

BullGuard Announces New Mobile Backup 12

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Auto backup, instant access and easy transfer of all your mobile content to another phone or tablet – regardless of platform

- Backup and restore phone contacts, calendar, SMS, MMS, pictures, music, videos, ringtones, user settings or selected files & folders between platforms
- Multi-platform for iOS, Android and Symbian smartphones, as well as iPads and Android tablets (BlackBerry and Windows 7 support to follow)*
- Schedule automatic backup to ensure complete data protection
- Instant access to backed-up data wherever you can access the web
- Encrypted transfer and secure storage
- Up to 15 GB of additional storage available
- Free 24/7 customer support

London, 24th July 2012: BullGuard (<http://www.bullguard.com>), a leader in user-friendly internet and mobile security solutions for consumers, has today announced the arrival of its dedicated mobile phone backup (<https://www.bullguard.com/products/bullguard-mobile-backup-12.aspx>) software, specifically created to help solve problems with data backup and restore on smartphones and tablets.

With ever-increasing storage capacities and an ever-expanding array of features and services, smartphones and tablets are rapidly becoming the “hold all” gadget for all manner of important data, from contacts, calendar and messages, to photos and music. A typical consumer will painstakingly assemble this data over months or even years, so it’s not hard to imagine how inconvenient it would be if a phone and its contents were lost or stolen.

Few users would risk storing such files on a regular computer without backing everything up, and while there are apps available for smartphones to help solve this problem, few can claim to be a comprehensive enough solution. With BullGuard’s new backup app for smartphones (<https://www.bullguard.com/products/bullguard-mobile-backup-12.aspx>) and tablets, users can backup and restore data across multiple platforms, and can rest assured that all of their most important files and information are securely stored on a remote drive for them to access at their leisure.

BullGuard Mobile Backup 12 also comes with an easy solution to one of the most common mobile issues: migrating data from an old device to a new one, even if the new device runs a different OS. If a user loses or changes their phone, all they have to do is access their BullGuard online account and restore mobile content to the new device. This way, the traditional hassle of transferring mobile data is avoided, and precious time is saved.

BullGuard Mobile Backup 12 comes with a range of useful features, including:

Online Backup

Enables users to get as much online storage space as they need for their most important files, including contacts backup (<https://www.bullguard.com/products/bullguard-mobile-backup-12.aspx>), SMS backup (<https://www.bullguard.com/products/bullguard-mobile-backup-12.aspx>) and other data.

Migration

Ensures that everything can be restored to a new device, regardless of what operating system it uses, from BullGuard's online backup drive.

Web access

Get instant access to backed-up files through the app's web interface. Users can review and edit uploaded content any time, and anywhere.

Set and forget

Takes the hassle out of regular backups. Users can schedule backups to run automatically at regular intervals.

Incremental backup

Ensures instant and constant protection of data. Users can opt for uploading only the files that have been changed or added since the previous backup.

Encrypted transfer and storage

Protects the data transferred between a smartphone or tablet and BullGuard's backup server and keeps it away from intruders and malicious third parties. Users can rest safe in the knowledge that BullGuard's servers are protected with the latest security and encryption protocols.

Support

As always, BullGuard offers free 24/7 support to help guide users through the features of the software or answer any questions they may have.

"We're looking to migrate the success of the backup tools that have proven so popular with users of our desktop security suite to the mobile market with BullGuard Mobile Backup," says Mike Hodges, COO at BullGuard. "Not only does our software address one of the most common issues consumers have when replacing a mobile phone – namely getting all of their data onto the new handset, it also offers cross-platform support and a vital layer of additional security for users concerned about losing their files if a phone is lost or stolen."

Technical details:

*Supported operating systems:

iOS 4 and higher

Android 2.x, 3.x and 4.0

Symbian S60 series 3rd edition (9.2 and 9.3), 5th edition and Symbian ^3 Anna.
iPad and Android Tablets
Blackberry and Windows Phone 7 support to follow in August

See more at: www.bullguard.com (<http://www.bullguard.com>)

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Press Contact:

For a review licence code to activate a free one year subscription to BullGuard Mobile Backup, please contact:

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About BullGuard:

Launched in 2002, BullGuard is one of the fastest growing security brands. Its philosophy has always remained the same - to combine technical excellence with a genuine understanding of consumer needs, creating simple, easy to use products that deliver universal, complete protection as well as enabling customers to control and manage their digital footprint.

In January 2012, BullGuard Internet Security 12 won the coveted "Best Buy" award from Which? magazine, achieving a perfect 5 out of 5 stars for protection and its firewall. BullGuard Internet Security 12 comes with an award-winning Antivirus (<https://www.bullguard.com/products/bullguard-antivirus-12.aspx>) program, Parental Control and Online Backup for your most valued files and precious photos.