

Kaspersky Lab partners with Tag Heuer to launch smartphone

Kaspersky Lab has announced a new collaboration with Tag Heuer, the renowned Swiss luxury watchmaker, which, in cooperation with ModeLabs Manufacture, has launched its first luxury touchscreen smartphone, Tag Heuer Link. For this smartphone, Kaspersky Lab, a developer of secure content and threat management solutions, has developed Tag Heuer Mobile Security.



Commenting on the new partnership, Eugene Kaspersky, chairman and CEO of Kaspersky Lab, said: "We are happy to start our partnership with and to provide protection for users of Tag Heuer smartphones. Kaspersky Lab and Tag Heuer have common core values, such as best-of-breed reliability, cutting edge technology and constant innovation. Tag Heuer Mobile Security is our first project in the luxury segment, and we are looking forward to further develop our partnership with Tag Heuer."

The new Tag Heuer Link phone is the ultimate communication tool. Swiss-engineered, French-built and equipped with upgradeable Google Android software, it combines elegance, reliability and unparalleled access and connectivity. Tag Heuer Mobile Security provides top grade protection from network attacks, malware targeting mobile platforms, and SMS spam. On top of that it allows users to locate a lost or stolen smartphone using the GPS Find function, store all digital assets in encrypted folders, and remotely block or wipe the smartphone if it is lost or stolen.

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