

MULTI-DEVICE WITH ENHANCED KIDS PROTECTION KASPERSKY TOTAL SECURITY

DUBAI: Kaspersky Lab has unveiled the latest version of its Kaspersky Total Security - multi-device. Thanks to Kaspersky Safe Kids included, the new product will not only protect privacy and confidential information of users but also allow parents to better monitor children's online activity and physical location, prevent them from going to inappropriate websites, and regulate the amount of time their kids use digital devices.

Children as young as three years old are accessing Internet-enabled devices and many parents are finding it challenging to ensure their children, regardless of age, are safely exploring the digital world. According to a Kaspersky Lab survey, 50 percent of respondents in the UAE believe that the cyber threats their children face online are increasing. Moreover, 59 percent of UAE respondents reported a concern that children have uncontrolled access to inappropriate or explicit content online, 39 percent worry about children communicating with dangerous strangers, and 34 percent fear children are sharing too much

personal information online about themselves.

Kaspersky Safe Kids included into the new Kaspersky Total Security - multi-device, is designed to address these concerns and improve the ability of parents to create new ways for their children to use connected devices and browse the Internet. The new multi-platform software not only protects kids from viewing inappropriate content on websites and apps, but it also helps parents manage the amount of time children spend on their Internet-enabled devices. In addition, with the Safe Location feature, parents can monitor their child's location in real-time, set up safe areas and receive automatic alerts if their child moves outside the agreed perimeter.

"Today's kids are always connected. It's a fact of life. And because that connection is often shielded from parents, it can make a parent feel powerless to understand what's happening while kids are online," says Peter Aleshkin, Head of Consumer Marketing, Emerging Marketing at Kaspersky Lab. "Tools like Safe Kids give parents more options for

protecting and guiding their children by developing an interactive relationship between parent and child to determine what is appropriate for their digital lives. Overall, the most effective and comprehensive protection combines the use of software like Safe Kids with other practical measures, such as keeping computers in family areas and talking to children about potential cyber threats, to help ensure kids stay safe while online," he added.

In addition to enhanced children's protection, the product's new Private Browsing and Webcam Protection technologies help keeping users' privacy inviolate on almost any device, whether it is Windows, Mac, Android, or an iPhone.

Private Browsing prevents websites and web applications from collecting such information as sites visited, the search queries, location and the devices used. The technology literally cuts out this type of personal information from the Internet traffic, ensuring that it never leaves the device. This is what makes Kaspersky Lab's Private Browsing fundamentally different from similar browser-

based tools. Even if a user feels he has nothing to hide, there are downsides to this constant online "surveillance" that are directly linked to financial costs. For example, online prices for various goods and services can vary depending on the location of the user and his device, as well as the history of visits to those goods and services.

Another feature from Kaspersky Lab detects and reports any attempts by free-ware of adding extra extensions to a consumer's device. Change Control allows the user to regulate any attempts to change their browser home page, alter the default search engine, install extra plugins or modify network system configurations without their consent. Once reported, the user can then decide to permit or block the change. Dealing with passwords can be made much easier with Kaspersky Password Manager, which is also part of Kaspersky Total Security - multi-device. Kaspersky Password Manager creates strong passwords, stores them securely, and automatically synchronizes and inserts passwords on all of the user's devices.



TOULOUSE: The new LEAP-1A engine developed by CFM, a joint venture between France's Safran and General Electric, is pictured during its handover ceremony yesterday in Colomiers, outside Toulouse. The LEAP-1A is to be used in the Airbus A320neo jetliner, and Airbus said output was on target and that CFM would produce 100 LEAP engines this year and 500 next year. The engine would be introduced with six airlines this year. — AFP

US ONLINE PUBLISHING SITE MEDIUM BLOCKED IN CHINA

BEIJING: A US-based online publishing platform, Medium, has been blocked in China, according to users and tests by Reuters, the latest service to apparently be affected as Beijing exerts greater control over the Internet. Medium, which allows users, including companies and media outlets, to post blogs that readers can annotate, has been inaccessible since at least early this week, according to Internet users in China and tests by Reuters using tools developed by anti-censorship watchdog GreatFire.org.

It was not immediately apparent why Medium was blocked. China's Internet regulator did not respond to a faxed request for comment. San Francisco-based Medium did not respond to emailed questions outside normal US working hours. Last week, a Medium post about the Panama Papers leak, detailing the offshore wealth of various countries' leaders and their relatives, including China's, was widely shared on Chinese social media. China has moved to limit access to coverage of the matter and has censored online reports about it. Also last week, Medium said more than a dozen media outlets would start publishing on its site, an arrangement that would have allowed publications whose websites are blocked in China to reach users in the country. If confirmed, Medium would join a range of sites already blocked in China, including the blogging platforms WordPress and Google's Blogger. — Reuters

THE SKY IS THE LIMIT AT GENEVA INVENTIONS SHOW

OVER 750 EXHIBITORS FROM 48 COUNTRIES COME TOGETHER

GENEVA: Shoes that can reunite lost toddlers with their parents and a morphing sofa designed for spur of the moment conjugal relations are among the centrepieces at this year's Geneva inventions show. More than 750 exhibitors from 48 countries have come together in Switzerland this week for the world's largest event dedicated to new creations.

The shoe for infants emblazoned with a "QR" barcode containing parent contact details and readable by smartphones in the event the child gets lost is the brainchild of South Korean inventor Lee An Youn. "The QR code shoe is one way of preventing our children getting lost. It's cheap, it's quick and it's easy to use," she said.

Gerard Sermier, press officer for the 44th International Exhibition of Inventions in Geneva, says the annual fair still has something special to offer even though the Internet has made many of the items easily accessible. "But here, in one place, you meet inventors from across the world and you can speak directly to them," he said.

As many as 59,000 visitors are expected to stream through the doors of the vast Palexpo exhibition centre in the grounds of Geneva airport this year. Almost half are there on business.

"There are professionals, investors interested in buying patents or industrialists researching new products," said Sermier. Patent deals worth tens of millions of dollars are sealed at the show every year.

A Romanian team became millionaires after dazzling judges at the 2013 edition with a scanner capable of detecting contraband merchandise or hidden weapons



GENEVA: Adrian Tomoiaga of Romania, a member of a team of inventors, poses with an autonomous robot for the inspection and maintenance of large-sized pipes during the 44th International Exhibition of Inventions of Geneva. — AFP

on aircraft, winning the show's grand prize. They have since started work on a factory in Saint-Imier, western Switzerland.

Dedicated 'love room'

According to organizers, the show has its best years ahead of it. "Half of the items and technologies that we will be using in 10 years have yet to be invented," they said in a press release. The show has particular cachet in the developing world where many governments subsidise the travel costs of their best and brightest to ensure their countries are well represent-

ed. More than half of exhibitors are from the Middle East and Asia.

European inventors are under-represented, put off by Geneva's sky-high prices aggravated by the strength of the Swiss franc and without the advantage of state subsidies to offset their costs.

Undeterred, a French inventor is this year exhibiting an innovative neck brace for use by mobile hair salons while washing clients' hair in their homes. And for those who hate taking out the rubbish, a Thai inventor has brought the answer to Geneva. — AFP