iPhone - iPod Security… Finally!
Mobile Active Defense Protects Smart Phone Email From Phishing, Malware, Viruses and Spam

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"iPhones and smartphones are the next target of criminals world-wide," commented Winn Schwartau, Chairman of Mobile Application Development (M.A.D.) Partners. "Phishing, Malware, Viruses and Spam is a multi-billion business that can now reach hundreds of millions of smartphone users that are remotely connected to the Internet and the Enterprise 24/7."

According to ICF International, 62 Trillion pieces of junk email were sent in 2008 alone. Millions of unique types of malware exist and some are being primed for the iPhone and other smart phone platforms. A recent article on www.247WallSt.Com titled "Hackers To Hit Apple iPhone, Google Android Handsets Next Year" explains that, "(Mobile) OSX and Android should be a bonanza for hackers and malicious software engineers."

Schwartau has long advocated that, "users should not have to worry about security on their computers – and that's exactly what a smart phone is." He notes that botnets have heavily penetrated home and family computers and networks because we ask too much of users who either cannot or will not secure their equipment. "We want to keep the bad guys from taking over the smartphones, too."

He says that the computer industry has been notorious for ignoring security problems. Now users have pocket-sized computers – smartphones – for email and web access, for both personal and professional use.

Schwartau calls it the Perfect Storm of Security: Smart criminals, hundreds of millions of potential victims and a completely unsecure infrastructure. "MAD gives us a chance to avoid making the same mistakes over again."

Mobile Active Defense's proprietary cloud-based security technology has no impact on the iPhone's performance or overhead. MAD's cloud servers employ enterprise grade Phishing, Malware, Virus and Spam protection, stopping junk and

hostile email before it ever reaches the smartphone, guaranteeing that only **pure filtered email** is received.

MAD performs over 100 security updates every day without any intervention from the user or any downloading to the smart phone. "This is tremendous," adds CTO Rob Smith. "Unlike traditional A/V protection, we've done it right. Finally the smart phone user is assured of the most timely updates against the newest threats, automatically."

"This is only the beginning," says Schwartau. "We have a complete suite of smartphone security solutions being readied for release for the iPhone and other platforms. But, our Enterprise customers said Apple's iPhone was the most important to release first. We listen."

@ Compatible with all leading email services including Gmail, Yahoo, Hot Mail, AOL, and all IMAP and POP compatible systems such as Lotus Notes. (Exchange ~2Q2010)

@ Each MAD account protects an unlimited number of email accounts on each iPhone

@ User selected download file size limits

@ Free: MAD Security Awareness Center

@ Contact us for Enterprise and Carrier Versions

@ 1 Year License Version: $16.99 at the Apple App Store: http://itunes.apple.com/us/app/mobile-active-defense/id348158132?mt=8

@ Trial Version: http://itunes.apple.com/us/app/mobile-active-defense-free/id346486939?mt=8

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