

Kaspersky Lab announces TAG Heuer partnership

Kaspersky Lab, a leading developer of secure content and threat management solutions, has announced a new collaboration with TAG Heuer, the Swiss luxury watchmaker, which, in cooperation with Modelabs Manufacture, has launched its first luxury touchscreen smartphone TAG Heuer LINK, operating on Android.



For this smartphone, Kaspersky Lab has developed TAG Heuer Mobile Security (Powered by Kaspersky). This user-friendly and reliable security software is designed to provide complex malware and data protection.

Commenting on the new partnership, Eugene Kaspersky, chairman and CEO of Kaspersky Lab, said; "We are happy to start our partnership with and to provide protection for users of TAG Heuer smartphones. Kaspersky Lab and TAG Heuer have common core values, such as best-of-breed reliability, cutting-edge technology, and constant innovation. TAG Heuer Mobile Security is our first project in the luxury segment, and we are looking forward to further develop our partnership with TAG Heuer."

The ultimate communication tool

The new TAG Heuer LINK phone is designed to be the ultimate communication tool. Swiss-engineered, French-built, and equipped with upgradeable Google Android software, it is designed to combine elegance, reliability and unparalleled access and connectivity. The TAG Heuer LINK incorporates top-quality materials and advanced components in the watchmaking and automotive worlds, including black PVD, diamonds and rose gold. The mirror-polished and fine-brushed stainless steel is premium grade surgical 316L, corrosion-resistant and hypoallergenic.

TAG Heuer Mobile Security (Powered by Kaspersky) is designed to provide top grade protection from network attacks, malware targeting mobile platforms, and SMS spam. On top of that, it is claimed to allow users to locate a lost or stolen smartphone using the GPS Find function, store all digital assets in encrypted folders, and remotely block or wipe the smartphone if it is lost or stolen. With Kaspersky Lab's Mobile Security, the owner of a LINK smartphone is said to be able to efficiently manage private contacts, filter out annoying calls and texts by assigning contacts to black lists and white lists, restrict children's calls and texts, and monitor the phone's whereabouts using GPS Find.

TAG Heuer LINK is available in South Africa from December 2011, in the local Tag Heuer boutiques from approximately US\$6700 (*Please note: This is correct; the SA price is being quoted in US dollars due to fluctuations in the rand/dollar exchange rate.*)

About TAG Heuer

TAG Heuer is a Swiss luxury watchmaker known for its sports watches and chronographs. It is a division of luxury goods company LVMH Moët Hennessy Louis Vuitton. In addition to watches, TAG Heuer produces eyewear and cell phones. Founded in Saint-Imier in 1860 by Edouard Heuer, TAG Heuer has set many major milestones of high-end watchmaking, especially in the field of chronographs and ultimate precision. The company claims to be the first watchmaker to master luxury chronographs with an unsurpassed precision of 1/10th, 1/100th, 1/1,000th and 1/10,000 of a second. For more information go to www.tagheuer.com.

About Modelabs Manufacture



ModeLabs Manufacture claims to be the first creator of mobiles-on-demand for the great names of luxury. Integrating conception and design expertise and technological know-how to give luxury brands (Dior, TAG Heuer) the opportunity to create their own range of mobile phones, accessories and services, and ensures qualitative and selective distribution over three continents in department stores, fashion stores as well as watch and jewellery stores.

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