

# LG partners with McAfee to bring anti-theft feature to LG G3

SYDNEY, Australia, June 12, 2014 – Today McAfee, part of Intel Security, and LG Electronics announced that the new LG G3 will come pre-installed with a version of McAfee Mobile Security that includes a new anti-theft feature designed to protect users from unauthorised factory resets. The Kill Switch provides users the ability to disable their phones remotely in the event of device loss or theft. The software allows content to be wiped to prevent personal information from being compromised.

Smartphones have become a target for criminals of all types because of the monetary value they hold and the vast amount of personal data consumers store on them. The growing prevalence of malware is also a concern for mobile users, with findings from McAfee's Consumer Mobile Security Report showing that the total Android "zoo" of mobile malware rose 197 percent between December 2012 and December 2013.

"We are working with McAfee to offer a customised version of its award-winning mobile security software that leverages built-in LG capabilities to make security an integral part of LG G3," said Dr. Ramchan Woo, head of smartphone planning division of LG. "The implementation of the Kill Switch feature is just one of several specific measures we are taking to ensure that our users can easily and comprehensively protect themselves from the growing threat landscape, both physical and online."

Through a multiyear global partnership, LG G3 is now equipped with a distinct version of McAfee Mobile Security to provide users with an easy and comprehensive way to protect themselves from security and privacy threats and identity theft. Antivirus, data backup, remote lock and wipe, and remote tracking are all available through the McAfee app for five years at no cost.

The Kill Switch feature offers an added layer of protection by allowing the user to retain control of the device even in the event it's lost or stolen. The McAfee Mobile Security lock screen blocks factory resets and rooting attempts, requires password authentication, and can be controlled by the user from the device or the a web console.

"We are working with LG to build and implement unique security measures that empower users to live a safer, worry-free digital life," said John Giamatteo, senior vice president and general manager, McAfee consumer business. "Partnering with global mobile leaders such as LG is one of the many ways that we're working tirelessly to deliver innovative solutions that enable safer mobile computing for consumers."

McAfee Mobile Security has been pre-installed and the Kill Switch feature automatically activated on LG G3 phones starting May 28th. All other LG users may download McAfee Mobile Security for free on the Google Play Store.

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McAfee Mobile Security

McAfee Mobile Security for Android is designed to prevent privacy invasions, data loss, identity theft and lost or stolen devices. In AV-Test's most recent effectiveness test for mobile security products, McAfee Mobile Security received a 100% detection score for the second time this year and was given a top ranking among the 30 vendors that participated in the independent test.

About McAfee

McAfee, part of Intel Security and a wholly owned subsidiary of Intel Corporation (NASDAQ:INTC), empowers businesses, the public sector, and home users to safely experience the benefits of the Internet. The company delivers proactive and proven security solutions and services for systems, networks, and mobile devices around the world. With its Security Connected strategy, innovative approach to hardware-enhanced security, and unique Global Threat Intelligence network, McAfee is relentlessly focused on keeping its customers safe. <http://au.mcafee.com/>

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