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**McAfee and Intel Deliver New Model for Consumer Security**

***McAfee Launches Industry’s First Unlimited Cross-Device Security Service   
with Facial and Voice Recognition for Consumer devices***

**SINGAPORE, May 15, 2013** – McAfee today announced McAfee® LiveSafeTM service, the first unlimited cross-device security service to use cutting-edge facial and voice recognition technology to protect users’ digital lives. Delivering on the joint vision with Intel to redefine the consumer security experience, McAfee LiveSafe service enables consumers to connect with confidence by safeguarding users’ data, identity and all their devices. McAfee LiveSafe service will be offered at a special introductory price with the purchase of selected new PCs or tablets.

A recent global survey conducted by McAfee revealed that more than 40 per cent of households own five or more Internet-enabled devices, which contributes significantly to a user’s risk of exposure to online threats. McAfee LiveSafe service delivers a comprehensive approach to security, while providing consumers with a simple Web-based dashboard to centrally manage security on all of their PCs, Macs, smartphones and tablets.

To increase the level of consumer security, McAfee LiveSafe service also includes a cloud-based “safety deposit box”, called “McAfee Personal Locker,” that uses facial and voice recognition to authenticate a user’s identity so that they can securely store sensitive, personal information such as financial records, drivers licenses and passports. It also allows users to easily and securely manage their passwords and automatically log into all their online accounts from any of their devices.

“Our digital lives have become more complex as we connect, share, and store data though multiple devices,” said Mike DeCesare, president of McAfee. “Consumers deserve a convenient way to protect their identities no matter what type of device they use. The McAfee LiveSafe service delivers this through cutting-edge features combined with simplified security management and unprecedented data protection.”

According to the McAfee survey, nearly 90 per cent of consumers around the world report owning more than one digital device, and more than 60 per cent have three or more devices. The survey also revealed that globally more than 50 per cent of consumers spend at least 15 hours a week, or two hours a day, using their devices for personal reasons.

McAfee LiveSafe service brings the deepest protections available by taking advantage of technology in the very latest Intel® processors. McAfee LiveSafe service includes McAfee Anti-Theft, which utilises Intel® Anti-Theft Technology and is designed to protect consumers’ personal information and keep their PCs safe and secure in the event they are lost or stolen. McAfee LiveSafe service also brings an innovative application of Intel® Identity Protection Technology (IPT), a tamper-resistant hardware authentication mechanism. By combining Intel IPT with facial and voice recognition, McAfee LiveSafe service customers with a 4th generation Intel CoreTM processor-based UltrabookTM devices will be able to take advantage of this unique multi-factor authentication capability giving consumers a deeper level of trust and protection. Ultrabook device owners also will receive the added benefit of the McAfee Security Advisor service, providing immediate answers to all their security questions.

“The future of security has to manifest itself in a way that is a part of modern computing. Security can no longer persist as independent pieces of software but must be integrated into the overall mobile experience,” said Renée James, president of Intel. “ McAfee LiveSafe represents the first of what will be a series of products from McAfee delivering not only a more robust security technology through the combination of software and hardware – but also deliver a comprehensive solution across all devices and uses.”

**Key Features and Benefits**

* Provides complete, unlimited device security for PCs, Macs, smartphones and tablets against the latest viruses, malware, and spam along with a host of other protections.
* An intuitive cloud-based “safety deposit box”—Personal Locker— allows users to store their most sensitive documents, including financial records, copies of IDs and passports, or anything else that is personal and private, in a convenient, ultra-safe online location. Users access their documents through biometric authentication – using voice, face and device recognition technologies.
* Simplified password managementsecurely stores usernames and passwords, and logs in users with one click.
* Protects users’ personal information by allowing them to locate, lock and wipe devices in the event they are lost or stolen without compromising the privacy of the data.
* Provides users with instant answers to security, cybercrime and online threat related questions.
* Award winning McAfee customer support is available free of charge.

**Availability**

McAfee LiveSafe will come pre-installed on Ultrabook™ devices and PCs from Dell in Singapore starting on June 9, 2013. McAfee LiveSafe service will be available through select retailers when purchased with a new PC or tablet. For more information on McAfee LiveSafe service, please visit [www.mcafee.com/livesafe](http://www.mcafee.com/livesafe).

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**About McAfee**  
McAfee, a wholly owned subsidiary of Intel Corporation (NASDAQ:INTC), empowers businesses, the public sector, and home users to safely experience the benefits of the Internet. The company delivers proactive and proven security solutions and services for systems, networks, and mobile devices around the world. With its Security Connected strategy, innovative approach to hardware-enhanced security, and unique Global Threat Intelligence network, McAfee is relentlessly focused on keeping its customers safe. <http://www.mcafee.com>

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