BullGuard acquires NovaShield protection engine

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BullGuard, a global leader in internet and mobile security, can officially announce the acquisition of behavioural security experts NovaShield, which gives BullGuard exclusive rights for full use and sub-licensing of advanced anti-malware technology, further bolstering its already cutting-edge protection to guard against the latest threats.

The move has allowed BullGuard to refine and improve its antimalware capabilities by adapting this patented, cutting-edge behaviour-based technology, detecting and blocking suspicious processes before they can do any harm and ensuring that a computer is monitored in real time around the clock. Used as a double-walled defence alongside signature-based detection, it provides the most comprehensive protection against modern threats and ensures that both known malware and emerging or mutating strains are prevented from infecting a computer or device.

When suspicious processes are detected, the engine generates a malware alert, which causes the actions performed by the process to be quarantined to await user feedback on how to handle the alert. Studies indicate that these detection algorithms are capable of detecting over 90% of malware. When combined with a signature-based engine, independent industry testing has shown that it delivers a 100% catch rate. Additionally, a whitelist implementation ensures that the number of false positives is reduced wherever possible, allowing suspicious but safe processes to run unencumbered.

Alongside its extensive range of Internet Security, including a powerful firewall, vulnerability scanner, parental controls, safe browsing and spam filter, it enhances BullGuard's reputation as a provider of one of the most comprehensive and advanced security solutions on the market, allowing it to build on previous success and remain at the forefront of modern protection.

"The praise received for BullGuard's range of cutting-edge internet and mobile security products has made us more determined than ever to build on this success and continue to deliver the very best protection against emerging threats," said BullGuard CEO, Nedko Ivanov. "The exclusive acquisition of NovaShield's behavioural engine is a vital step in doing this, and provides us and our partners with the tools necessary to stay one step ahead."

BullGuard is also able to sub-license this technology to partners, who can unobtrusively and silently integrate the code into a traditional installer to deliver behavioural-based detection as a vital supplement to traditional methods. Once installed, decisions are made through a simple DLL for activating, disabling or registering for callbacks and detection alerts, including whitelist and blacklist functionality to provide the user with full control over quarantine and cleanup.

"NovaShield's patented detection algorithms provide a necessary extra layer of defence against emerging threats that are capable of breaching traditional signature-based methods, and as such is a vital cog in our efforts to maintain our status as a provider of cutting-edge security," said BullGuard Head of Product Management, Alex Balan. "It also allows us to provide partners with an easily integrated component that can be effectively managed without widespread changes to their software or unnecessary interaction on the part of the user, delivering a silent yet effective, streamlined solution."

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About BullGuard:

Launched in 2002, BullGuard is one of the fastest growing internet and mobile security brands. Today, its product portfolio also includes award-winning antivirus, premium 24/7 protection suite, web-based identity and social media protection that works across all devices, as well as PC and mobile backup software solutions. BullGuard's 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 complete

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protection, and to enable customers to control and manage their digital footprint.

For two consecutive years (January 2012 and 2013), BullGuard Internet Security has won a coveted "Best Buy" award from Which?. BullGuard Internet Security comes with an award-winning Antivirus program, Parental Control and Online Backup for your most valued files and precious photos.

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