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Monday, 25 January 2010, 11:21

eScan is celebrating the new decade with the launch of its new website <http://www.escanav.com>, boasting a world-class look and feel that is in line with the global outlook of the eScan brand.

This change in domain name from earlier www.mwti.net to www.escanav.com is in keeping with the positioning the eScan brand and increase our brand connect with customers.

The new site brings an easy and friendly user interface to its visitors. The website is targeted to address the needs of both the channel partners and the end users. Through functions like RSS feeds for 'eScan Hotfix Alerts' and 'eScan Virus Alerts' the website provides visitors with not just product information but also updates them with critical information that helps to keep them safe online.

Besides these, there are many special features which give the website a boost. One can subscribe to the eScan RSS Feeds to get real time update on security. The new website also offers better navigation through the different pages and layers making it easier to search for information and help. With the new social media connections, one can now easily keep up to date with the latest in the world of online security by following eScan's updates on popular social networking sites like Twitter and Facebook and others with just a click. Also the enhanced support option on the website provides a hassle-free approach to a customer to reach out to eScan for support.

Govind Rammurthy, CEO & MD of eScan, comments: "Be it in our software or in our online presence, we always strive to improve our customer's experience with eScan. A whole new look and the ease of access to information was the main thought behind developing our new website. Online has become a very effective medium for communicating with our customers and partners. That's why we have introduced RSS feeds that can be provide them with instant alerts on new eScan developments and information security threats. We have also leveraged the social networking media to communicate to our customers and partners in this new avatar."

[< Prev](#)

[Next >](#)

[\[Back \]](#)

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