweden, Canada, Ukraine and Malta
- Founded in 1999
- Private company
- 4000 partners in over 120 countries
- 400 million Ad-Aware downloads worldwide
- More than 2 million downloads per month
- Member of the Anti-Spyware Coalition

Contact

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AD-AWARE PRO SECURITY

Ad-Aware Pro Security is a paid upgrade of our Ad-Aware Free Antivirus+ version and provides a complete line-of-defense against the most extreme forms of malware and cyber threats. It adds a powerful two-way firewall, an email protection engine, safe online shopping and banking, advanced web protection as well as our most advanced detection and threat blocking algorithms.

Ad-Aware Pro Security actively protects you from the most dangerous forms of viruses, spyware, key loggers, Trojans, password stealers, bots, worms, adware, phishing and drive-by downloads.

With advanced anti-malware technology, minimal strain on system resources and powerful security features, Ad-Aware Pro Security protects your online identities and computers.

System Requirements

- Processor: 1 GHz
- RAM: 512MB
- Free hard disk space: 300MB
- Operating Systems: Windows 7 (32 & 64-bit), Windows Vista, Vista SP1+ (32 & 64-bit), Windows XP SP2+ (32 & 64-bit), Windows 2003 Server SP1+ (32 & 64-bit), Windows Server 2008+ (32 & 64-bit)
- Supported Email Clients (applies to Email Protection): Outlook 2000+, Outlook Express 5.0+, Outlook Express 5.0+, Windows Mail on Vista, SMTP/POP3 (Thunderbird, IncrediMail, Eudora, etc.)
- Note: SSL and TLS are supported in Microsoft Outlook and Microsoft Outlook Express only.

Languages

English / French / German / Spanish / Italian

Pricing

Ad-Aware Pro Security offers full protection against all types of malicious attacks. It is a product that sits mid-way between our peers' most feature-packed security suites and their professional products.

Sample Pricing for Ad-Aware Pro Security for 1 Year:
Ad-Aware Pro Security 1 PC $36

Euro pricing will be at the equivalent pricing in USD (to account for VAT and currency fluctuations).

Competitive Analysis against Our Peers' Pro Suites

Ad-Aware's anti-malware engine has consistently ranked in the top positions for its outstanding level of protection by many reviewers and independent labs alike. The inclusion of a two-way firewall clearly escalates our protection levels to those rarely found in similar solutions.

	Ad-Aware Pro Security	AVG Antivirus 2012	Avast Pro Antivirus	Norton Internet Security 2012
Award-winning antivirus technology	√	√	√	√
Web filtering & protection	√	√	√	X
Advanced 2-Way Firewall	√	X	X	X
Network Protection	√	X	X	X
Pricing for 1 year for 1 PC	$36	$39.99	$49.99	$39.99

Competitive Analysis against Our Peers' Internet Security Suites

At only $36, Ad-Aware Pro Security delivers outstanding value for total protection against all threats. Users satisfied with their ISP's (Internet Service Provider) anti-spam filtering and also not requiring parental controls will find Ad-Aware Pro Security as the best paid security suite for their needs.

	Ad-Aware Pro Security	AVG Internet Security	Avast Internet Security	Norton Internet Security 2012
Advanced 2 Way Firewall	√	√	√	√
Network Protection	√	√	√	√
Anti-SPAM	X	√	√	√
Parental Controls	X	√	√	√
Pricing for 1 year for 1 PC	$36	$59.99	$59.99	$69.99

AD-AWARE PRO SECURITY FEATURES

Advanced Two-Way Firewall New!
Keep the bad guys out and your personal data in.

There are a rising number of applications that are connected to the Internet from home computers on a frequent basis. Ad-Aware being one of those since it checks regularly for new virus definition files and software updates. However, many malicious programs can be hidden in applications you download, such as what would appear to be a harmless screen-saver.

Malicious programs and files can look for passwords, bank account numbers or social security numbers located on your PC, or can simply monitor your browsing patterns and log your keystrokes on your computer in order to send information across the Internet to cybercriminals.

Our two-way firewall complements and enhances the protection offered by your typical router and provides more robust security than the built-in Microsoft Windows Firewall (they only check for incoming data) by monitoring which applications are attempting to send data out (outgoing traffic).

Ad-Aware Pro Security 10's Advanced Two-Way Firewall will keep the bad guys out and your personal data in.

Intrusion Prevention New!
Protection against the most hardened malware.

Our intrusion prevention technology (HIPS) identifies malicious activities, logs information and attempts to stop unusual behaviors that are identified as harmful. HIPS blocks threats coming from the network, the PC or the Internet from attacking Ad-Aware itself and disabling its protection filters.

Email Protection Improved!
Protect yourself and your friends when sending emails.

Ad-Aware Pro Security delivers a powerful behind-the-scenes tool that protects your computer from potentially harmful inbound and outbound email messages. As long as you have email protection enabled, your computer is protected with automatic email scanning of all attachments for malware and viruses without you having to do anything at all.

External Storage Scan New!
Automatically scan USB drives or memory keys against malware.

Good friends don't give each other viruses. So if you are sharing files with friends and plug in an external hard drive, memory stick or USB thumb drive – make sure it is clean and scanned for malware. Ad-Aware automatically scans external storage to ensure that your computer stays malware-free.

Safely Shop and Bank Online Improved!
Get complete peace of mind when shopping or banking.

Phishing scams and their level of sophistication are at an unprecedented high. While it is generally safe to shop and bank online, as a general rule it is better to be very cautious about giving out your personal information online.

Cybercriminals can use a variety of techniques to steal your credit card information or banking passwords - from impersonating reputable websites to forging the security certificates of online stores or banks.

Our Real-Time Web Filter protects you against phishing attacks by constantly analyzing in real-time links that are often found on the Internet, in emails and in messages. With the Real Time Web Filter on, malicious links, content or malware are pro-actively blocked before they can harm your computer.

Stay Safe on Social Networks Improved!
Real-time protection for you and your friends.

Ad-Aware keeps your passwords and personal information safe on social networks. Combined with our Real-Time Web Filter and powerful anti-phishing technology, it also means that bad links that are sent out via messaging, chats, emails and all other types of communications on social networking sites (such as Facebook, Twitter and Google Plus) are checked in real-time to give you and your friends a much safer way to communicate.

Fast Antivirus Improved!
It's a superfast antivirus that complements our legendary anti-spyware.

Ad-Aware offers a superfast antivirus engine that works alongside our legendary anti-spyware technology. Two engines work together to block malware from traditional viruses to the more common spyware attacks. Because both engines are made to work together, there are no conflicts or slow-downs typically associated with running two separate security programs – there's just one easy and superfast security solution.

With automatic updates available several times a day, you can rest assured that your computer and files are protected from the ever-evolving threats of the web.

With Ad-Aware you won't need any other security software. You can safely disable all other antivirus software and get powerful protection that won't slow your PC.

Legendary Antispyware Improved!
The world's most trusted. 400 million downloads and counting.

With over 1 billion attacks stopped – there is no doubt Ad-Aware knows a thing or two about how to stop cybercriminals. Our technology is so good that it is used by many of our peers in the security world.

It used to be that viruses were prevalent. Programmers would engineer viruses intended to destroy the data of one, one thousand or ten million computers – causing damage for the sake of earning a reputation. Today's cybercriminals are all about monetary gain.

Adware, spyware and Trojans are engineered to gain insight of a user's PC and take control of it in order to launch cyber-attacks or steal personal data for illicit monetary gain, which is why the number of such related attacks has grown and continues to grow exponentially.

Ad-Aware's rootkit protection and Real-Time Detection continue to provide today a legendary defense against Trojans, password stealers, key-loggers, spyware, adware, fraudsters and identity thieves.

Enhanced Real-Time Protection Improved!
Immediately detect malware before it harms your PC.

Enhanced Real-Time Protection immediately detects and blocks malware. Powered by behavior-based heuristics scanning, which blocks or suspends malicious processes and infected files that try to start or connect to your system, Ad-Aware's Enhanced Real-Time Protection effectively prevents malware from damaging your PC or accessing your personal files.

Real-time process protection
Blocks or suspends malicious processes and infected files that try to start or connect to your system and prevents them from further infecting your system.

Real-time registry protection
Advanced detection of attempted registry changes, a favorite target for many malware distributors. Ad-Aware 10 alerts you when a program tries to make changes to your registry, giving you the power to block the threat or to allow access.

Real-time network protection
Monitor outgoing network traffic and block connections to blacklisted IP addresses and known malicious websites to identify and stop active threats.

Download Protection
Download photos, music and movies with confidence.

Downloading files from the Internet and in particular from the peer-to-peer networks (P2P) or torrent sites are often loaded with a secret cargo of malware. It is becoming increasingly popular for cyber-criminals to upload contaminated files into what appears to be the latest movies, software programs or even music.

A user who inadvertently downloads such a file exposes his PC and his network to the whims of hackers and puts himself at risk of having his identity stolen or his computer compromised.

Ad-Aware automatically scans files before they are downloaded on your hard-drive and detects malware before it can ever be launched. Its real-time protection quarantines infected files preventing them from damaging you and the community at large.

Game Mode
Play your games and watch your movies without being disturbed.

Ad-Aware was the first free antivirus program to include a game mode (sometimes called silent mode). In Game Mode, your computer remains protected while you play your games or watch a movie without the interruptions or strain on system resources that other security software programs often cause. Game Mode suspends security alerts, system scans and auto-updates while you work or play without compromising your security.

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Enhanced Performance ^{Improved!}
Ad-Aware gets out of your way.

Conserve resources and reduce downtime by using automated scans to identify and remove malicious applications. With a total memory footprint averaging less than 30Mb and CPU utilization below 1% even when performing a full-time scan, Ad-Aware delivers the protection you need without making its presence felt.

And while our deep scan can take a little longer than other anti-viruses to perform, you can rest assured that it will be far more complete than the competition, leaving no stone unturned. We simply refuse to skip steps in order to artificially boast our scan times and win the benchmark wars.

Faster Boot Times ^{Improved!}
Get to play or work faster.

Ad-Aware now loads up to 3X faster than its previous version (and up to 2X faster than our fastest competitors) meaning you spend less time waiting for your PC to boot.

Easy to Download, Install and Use ^{Improved!}
Fire and forget protection.

Effortlessly maneuver the complexities of malware detection and removal with our improved user-friendly interface. Ad-Aware 10's improved user interface makes computer security easy by giving novices the cruise-control mode they need. After all, we are the security experts.

Experts now also get improved "under-the-hood" access with a better profile scan management, scheduling and UI (User Interface) control.

Automatic Threat Updates ^{Improved!}
Stay protected against the latest threats.
Stay protected against the latest forms of malware with automatic threat updates. Fast, continuous threat updates (often several times per day) are downloaded in the background without ever getting in your way.

Behavior-Based Heuristics Detection ^{Improved!}
Block unknown and emerging threats before they harm you.

Extra Sensory Protection allows you to go a step beyond detecting known threats. Our heuristics detection finds and blocks unknown and emerging threats before they can harm your PC.

Command Line Support
Manage Ad-Aware without launching the interface.

Ad-Aware offers full command line support to let developers use its powerful security features with great flexibility.
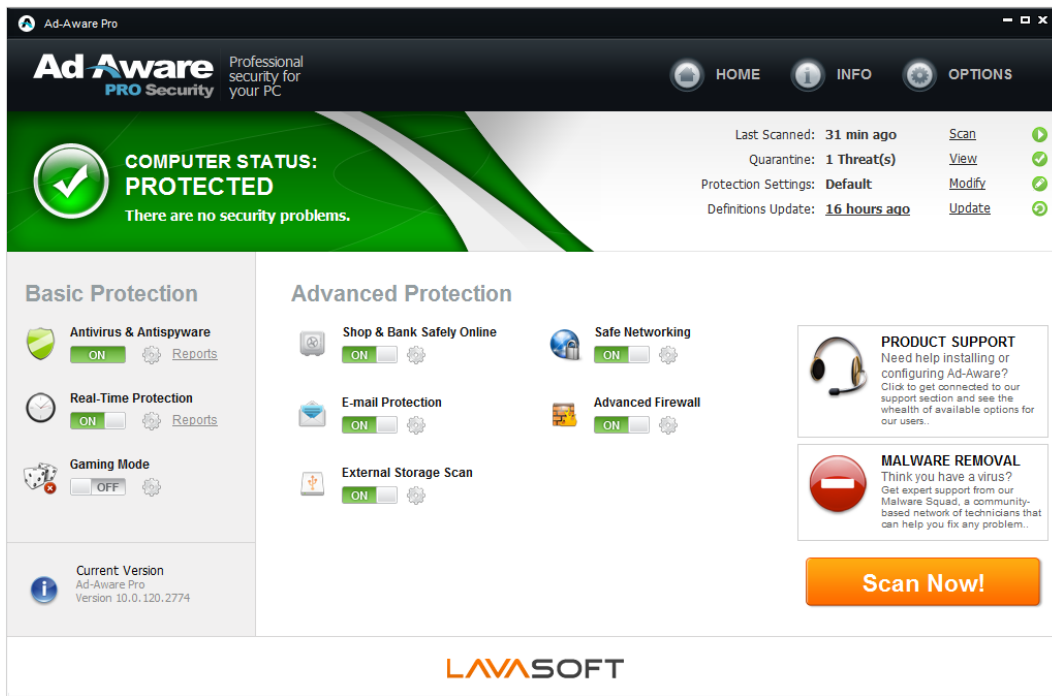
Pin-Point Scanning

Scan only the files or folders you want.

Want to double-check a file or folder? Just right-click and let Ad-Aware analyze its content for malware against our constantly updated threat-list.
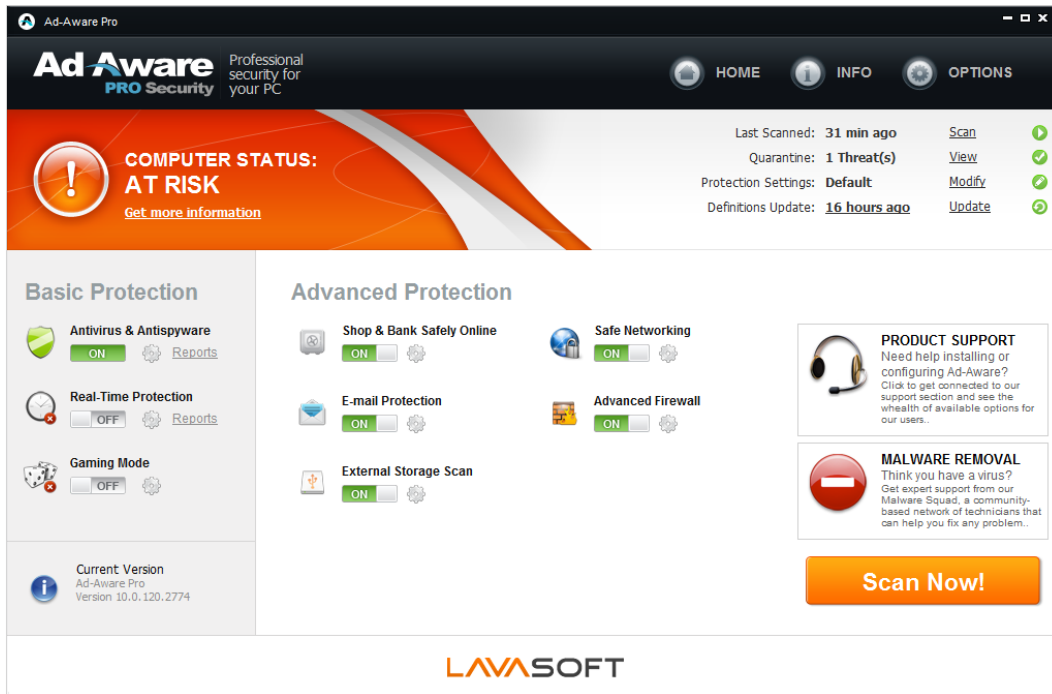
User Interface New!

Designed for ease and usability.

Ad-Aware 10′s brand new interface has been extensively redesigned from the ground-up with usability as the core principle. The new look is more intuitive and organizes Ad-Aware's most popular functions directly on the start-up window. Advanced options are just one or two clicks away.

Ad-Aware Pro Security Home Screen – Status: PROTECTED

Ad-Aware Pro Security Home Screen – Status: AT RISK

Malware Sandbox Emulator ^{Improved!}

Rapidly analyze malware in a virtual environment.

Ad-Aware's malware analysis technology rapidly analyzes potential malware by observing its behavior in a virtual environment so that malware is never actually executed on a user's machine. Because Ad-Aware uses the fastest emulation technique available, Dynamic Translation, it is extremely fast and never compromises system performance. Emulation technology helps protect users from many unidentified or new variants of malware.