

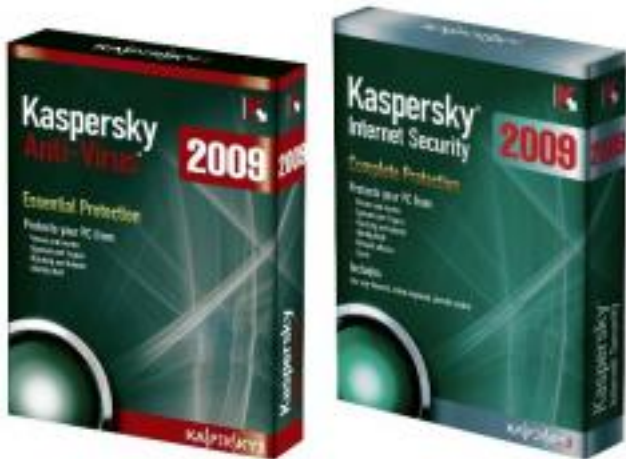
Golden Systems Launches Kaspersky's 2009 Series of Products in UAE

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Agency: GSE



Kaspersky Anti Virus 2009 and Internet Security 2009 are new generation products designed to protect home users from all types of security threats.

Dubai, United Arab Emirates, August 27, 2008: Golden Systems Electronics, the leading distributor of IT products in the Middle East, today announced the launch of Kaspersky Anti Virus 2009 and Kaspersky Internet Security 2009 in the UAE market. Kaspersky's Version 2009 new generation products are designed to protect home users from all types of security threats. It combines the benefits of Kaspersky Lab's new antivirus engine and boasts of dramatically improved scanning speeds and cutting-edge HIPS technology which will block new malicious programs even before signatures have been added to the antivirus databases.

"Kaspersky products have consistently scored high in independent tests and offer market-leading protection and reliability. Kaspersky Lab's newest products – Kaspersky Anti-Virus 2009 and Kaspersky Internet Security 2009 – are based on the very latest developments in security technologies. Golden Systems is happy to introduce these best-of-breed products in the UAE market," says Ms. Mohadeseh Mirsamiei, Product Specialist, Golden Systems Electronics.

"These new products were developed in response to customer feedback on two trends in IT security: the growing diversity and sophistication of the threats they are facing and the increasingly complex task of deploying and managing security across their IT environments. These two key factors represent a major challenge to system security and a severe drain on time and resources. By developing solutions that provide comprehensive protection against the latest threats, integrating more tightly with existing infrastructure and simplifying the task of deploying and managing IT security, Kaspersky's products can go a long way to addressing these key customer issues," Ms. Mirsamiei adds.

Kaspersky Anti-Virus 2009 is a totally new approach to data security. The main feature of the application is restricting the programmes' rights to access the system resources. It helps prevent unwanted actions by suspicious and hazardous applications. The software's capabilities in the protection of user's confidential data have been considerably enhanced. The application now includes wizards and tools which substantially facilitate execution of specific computer protection tasks.

Kaspersky Lab experts predict huge growth in the number of new malicious programs appearing in 2008; a predicted ten-fold increase means the number of malicious programs will exceed 20 million. Kaspersky Internet Security 2009 addresses this

threat by using a groundbreaking approach to antivirus protection: system-wide monitoring to ensure users are completely protected from all IT threats.

Kaspersky Internet Security 2009 incorporates an innovative application activity filtration module that makes use of HIPS (Host-based Intrusion Prevention System) technology together with a proactive defense module and an integrated firewall. These protect the system against both known and unknown threats. Additionally, a white list feature for trusted applications significantly reduces the need for user interaction.

New Security Analysis and Browser Setting features scan the operating system and applications for vulnerabilities, and provide options to enhance system security and significantly reduce the likelihood of a malicious program penetrating the computer.

At the heart of the new generation of products is Kaspersky Lab's new antivirus engine which is even more effective at detecting malicious programs than its predecessor. The new engine dramatically increases system scanning speed thanks to improved processing of objects and optimized use of system resources, particularly on dual- and quad-core processor platforms. The unique product architecture ensures high productivity and one of the lowest uses of system resources in the industry.

The range of functions designed to protect confidential user data has also been extended. The new generation products prevent users from unwittingly accessing known phishing sites and preclude the theft of important passwords and login details by keylogging programs. Kaspersky Internet Security 2009 also includes a virtual keyboard that enables users to enter logins and passwords safely. Moreover, Kaspersky Internet Security 2009 prevents the theft of data transferred via secure connections (HTTPS, SSL) and can remove all traces of a user's Internet activity (temporary files, cookies, etc.).

The components included in earlier product versions, such as the firewall, heuristic analyzer, parental control module and anti-spam module have all been enhanced and upgraded. The product interfaces have also been redesigned, making them more transparent to beginners and more experienced users alike. The new products include an automated application mode which results in the best options being chosen without the user being bothered by requests for action. Information about protection status and any actions which need to be taken is also presented in a clearer form.

Kaspersky Anti-Virus 2009 and Kaspersky Internet Security 2009 were developed in line with the system requirements for Windows Vista and are fully compatible with 32-bit and 64-bit versions of the operating system.

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Golden Systems Electronics is a leading name in the IT distribution business in the Middle East. With carefully selected high quality products, GSE has been able to capture a respectable market share in the Middle East's IT market. Some of the brand names that GSE is proudly distributing are GIGABYTE, AMD, KASPERSKY, Logitech, LEADTEK, KINGMAX, NVIDIA, NEC, FSP and ATI to name a few.

[You can find this press release here](#)