

AppSense Launches Research Division to Bridge Personal and Enterprise Computing

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AppSense Labs™ to focus on consumerisation and cloud services with first Labs product, DataLocker™

London –February 22, 2012 – AppSense, the leading provider of user virtualization technology, today announced AppSense Labs™. AppSense Labs is the research arm of the AppSense global research and development group focused on creating new technologies that push the boundaries of user-centric computing. The AppSense Labs team consists of technology and market innovators based within the company, with pedigrees from leading companies such as Microsoft and Nokia, whose sole focus is to research technologies that include cloud, mobile and data, and to build prototype products that bring a consumer experience to IT.

“Some of the world’s largest and most influential companies place AppSense products at the centre of their mission-critical IT infrastructure, and we will continue to evolve our enterprise products with the same focus and rigor we are known for,” said Keith Turnbull, AppSense vice president of research and development. “At the same time, it is essential that we aggressively push the boundaries between professional and personal computing. AppSense Labs is the perfect vehicle for this.”

In a world where the consumer experience is fast becoming a major requirement of corporate IT, a key focus for AppSense Labs is helping people harness emerging cloud, tablet, and mobile technologies, alongside traditional PCs and enterprise IT infrastructure. While these innovations may find their way into future IT-focused AppSense products, AppSense Labs will also freely experiment in new technology areas and make useful innovations available directly to technology enthusiasts. The Labs team also works closely with the AppSense Office of the CTO, headed by Harry Labana, to help define the technology strategy for the business.

Today, AppSense Labs released the first of its innovative products, DataLocker™. The explosive growth of personal cloud services like Dropbox sends a clear message that computer, tablet, and smartphone users greatly value synchronized data access across all of their devices. However, many users struggle with the trade-offs between convenience and concern over the security of personal data stored in the cloud. DataLocker eliminates this concern by enabling users to easily encrypt sensitive information in their Dropbox account without sacrificing the convenience of anywhere access.

The DataLocker suite, available today via a free download, includes native clients for Windows, Mac, iPhone and iPad. The Windows and Mac DataLocker applications can be downloaded at www.appsense.com/labs. A universal DataLocker iOS application for the iPhone and iPad can be downloaded from the Apple App Store <http://itunes.apple.com/us/app/datalocker/id496206143?mt=8>.

“AppSense is well-known for providing a seamless experience across diverse technologies. DataLocker elevates our game into important new technology and user areas,” said Turnbull. “It’s exciting. DataLocker is the first step in managing the user experience across cloud-based data and emerging personal computing devices. It’s definitely time to watch this space.”

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Notes to editors:

Supporting Resources

For the latest news and information follow AppSense on the web at:

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About AppSense Labs™

AppSense Labs is the research arm of the AppSense global research and development group and is solely focused on creating new technologies that push the boundaries of user-centric computing. AppSense Labs consists of distinguished researchers from around the world, with pedigrees from leading companies such as Microsoft and Nokia, whose sole focus is to research technologies such as cloud, mobile and data, and to build prototype technologies that bring a consumer experience to IT.

About AppSense

AppSense is a global independent software provider and leading name in user virtualization solutions driven to redefining the relationship the world has with technology, by unlocking it, so that technology doesn't control what we do. AppSense is focused on the creation of game-changing technology solutions that re-write the economics of IT and that become the life-force for a mobile, interconnected, interactive world. With the advent of myriad mobile devices, Windows 7, cloud computing, data privacy and ever-demanding employees, user virtualization allows you to unlock the potential of these new technologies while liberating your most valuable asset. AppSense technology is used around the world by more than 4,000 companies. AppSense has offices in New York and Santa Clara in the US, London and Manchester in the UK, and additional offices in Munich, Melbourne, Amsterdam, Paris and Oslo. For more information, visit www.appsense.com.

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