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eScan to unveil its Mac Edition at MACUL Conference 2012

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Mumbai, India, March 03, 2012: eScan, a leading Security Solution software will be announcing its Mac Edition at the MACUL Conference 2012. The 36th annual conference of MACUL will be held at DeVos Place in Grand Rapids during March 8-9, 2012.

eScan, the world's first Real-time Anti-Virus and Content Security software for desktops and servers is developed and marketed by MicroWorld Technologies Inc.

In the US, Michigan has more number of educational institutes as compared to that in the entire USA. It has 45 public and 65 private institutions of higher learning, overall. With the advancement in technology, more and more educational Institutions have started using MAC and IPads and also have started integrating their work, tutorials, other educational materials on the cloud.

Although Macs are believed to be less vulnerable to cyber attacks, the recent developments show that like Windows OS, malware writers are concentrating equally on finding vulnerabilities in Mac OS and popular Mac apps. eScan launches its Mac Edition Hence to provide secured computing environment for Mac users.

The enhanced features of eScan for Mac ensure that Mac OS is protected against Malware and other security threats in real time. eScan for Mac involves simple installation and provides automatic as well as manual updates with extensive logs and reports. This easy-to-use application detects and warns users about the suspicious behaviour of applications, thus providing protection from Zero-Day threats.

In addition, it enables blocking of USB based Storage devices, thus preventing data theft and transmission of malicious malware.
eScan for Mac is powered by the technologies that keep the computer's memory and resource usage to the least, thus enabling it to effectively secure information assets.

Rohini Sonawane, Chief Operations Officer, eScan, said, "We are very excited about MACUL this year as we will be announcing eScan for Mac Edition. According to Gartner's Report, Apple was at the third position amongst the PC makers in the US, riding high on industry-leading 20.9 percent growth during the last quarter of 2011 and forecast calls for Mac OS to ship on 5.2 percent in 2012. Hence, there is a great scope in USA in terms of market penetration and we are experiencing progressive associations of channel partners with us.

"In addition, we are constantly working together to create eScan as a brand and the most preferred software among IT users. Hence, our participation in MACUL will help us connect to educational institutes, as its visitors would include mostly teachers, technology lab assistants and technology decision makers along with partners and customers from USA region. It will provide us a platform to showcase our innovative solutions, share our future roadmap with them as well, so that our partners can align their plans and grow with us and thus and strengthen our relationship with them," Rohini further added.

At the launch of eScan's Mac edition, Rohini warned, "Earlier, Apple only had about 10% of the market share, hence hackers generally did not concentrate on developing viruses that would only influence a smaller portion of the computer industry. However, with the increasing Mac user base, there is no doubt that it has become a tantalizing target. Today, Macs are as vulnerable as any other operating systems. Hence, we now have eScan's Mac edition providing secured computing experience to our end users."

Latest innovations of eScan range of products will be showcased at Booth # 453, Devos Place, Grand Rapids, Michigan.