

ESET NOD32 Antivirus 4

Product Briefing



Company Profile

- Global security software company, est. 1992
 - Headquarters in Bratislava, Slovakia
 - Offices in San Diego, Prague, Buenos Aires, and Krakow
- Servicing consumers and business (~45/55% split)
- Privately held and highly profitable
 - >\$130 million in 2008 sales, 3 year growth avg. 99%
 - 276% growth in license sales 2007/2008
 - Over 70 million users in over 160 countries
 - ~50 International distributors
 - ~500 North American channel partners
 - ~3900 partners worldwide

Market Drivers

- ESET Threat Center sees >100,000 unique new threats daily (10x increase from last year)
- Most are designed to steal passwords and other data
 - Signatures can't provide true real-time protection
 - Malware is short-lived with variants to beat signatures
 - Micro-attacks are easily missed by signature systems
 - Competitors' signature databases are growing enormous
- Regulatory compliance; PCI DSS, SOX, GLBA, HIPAA
- Cost-controls are reducing refreshes of PCs and laptops

ESET's Unique Selling Proposition

Effective, fast and accurate protection

- Performance is NOT at the expense of security
- Improve user and employee efficiency and security
- Easy to use, deploy, and manage in business environments
- Proactive heuristics are the CORE of our product, not an afterthought or "feature"
 - No latency for signatures to cover the majority of attacks
 - High detection rate + Low false alarms
 - Ideal balance of accuracy and speed
 - Fast + Light on resources
 - Extends service life of PCs

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Business Edition

- Antivirus
- Antispyware
- Remote Administrator 3

Home Edition

- Antivirus
- Antispyware

Requirements

- Intel or AMD x86/x64
- Windows 2000/XP /Vista/Server 2000/Server 2003/Server 2008
- Memory: 44 MB
- Disk: 28 MB (download)/35 MB (installation)

What's New

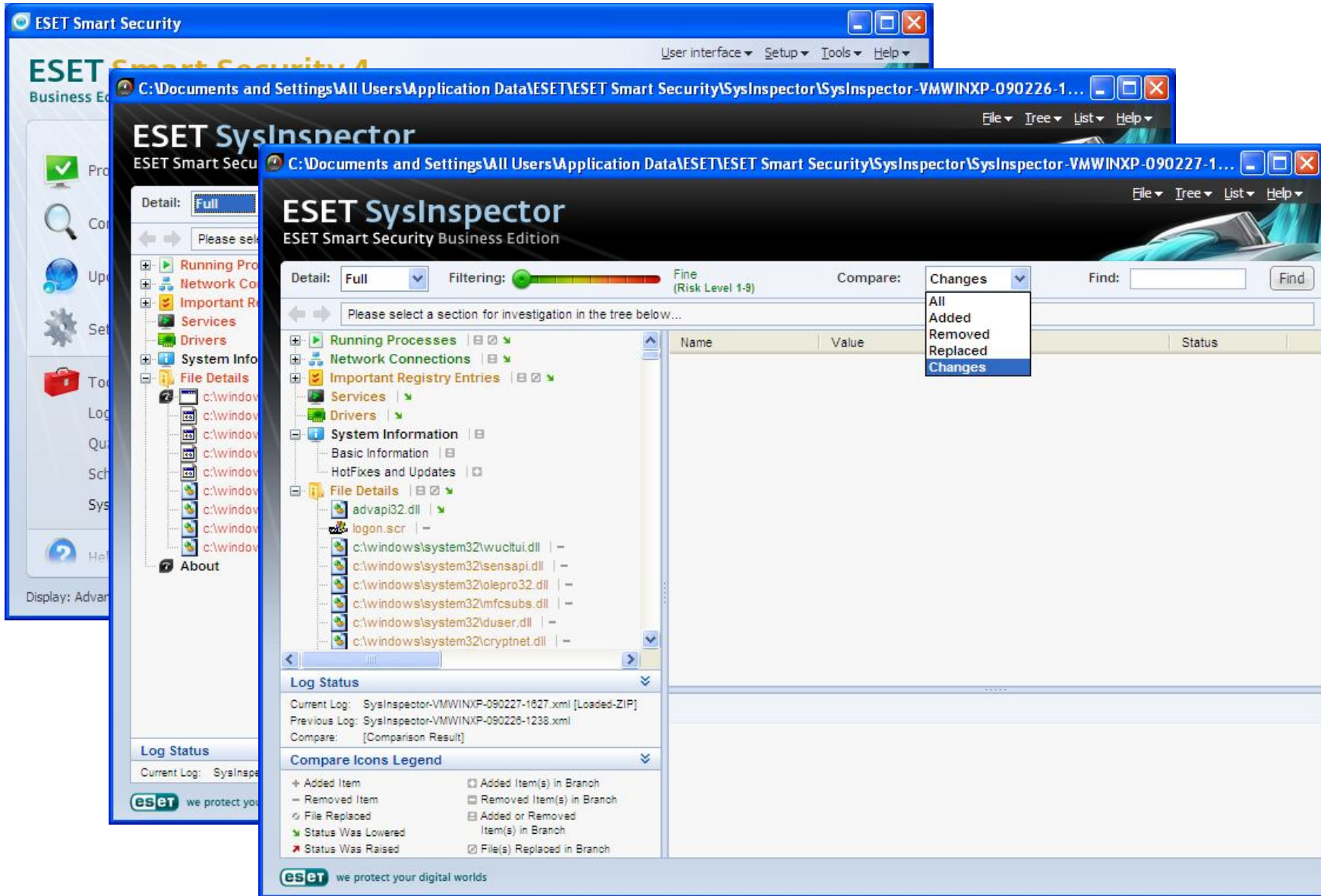
- Enhanced Remote Administrator
- Smarter Scanner
- Scanning of SSL-encrypted HTTP and POP3
- Removable Media Security
- System Tools – SysInspector and SysRescue
- Self Defense and HIPS
- Many usability improvements

ESET Remote Administrator 3

Easier to use and more efficient

- Active Directory synchronization
 - Save time creating/replicating security groups and prevents errors
- Native support for Oracle, MS-SQL Server, MySQL, MS Access
 - Scale with large deployments
- Notification Manager
 - Event trigger logging, SNMP traps, or launch application
- License Manager
 - Simplify management of multiple licenses
- Read-only access
 - Delegate management
- Policy management
 - Easy to create, apply, inherit and merge policies

Integrated SysInspector



Integrated SysRescue

The image displays several overlapping screenshots of the ESET SysRescue software interface:

- Top Screenshot:** Shows the main interface with the title "ESET SysRescue" and a menu bar (User interface, Setup, Tools, Help). The left sidebar includes "Protection status" (checked), "Computer scan", "Update", "Setup", and "Tools". The main area is titled "On-demand computer scan" and shows a "Scan progress" bar at 87%. Below the bar, it lists the target "C:\System Volume Information_restore{45..." and "Number of threats: 0". There are "Pause" and "Stop" buttons.
- Bottom-Left Screenshot:** Shows the same main interface but with the "Maximum protection" status. A "Rescue mode" dialog box is open, asking "How do you want to shutdown your" computer, with options for "Shutdown computer" and "Restart computer".
- Bottom-Right Screenshot:** A "Warning Threats found" dialog box. It contains a list of threats, with one entry "Variant of Win32/Agent trojan" highlighted. A right-click context menu is open over this entry, showing options: "No action", "Delete", and "No action". An orange arrow points from the "Delete" option to the "Execute" button at the bottom of the dialog.
- Far Left Screenshot:** A black terminal window showing a command prompt. The text "Choose an operating system to" is visible, followed by "(Use the arrow keys to highl". The option "Windows Setup [EMS Enabl" is circled in red.

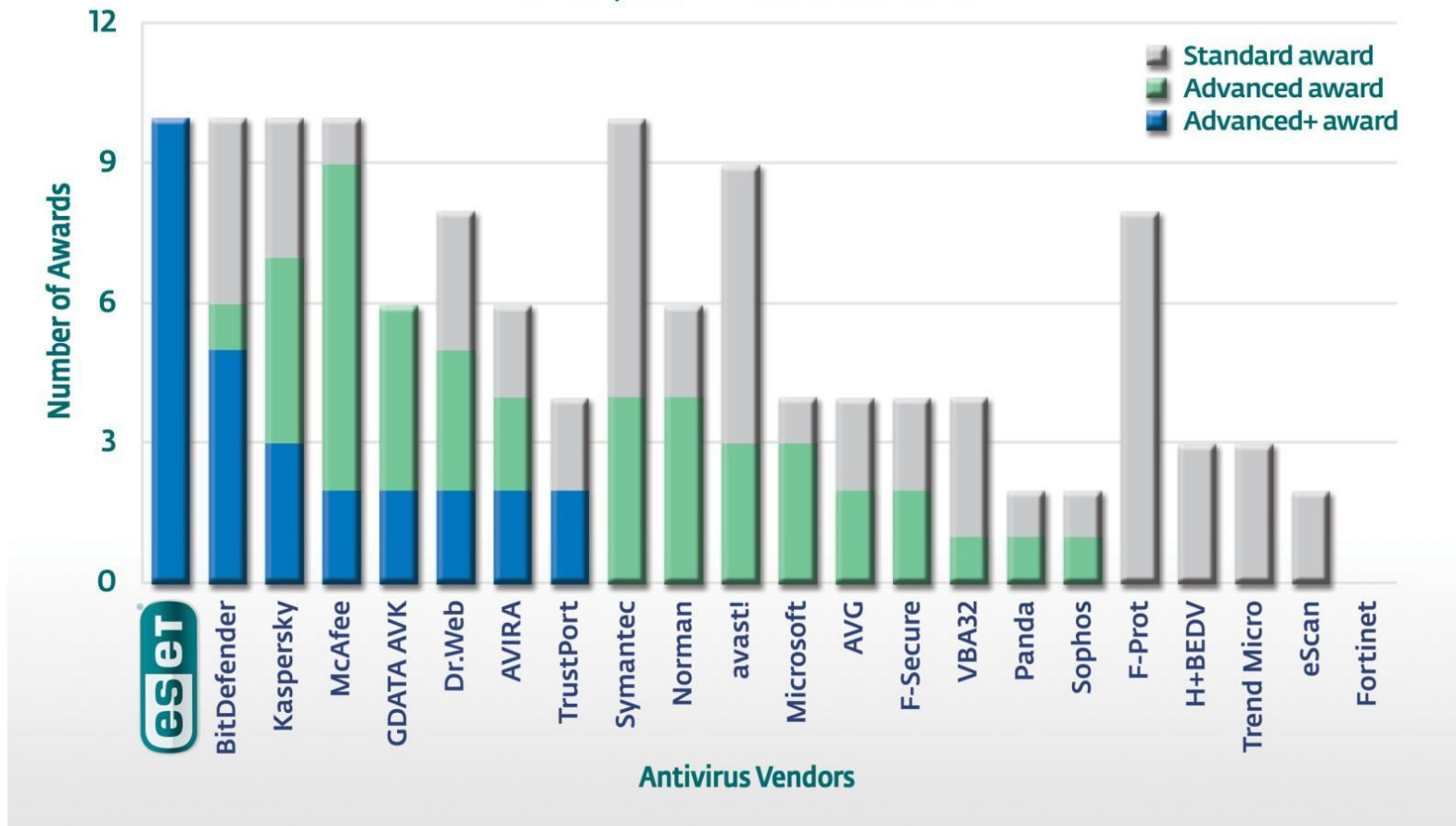
Differentiation

- Better proactive detection/heuristics without offloading data to the cloud and without false positives
- Fastest antivirus product on the market without cutting corners
- Free support
- Removable device security for business and consumer
- Integrated advanced system tools – SysInspector™ and SysRescue
- Advanced configurable archive scanning

Effective protection beyond signatures

AV-Comparatives awards – Retrospective Tests

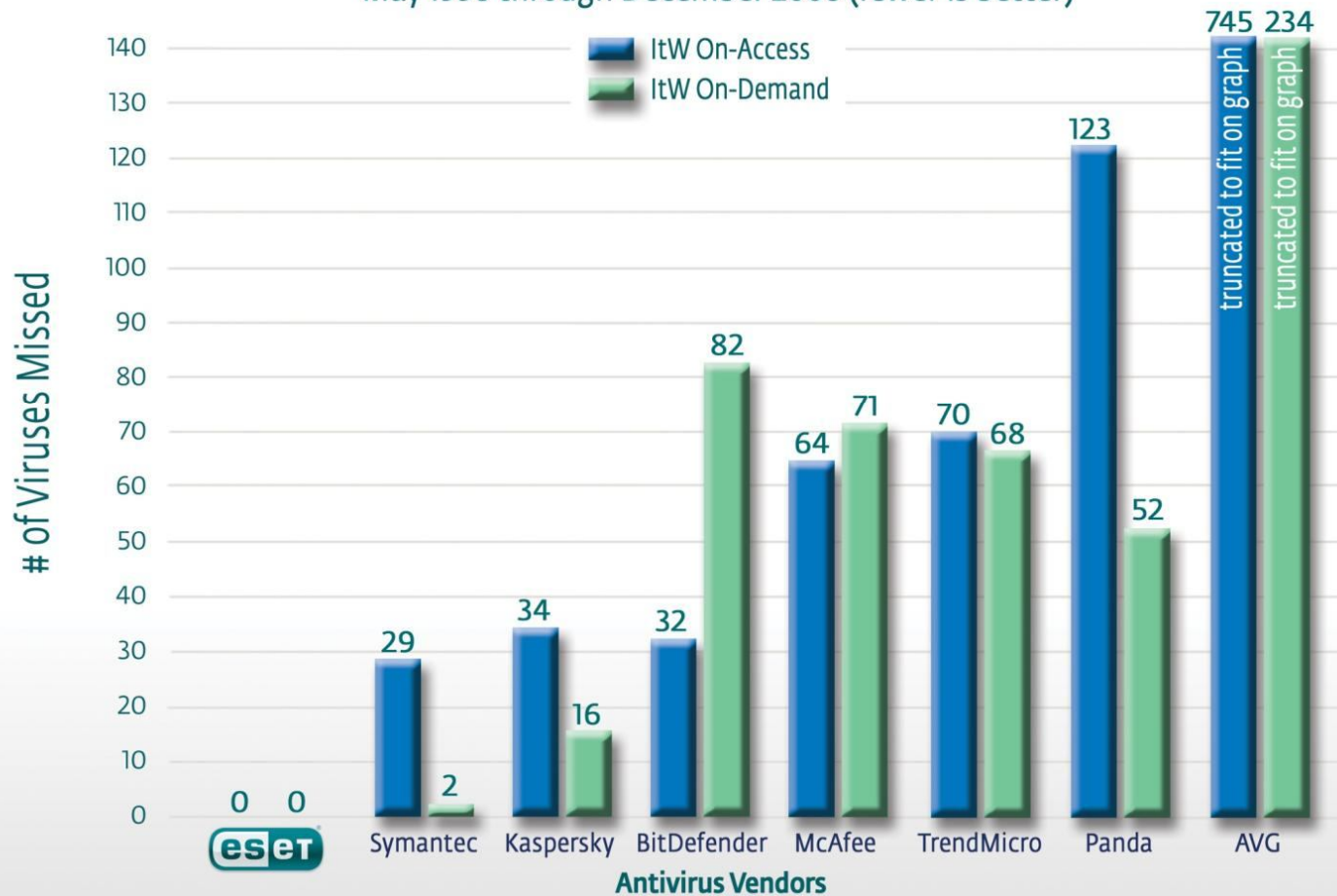
February 2004 – November 2008



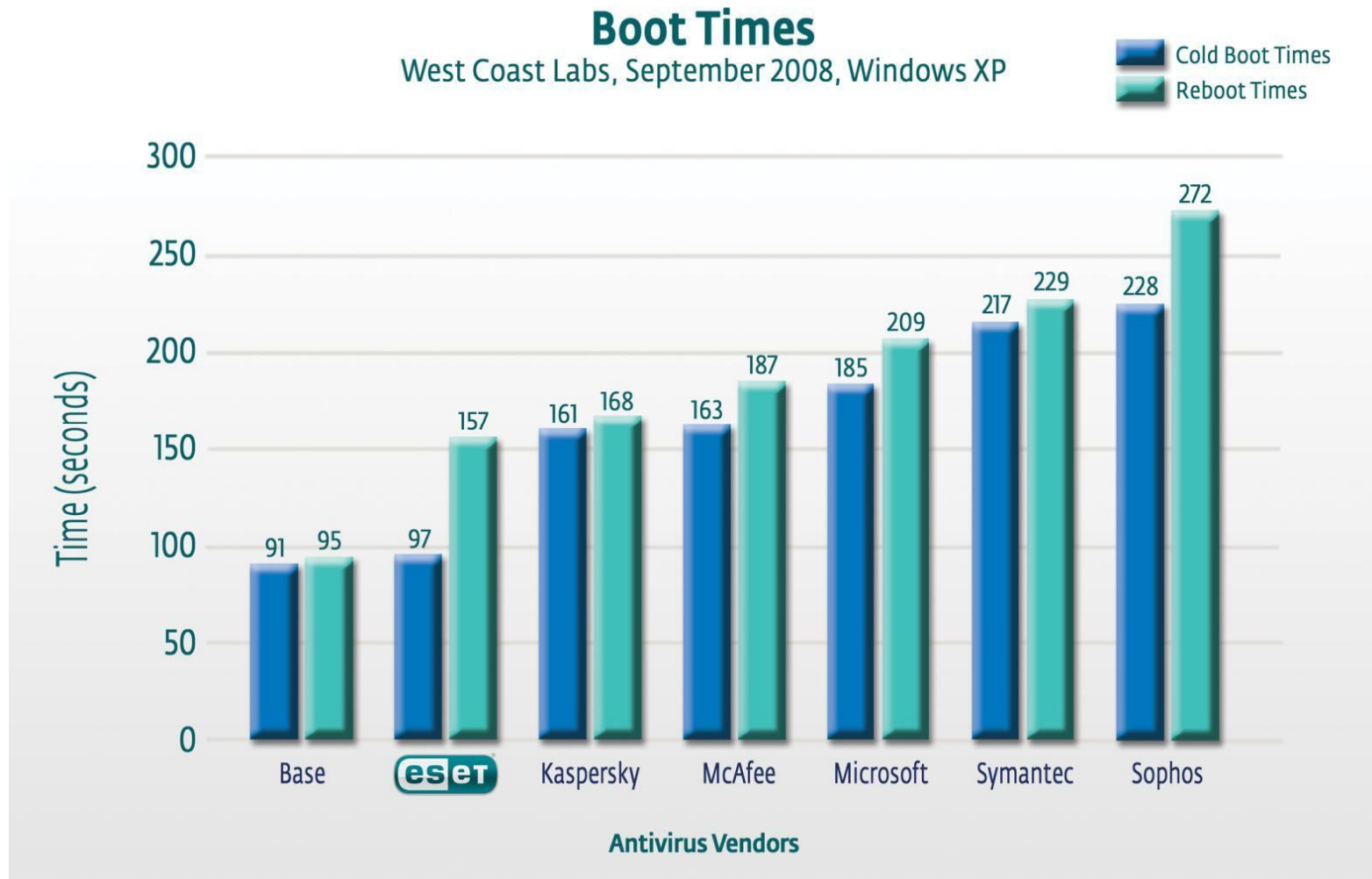
No vendor does proactive detection better

Missed In-the-Wild Viruses in Virus Bulletin Tests

May 1998 through December 2008 (fewer is better)



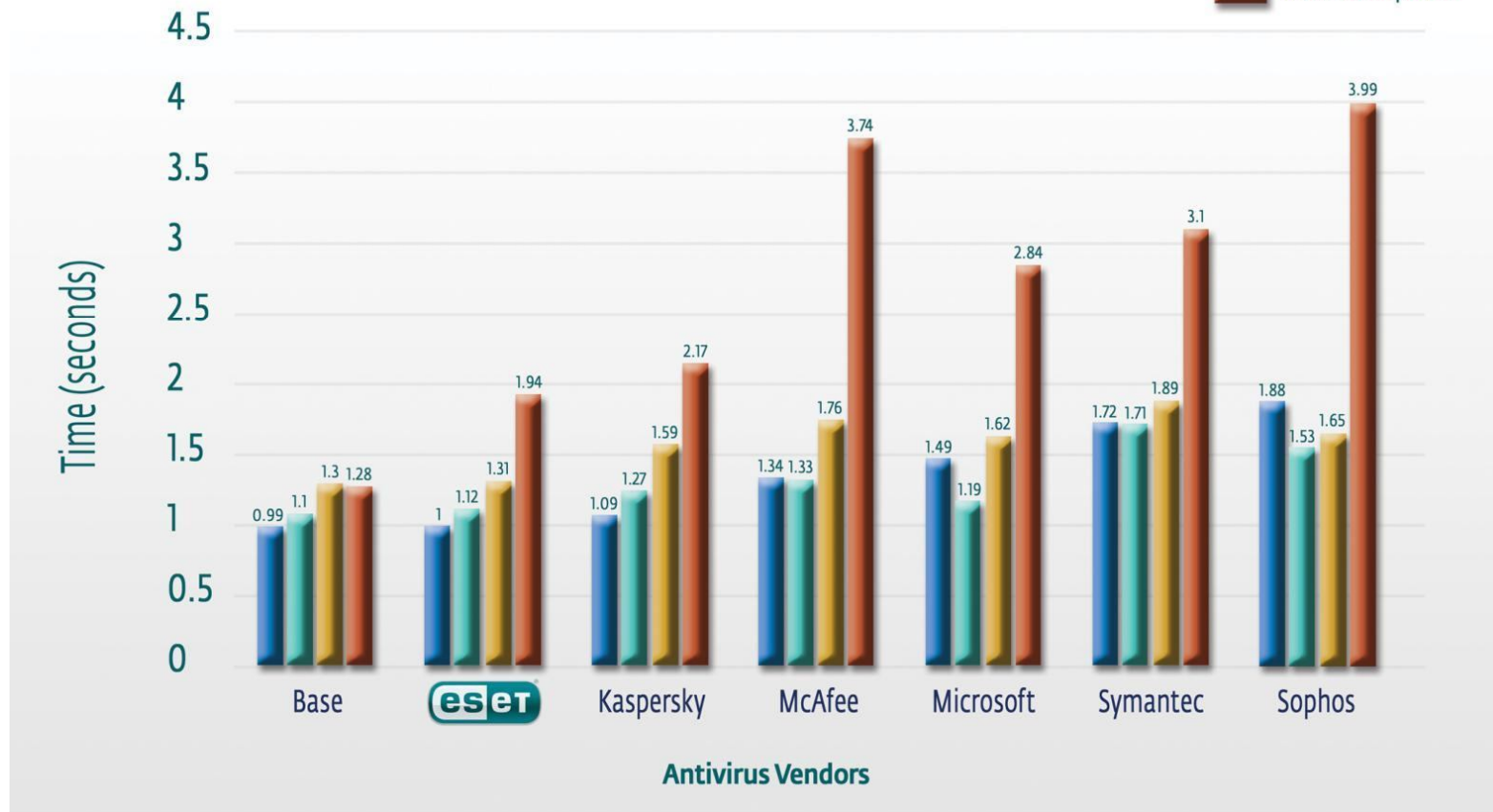
Fast from the start



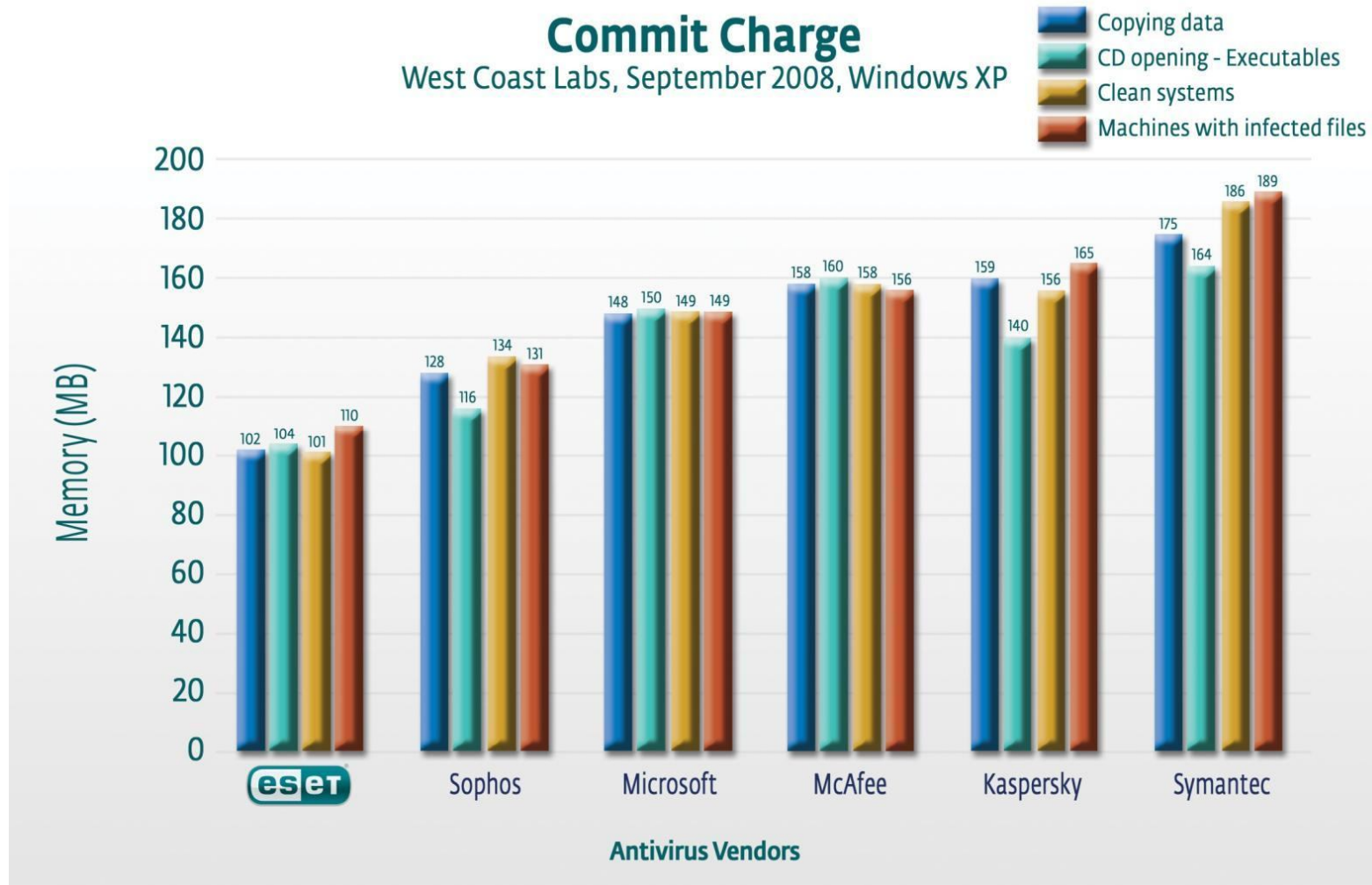
Users won't even notice it running

Application Start Up Times
West Coast Labs, September 2008, Windows XP

- Excel
- Powerpoint
- Word
- Internet Explorer



Uses the least memory



Endorsements & Accolades

- “If you use Windows, you need my favorite antivirus — ESET NOD32”
 - Leo LaPorte, *TechGuy* Radio Show Host
- “ESET may be the most effective virus scanner you’ve never heard of”
 - Forbes
- “Ease of use meets best-in-class protection”
 - CNET
- Frost & Sullivan 2008 Product Differentiation Innovation Award
- INC 500 Fast-Growing Private Companies list
- Most VB100 awards – 54 in over 10 years (Feb 2009)
- AV-Comparatives
 - Consistent top-performer in Proactive Detection tests
 - Product of the year for 2006 and 2007
 - Best proactive detection and overall performance award in 2008

Summary

- Signatures can't keep up – proactive protection is the best technology available
 - Faster and lighter without cutting corners
 - ESET has speed/accuracy balance correctly implemented
- A better TCO/ROI story, especially in the current economy
 - Heuristics reduce attacks; less repair/recovery/data loss
 - Extends life for older PCs
 - Easy for users and IT, lowering support costs
- ESET SysInspector, SysRescue, HIPS and DLP address evolving modern threats