



# CONNECT SAFE

More Safety. More Devices. More Speed

# Evolution of Consumer Security!!

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## ANTIVIRUS ERA: PROTECTING DEVICES



1990s

PCs become connected to internet



Malware spreads and threatens computers



Need for antivirus and firewalls to protect **devices**

## INTERNET SECURITY ERA: PROTECTING USERS



2000s

Children spend more and more time online

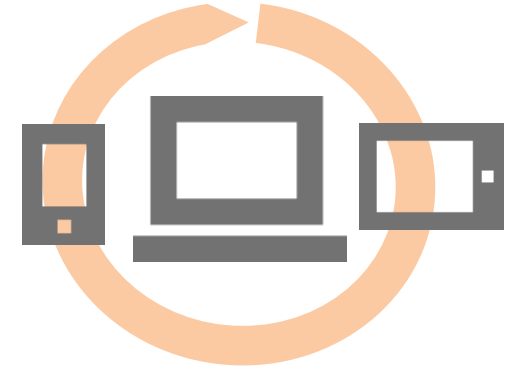


Unsuspecting customers are targets of malware, spam and scams



Need for parental control and browsing protection to protect **people**

## SAFE ERA PROTECTING DIGITAL LIVES



2012 >

Fleet of devices used to connect



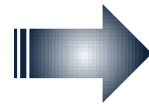
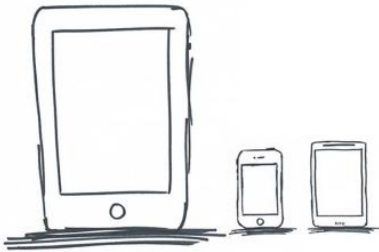
Risks are not only faced on computers but also on mobile devices



Need to **protect digital lives** regardless of what devices are used to go online

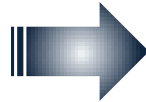
# Changing Trends & Consumer Needs!! :

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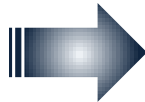
## **Evolved User Base**

Not just adult at homes or individuals use smart devices but even kids from 4-6yrs and above are users



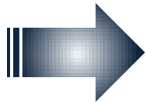
## **Single Device to Multi Devices**

Not just 1 PC, now its PC's, Smart Phones, Laptops, Tablets



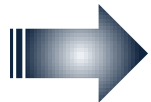
## **Desktop to Smart Devices**

Not just 1 PC, now its PC's, Smart Phones, Laptops, Tablets



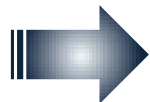
## **Apps – Entertainment & Utility**

Mobile Applications be it Games, Communication or Utility like Banking are now becoming a norm



## **Affordability**

Smartphones in today's times start from as low as 4000 INR.



## **Broadband to Wi-Fi**

Broadband is limited to connectivity, where as Wireless Broadband is on the go. From Edge to 2G to 3G & now its 4G.

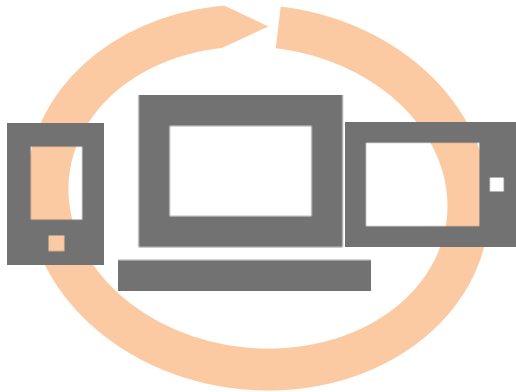
**Welcome to Connect Safe**

# So What is Connect Safe

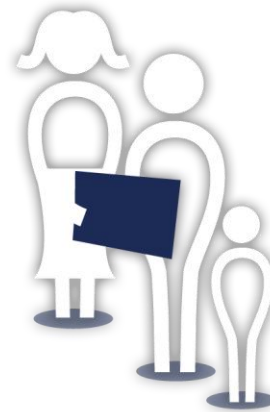
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- Connect SAFE, for customers is a one-stop place to secure all their devices, from PC to Smartphones and Tablets.
- Connect SAFE, is Flexible as it tailored to suit different customer segments like; focus on families (parents & children), Teens & Working professionals.

## PROTECTING DIGITAL LIVES



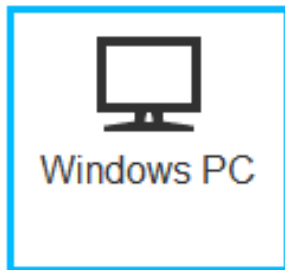
## PROTECTING USERS



# ONE STOP - Security Solution:

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- With Safe customers get to manage all their devices
- The need not go to buy separate security for different devices.
- The devices covered are Windows PC, Mac, Android, Windows Phone & iOS



Mac



Android



Windows Phone

# 10 Reasons to go for Connect Safe

# 1. FREEDOM TO CHOOSE

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- Customer can choose the device he wants to install for the security.
- When we talk 2, 3, 5. Keys. Then he can use any combination of security:-
  - a) 2 PC ,
  - b) 1 PC & 1 Laptop,
  - c) 2 PC, 1 Laptop, 1 Mobile, 1 Tablet,
  - d) 2 Mobile, 2 Tablet, 1 PC.
  - e) or any other combination of his choice.



## 2. Single Registration Model

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- With Connect Safe, customer need to register only once using his email id and password to manage multiple devices.
- Typically customer uses the same email id registration and password to maintain his social networking or email accounts. Connect Safe too follows this model.
- Therefore making it convenient & simple for use.

### 3. Meets different Needs

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- Today customers tend to change their devices quite often.
- Specially in case of Smart Phone.
- Connect Safe gives you the advantage to Stop & Install the security from one device to another in the most simple manner

### 3. Meets different Needs

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- For Teens & Youngsters

they download videos, movies, do torrents. All these adding to threats of Virus, Trojans & Malware attacks. Connect Safe safeguards them from all such attacks

- For Business and Online Transaction users

A firewall prevents any hacker attacks.

- ✓ Spam filtering blocks spam and phishing emails.
- ✓ Browsing protection identifies and blocks access to unsafe websites.
- ✓ Deep-Guard identifies and blocks known and unknown threats by recognizing suspicious activity.
- ✓ Banking Protection is specialized to block unknown banking Trojans from sending users' banking credentials to online criminals

## 4. Simply “SWITCH” it

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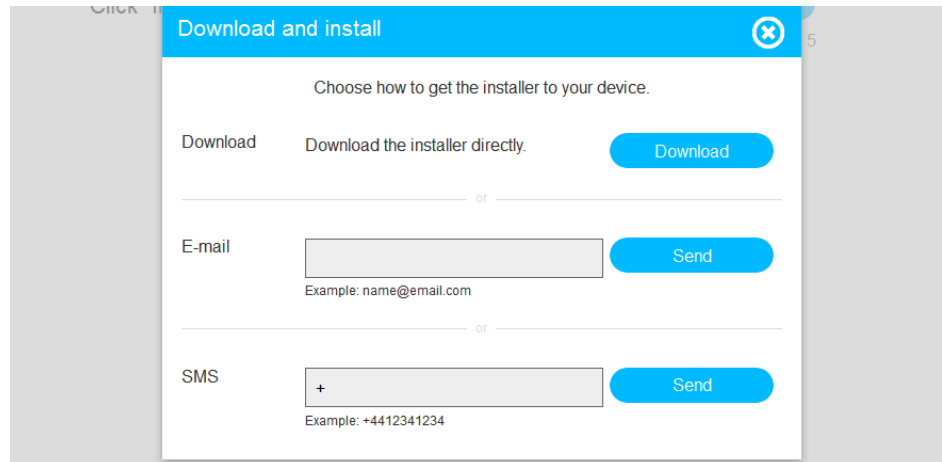
- Today customers tend to change their devices quite often.
- Specially in case of Smart Phone.
- Connect Safe gives you the advantage to Stop & Install the security from one device to another in the most simple manner.

## 5. “Simple & Easy to Install”

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Post your registration on the Connect Safe Platform. To manage installation of your device. Customer gets three options:

1. Direct download to the device in which he is using,
2. If customer wants to download & install the key on another device. Then he can email the license on to his/her/family/friends email id,
3. For mobile device like Smartphone and Tablet then he can simply enter the mobile number and send it.
4. Simply click the link and it starts to download



The screenshot shows a mobile application dialog box titled "Download and install" with a close button (X) in the top right corner. The dialog prompts the user to "Choose how to get the installer to your device." and offers three options, each with a corresponding button:

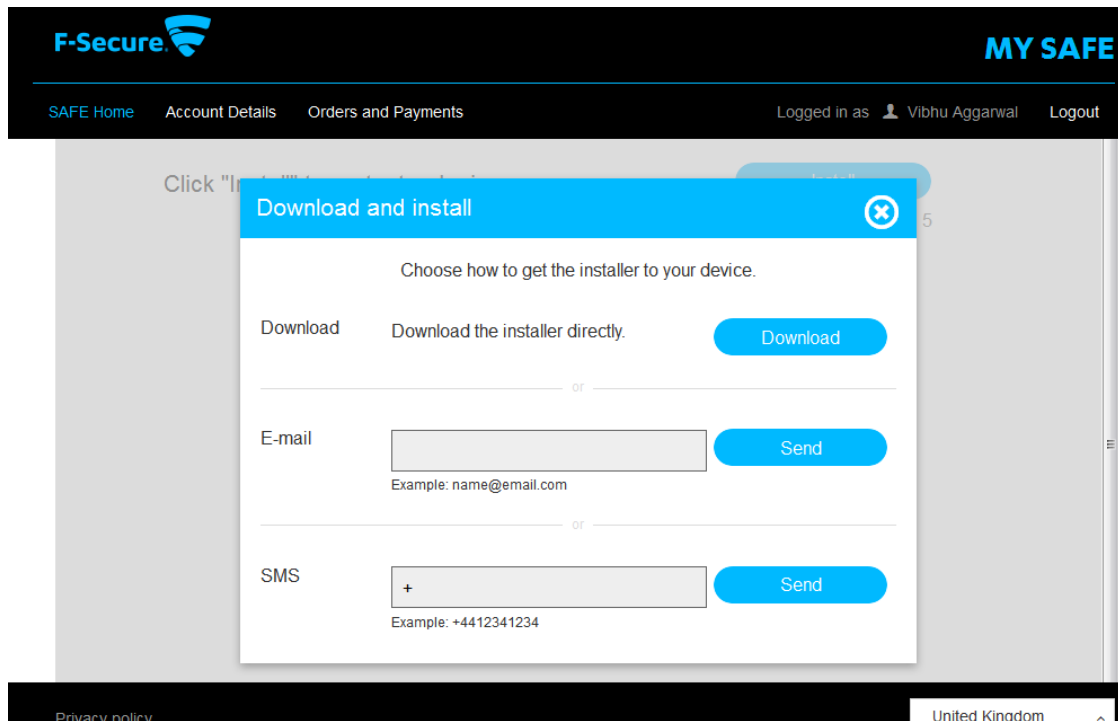
- Download:** "Download the installer directly." with a blue "Download" button.
- E-mail:** A text input field with a blue "Send" button. Below the field is the example "Example: name@email.com".
- SMS:** A text input field with a "+" icon and a blue "Send" button. Below the field is the example "Example: +4412341234".

Horizontal lines and the word "or" separate the three options.

## 6. "Gift it"

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- Have a spare license then you can gift it too.
- You can share the license with your family and friends
- Not network dependent in terms of usage



The screenshot displays the F-Secure MY SAFE user interface. At the top, the F-Secure logo is on the left and 'MY SAFE' is on the right. Below the header, navigation links include 'SAFE Home', 'Account Details', and 'Orders and Payments'. The user is logged in as 'Vibhu Aggarwal' with a 'Logout' option.

A modal dialog titled 'Download and install' is open, prompting the user to 'Choose how to get the installer to your device.' The dialog offers three options:

- Download:** 'Download the installer directly.' with a 'Download' button.
- E-mail:** A text input field with a 'Send' button. Below the field is the example 'Example: name@email.com'.
- SMS:** A text input field with a '+' sign and a 'Send' button. Below the field is the example 'Example: +4412341234'.

At the bottom of the page, there is a 'Privacy policy' link on the left and a location dropdown menu set to 'United Kingdom' on the right.

## 7. “Anti Theft – Lock”

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- Customers may lose their phone. No worries!!
- In order to safeguard anybody misusing it, you can “Lock” your phone
- Thereby disabling all functions and access of phone
- Simply send sms to your phone with the message –

**#LOCK# Security Code**

## 8. “Anti Theft – Locate”

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- Customers may lose their phone. No worries!!
- Another provision is to locate your phone.
- Simply send sms to your phone with the message

**#LOCATE# Security Code - Locate your missing phone**



## 9. “Anti Theft – Wipe”

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- Customers may give importance to the content on the phone more than the phone.
- As it may have their personal details, id & passwords, photos, contacts etc
- Simply send sms to your phone with the message

**#Wipe# Security Code** to your number.

## 10. “Anti Theft – Notification”

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- Traditionally, the person holding your lost phone would tend to remove the SIM and throw it away.
- So when he replaces your SIM with his SIM on your phone, you get to receive an instant SMS on a alternate number that you have fed in to the Connect Safe application.
- This alternate number can be any of his family or friends number.

# Supported Platforms

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## **INTERNET SECURITY**

- Windows 8.1 / 8.1 Pro
- Windows 8 / 8 Pro
- Windows 7 (all editions)
- Windows Vista (SP2)
- Windows XP Home Edition\*
- Windows XP Professional\*
- Windows XP Media Center Edition\*
- \*32-bit, Service Pack 3 or later

## **MOBILE SECURITY**

- Android smartphone and tablet devices using Android 2.2 or later

SWITCH  
ON  
FREEDOM