

# KASPERSKY INTERNET SECURITY

## MULTI-DEVICE

CHEAT SHEET

## ONE SECURITY SOLUTION FOR ALL YOUR DEVICES

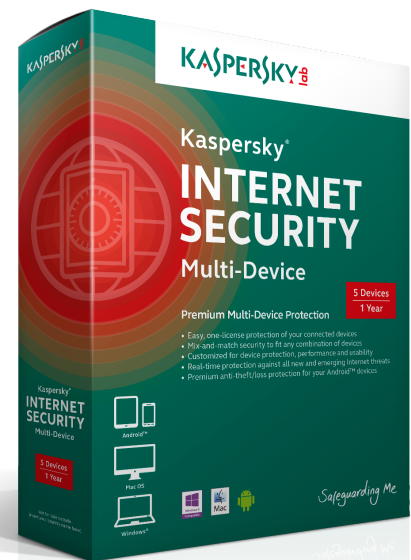
Increasingly, it's not just PCs that are at risk from Internet threats. Malware that targets Macs, smartphones and tablets is on the rise. Over 200,000 new threats appear every day.

Kaspersky Internet Security - Multi-Device protects all the customer's devices. With a single license, customers can protect their PC, their Mac and their Android smartphones and tablets.

### Target audience

Modern households of all kinds now have on average 4.5 Internet-connected devices per home. To stay safe against malware and other Internet threats, consumers must protect every device they use.

Kaspersky Internet Security - Multi-Device is ideal for anyone who wants to enjoy the Internet with complete peace of mind, and who's looking for the best possible balance of security and performance.



## Reasons for customers to choose Kaspersky Internet Security - Multi-Device

- ▶ **ONE LICENSE, COMPLETE PROTECTION:** A single license allows customers to protect all their devices against malware and other Internet threats.
- ▶ **MIX-AND-MATCH PROTECTION:** A single purchase protects all your devices. Install on any combination of PC, Mac OS and Android devices up to the maximum number of granted by your license.
- ▶ **PROTECT AGAINST EVERY TYPE OF MALWARE:** Whether designed to infect PC, Mac or Android, we've got your customers covered against every type of malware.
- ▶ **SURF IN SAFETY:** Built-in web protection means that every site you visit - on your PC, smartphone, tablet or Mac - is checked to make sure it's safe and free of malware.
- ▶ **SAFEGUARD YOUR ONLINE TRANSACTIONS:** Improved transaction protection lets you shop, bank, pay and transfer money on your PC in complete confidence.
- ▶ **PROTECT YOUR DIGITAL IDENTITY:** Customers can enjoy industry-leading protection against phishing and identity theft on all their devices.
- ▶ **KEEP KIDS SAFE:** With Parental Controls on your PC or Mac, you can help your children to get the best the Internet has to offer, while protecting them from the worst.
- ▶ **PROTECT YOUR MOBILE DEVICES:** Block malicious mobile sites and text messages, find your device on Google Maps if it's lost, and remotely erase your data if your phone is stolen.
- ▶ **MAXIMUM PROTECTION, OPTIMUM PERFORMANCE:** All Kaspersky software, no matter which OS it runs on, is optimized to give you the protection you need without slowing down your device.

# OVERCOMING OBJECTIONS

Answer the main objections a customer might give the sales person for buying the product. For instance:

## **I don't need security software.**

Every day, over 200,000 new pieces of malware appear. You can get infected from many sources, even legitimate websites. The days of being able to stay safe just by not clicking on unsolicited email attachments are long gone.

## **Why do I need security software on my phone or tablet?**

Your phone is actually a computer, as is your tablet. When they're connected to the Internet, both are vulnerable to malware and other threats, as is all the data you store on them and every transaction you make through them.

## **I can get free security software.**

Free security suites don't tend to be as comprehensive as those you pay for. Kaspersky's products feature the latest security developments and are constantly updated by our team of specialist engineers.

## **Why should I choose Kaspersky Internet Security - Multi-Device?**

Kaspersky Internet Security - Multi-Device offers the fullest possible range of features to protect your devices, and your digital life. Our competitors offer some - even many - of the same features, but none offers the same range or breadth of protection. PC features such as the ability to roll back malware, or Trusted Application Mode, that locks down your system so that it will only run programs you trust, are unique to Kaspersky.

Reasons to choose Kaspersky Internet Security - Multi-Device include:

- ▶ **Protection against every type of malware and Internet threat for PC, Mac and Android.**
- ▶ **Take your system back to a clean, safe state with the malware rollback feature.**
- ▶ **Unlike most competitors, it lets you to block annoying banner ads in your PC's browser.**
- ▶ **Use the market-leading Virtual Keyboard to securely enter login and password details.**
- ▶ **Advanced Parental Controls, more comprehensive than competitors, for PC and Mac.**
- ▶ **More comprehensive smartphone and tablet anti-theft features than any major competitor.**
- ▶ **Advanced privacy protection to keep phone contacts and other details safe from prying eyes.**
- ▶ **Call and text filtering to protect your from nuisance and malicious calls.**

Your online life deserves the most comprehensive possible protection, no matter what device you're using. That's what Kaspersky Internet Security - Multi-Device gives you.

# SYSTEM REQUIREMENTS

WINDOWS	MAC	ANDROID
Windows XP/Vista/7/8 1GHz processor 1 GB RAM (32-bit) or 2 GB (64-bit) 480MB free disk space Internet Explorer 8 or higher	Mac OS X 10.6, 10.7 or 10.8 Mac system with Intel® processor 1GB RAM 350 MB of available hard drive space Internet connection	The new product version supports Android 2.3 – 4.2. Minimum screen resolution: 320*480 Feature sets for other platforms are limited.

See [website](#) for full system requirements.

## KEY FEATURES AND BENEFITS

BENEFITS ACROSS THE SUITE	
Feature	Benefit
One license for all your devices	A single purchase protects all your devices. Install on any combination of PC, Mac OS and Android devices up to the maximum number of granted by your license.
BENEFITS FOR WINDOWS PCS	
Feature	Benefit
Real-Time Protection	Protects you against known, new and emerging malware.
Automatic Exploit Prevention	Locks down software vulnerabilities to keep the PC safe.
ZETA Shield <b>New!</b>	Analyzes files for activity characteristic of hidden malware.
Intelligent scanning and updates	Ensures maximum protection and maximum performance.
Trusted Applications mode <b>New!</b>	Delivers maximum protection by only allowing trusted applications to run.
Anti-phishing features <b>Improved!</b>	Protects your digital identity against sites that try to steal it.
Safe Money <b>Improved!</b>	Safeguards online shopping, banking and other transactions.
Virtual Keyboard	Defeats keyloggers and screen-capture malware.
Parental Controls <b>Improved!</b>	Monitor, limit and block kids' online activities.
Anti-spam filters	Intelligently filter out unwanted emails.
Protect against screen lockers <b>New!</b>	Stops malware locking you out of your PC.
Anti-banner feature	Block annoying and intrusive banner ads
Increased performance <b>New!</b>	Optimized to provide even better performance in everyday use.

## BENEFITS FOR MACS

Feature	Benefit
Real-time protection <b>Improved!</b>	Protects against Trojans, spyware, adware, viruses, and 0-day threats.
Cloud-based scanning	Protects your Mac against threats as they appear.
Parental Controls <b>Improved!</b>	Monitor, limit and block kids' online activities.
Advisor browser extension <b>Improved!</b>	Alerts you to suspicious websites, such as phishing sites.
Mac-style interface <b>New!</b>	New, easy-to-use Mac-style interface with Retina-display support.
Multi-core optimization	Spreads work across all processors, for maximum performance.

## BENEFITS FOR ANDROID SMARTPHONES AND TABLETS

Feature	Benefit
Real-time anti-malware protection	Protects you against known, new and emerging Android malware.
On-demand scans	Scan your phone for malware on demand, and schedule regular scans.
Secure browsing	Blocks malicious and fraudulent links in websites.
Text anti-phishing	Blocks malicious links in text messages (smartphone only).
Privacy protection	Password-protect features on your phone (smartphone only).
Lock and locate	Remotely lock a missing phone, then find then locate it on Google Maps.
Anti-Theft Web Management	Access your stolen phone's anti-theft features over the web.
Text and Call Filtering	Block calls and texts from numbers you specify (smartphone only).
Alarm	Quickly find your phone by making it emit an audible alarm.
Mugshot	Take a picture of the people using your missing phone.