



ParetoLogic Anti-Virus PLUS

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Product Backgrounder

Whether you are using email or surfing the Internet, you are putting yourself at risk of contracting a virus or perhaps one of its accomplices.

Malware can hurt your computer and also your pocketbook. Malicious Software (Malware): A Security Threat to the Internet Economy, a report released in 2008, stated "Over the last 20 years, malware has evolved from occasional 'exploits' to a global multi-million dollar criminal industry." An example of malware's financial impact is the computer worm Conficker. It caused an economic loss as high as \$9.1 billion, according to a 2009 blog post by the Cyber Secure Institute.

Beware of viruses

In preparation for a 2007 report on malware and its impact, Computer Economics surveyed IT security professionals about the frequency and economic impact of malware attacks. These professionals stated destructive viruses cause the greatest direct economic impact of any kind of malware.

Viruses are computer programs that can copy themselves and infect a computer without the user's permission or knowledge. A virus can spread through a variety of means, although email is a popular culprit. As well, the Internet and file sharing applications provide ways for viruses to spread from one computer to another.

What a virus does once it gets to your computer varies. Some are designed to damage your programs, delete files or even reformat your hard drive. Others are more benign and simply replicate themselves or present text, video or audio messages. However, even if it is not maliciously causing damage, viruses can use up valuable computer memory space. This can cause system crashes or erratic behaviour.

Many threats out there

As well as viruses, computers are under constant attack from such malware as spyware and adware. These potentially harmful programs can impact you and your computer in a variety of ways. For example, spyware infects your PC without you knowing and can swipe your confidential information. This could result in identify theft and credit card fraud. Adware can take over your machine and direct your Internet browser to advertisements.

Just like viruses, these malware can create system problems by taking up important memory space. This could cause your PC to become non-responsive, behave strangely or cause programs to terminate.

Versatile solution

With so many attackers seeking a way into your computer and your life, you need to make sure you are protected. ParetoLogic Anti-Virus PLUS employs advanced detection methods, including heuristic scanning which detects malware based on its behaviour. As well, Anti-Virus PLUS blocks potential malware files from downloading to your PC and stops you from going to malicious websites. It is also



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packed with user-friendly features such as various scan modes, a scanning scheduler, an Ignore list and the ability to whitelist processes. This sophisticated program provides premium detection without having to sacrifice speed and performance.

ParetoLogic Anti-Virus PLUS features:

- Finds and removes viruses, spyware and other malicious malware
- Innovative heuristics scanning
- Detection and removal of rootkits, which try to stop detection of malware
- Premium protection without major impact on performance
- Ignore list and whitelisting of safe processes and websites
- Blocking of access to malware related URLs
- Customizable scanning and scheduling
- Quick, easy-to-use
- Free database updates to keep you protected against the latest threats