Kaspersky Anti-Virus 5.0: Revolutionary Technology in the Battle Against Malicious Programs

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Kaspersky Labs presents the new generation of anti-virus programs for Windows

28th April 2004, Kaspersky Labs, a leading information security software developer, announces the release of Kaspersky Anti-Virus 5.0, a new generation of anti-virus software for Windows. This version of the product runs three times faster than previously, requires 50% less system memory, has a new user-friendly interface and an improved level of protection against viruses.

Natalya Kaspersky, Kaspersky Labs CEO, commented: "Kaspersky Anti-Virus 5.0 incorporates the results of many years of research by leading international experts in the area of protection against malicious programs. The unique technologies that optimise the anti-virus program performance, the new approach to maximising the ergonomics of program management and the tools that combat current and potential future virus threats makes Kaspersky Anti-Virus the most reliable anti-virus program available on the market."

Kaspersky Labs integration of the unique file processing technologies iChecker, iStream and iCache, enables Kaspersky Anti-Virus to run three times faster than previously and require 50% less system memory, whilst providing an increased level of protection and improved functionality. The tremendous boost in the scanning speed is due to the intellectual engine at the heart of these technologies that determines file integrity and provides effective co-ordination with the Windows cache manager. This avoids excessive scanning of files that are known to be clean, thereby maximising the use of operating system resources to increase anti-virus performance.

The new Kaspersky Anti-Virus interface, in the style of Windows XP, is distinguished by its simplicity, intuitive structure and attractive design. All the technical details of anti-virus protection provided have been fundamentally adapted so they can be understood, even by novice users. The three component graphical menu enables fast, easy deployment of a whole arsenal of built-in protection methods with the help of Kaspersky Labs' unique Expert Advice system.

Kaspersky Anti-Virus is an effective answer to the growing threat of e-mail as the primary source of virus infection. The latest version contains MailChecker Traffic Monitor, which concentrates the powerful scanning capabilities of Kaspersky Anti-Virus on e-mail correspondence. This module also means there is no need to waste time and effort integrating protection into the e-mail program installed on the computer, because MailChecker Traffic Monitor integrates as a filter between the e-mail server and the e-mail client, and automatically checks all incoming and outgoing messages. This ensures maximum compatibility with all mail programs which use SMTP or POP3 protocol.

Other new features in Kaspersky Anti-Virus V5.0 include:
• Protection against archived and compressed files including the most popular formats such as ZIP, ARJ, RAR and CAB.

• KeepUp2Date, a system for managing the downloading of updates, ensuring uninterrupted and easy upgrading of the program. Kaspersky Labs offers users a unique updating service: regular updates are released every three hours, and unlimited urgent updates, designed to deflect attacks by the very newest viruses.

• A new interactive help system, which provides step by step instructions, and also access to the world's largest anti-virus information centre - Kaspersky Virus Encyclopedia

• The quarantine and back-up modules have been significantly enhanced to ensure the reliable isolation of malicious code.

• Support for UNICODE, which ensures Kaspersky Anti-Virus efficient operating on a variety of platforms, including any version of Windows (in particular Chinese, Japanese, Korean and other Asian languages) has been upgraded.

"We are pleased to present Kaspersky Anti-Virus 5.0 and are confident that the new version will not only meet user expectations, but exceed them," said Denis Zenkin, Head of Corporate Communications. "The high quality of our product truly sets new standards for anti-virus programs in terms of resource use and reliable protection, meaning that ultimately, the user is the winner."

The new version will be available in shops and through the partner network from the 28th April. Registered users of previous versions of the product will be able to download and install a free version of Kaspersky Anti-Virus Personal 5.0.

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About Kaspersky Labs

Kaspersky Labs is an international software-development company offering advanced products that protect a wide spectrum of customers, from home users to enterprise-wide networks, against viruses, hackers and spam. For fourteen straight years the company has waged a battle against computer viruses, and in doing so has gained unique knowledge and skills that have led to Kaspersky Labs becoming a technology leader and acknowledged expert in the development of virus defences.

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