

BullGuard acquires “Security of Things” Pioneer Dojo Labs

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Combination Creates Game-Changing Consumer Cyber-Security Platform

London, 16th August 2016: BullGuard (<http://www.bullguard.com/>), Europe’s #1 rated consumer security company, today announced it has acquired Dojo Labs (<http://www.dojo-labs.com/>), the pioneering innovator in consumer internet of things security. Together, the companies will redefine how security is delivered for consumers and small businesses. Terms of the transaction were not disclosed.

Named a cool vendor in the connected home by Gartner earlier this year (“Cool Vendors in the Connected Home, 2016” (<https://www.gartner.com/doc/3287817/cool-vendors-connected-home->)), Israel-based Dojo Labs has developed a highly innovative offering that includes powerful home network security technologies, managed through an easy-to-use mobile app, coupled with a cloud-based platform that utilizes proprietary machine learning algorithms to detect and block threats and anomalies.

“More than 4 billion consumer devices are connected to the internet today, and this number is growing exponentially. Until now, the security and privacy of these devices has been essentially non-existent, leaving our most precious data and possessions exposed,” said Paul Lipman, CEO at BullGuard. “BullGuard and Dojo share a common vision for solving this critical market need, and for delivering the products our customers need to keep them safe”.

The Internet of Things has moved rapidly from an early adopter market into the mainstream, but in doing so has introduced a range of new security concerns for consumers. Recent BullGuard research (<http://www.bullguard.com/press/latest-press-releases/2016/03-17.aspx>) highlighted the scale of the problem and the concerns that many people have about the security of their connected devices. 66% of UK survey respondents said they are highly concerned about the security of connected devices, while 72% do not know how to secure them properly. In the US, 58% expressed security concerns while 61% said they don’t know how to secure their IoT devices.

“The transformative promise of smart homes can only be truly realized once the security problem has been solved,” said Yossi Atias, Dojo Labs co-founder. “I am delighted to be combining forces with BullGuard at this pivotal juncture in the evolution of our industry.”

“BullGuard’s promise to our customers is that we keep it simple and we keep you safe, for which we’ve been recognized in our recent sweep of prestigious national awards” continued Lipman. “With the acquisition of Dojo Labs we look forward to delivering the highest level of protection to our customers across their entire connected lives.”

About BullGuard

BullGuard is a fast growing antimalware and mobile security brand. Its award-winning product portfolio includes internet security solutions, mobile security, 24/7 identity protection, and social media protection for both home and small business users, including BullGuard Premium Protection - a unique suite that goes beyond the PC to safeguard personal and financial information by continually monitoring the web, social networks, as well as the dark web for stolen and compromised data sources. BullGuard is

also a pioneer in Internet of Things and connected device security for consumers, releasing the world's first vulnerability checker and actively researching and advising on issues surrounding IoT security.

For more information visit BullGuard (<http://www.bullguard.com/>).

About Dojo-Labs

Dojo-Labs is dedicated to defining the security of things for the connected home. The company's first product, Dojo, is an intelligent security device that connects to the home network and acts as the essential layer between connected devices and any threats to their security or privacy. The Dojo-Labs team is comprised of cyber-security experts with the highest level of hacking and security-related big data analytics experience.

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More information:

Press Contact

Sarah Chard

The PR Room Ltd

Tel: +44 (0) 845 094 2902

Mobile: +44 (0) 7779 584 799

Email: sarah.chard@theprroom.co.uk