

## The First Release, moving Avira from System to User Security

This release starts the transition toward a user centric view of the security. Until now, we always exclusively protected devices. Now we protect also user's social networks and we emphasize the importance of the parental control for protecting the children from online dangers.

Starting with this release, we will no longer have the year as part of the product name: e.g. Avira Antivirus Premium 2012, Avira Internet Security 2012 etc.

The products are called the same but the version in the name is gone. This allows us to perpetually release versions of the products without having to do GUI changes in the products.

## New integrations and improvements

### 1. Integration of Social Networks

With the Social Networks feature, you can monitor your children's activities online. The Social Networks technology checks their social network accounts for comments, photos etc. that may influence your child's reputation in a negative way or may indicate that your child is in danger.

The menu on the left side opens a page in the product which contains links to the SocialShield website. The links will open in the default browser of the system.

### 2. Enhanced Child Protection

With the Safe Browsing feature, you can assign a role to each Windows user on your computer. For every role, you can define which URLs or categories of Internet content should be allowed or denied, as well as daily surfing periods or time limits.

The old Child Protection of Avira version 2012 which contains URL categorization and Internet access control is now a separated feature. It still depends on Web Protection to be active, but it has its own menu entry.

The new group called “CHILD PROTECTION” contains the link to “Social Networks” and “Safe Browsing” (was called Child Protection in Avira version 2012).

All alerts related to URL categorization and time control will be displayed in this new menu „Safe Browsing“.

### 3. Integration of Android Security

Avira does not only protect your computer system from malware and viruses but also protects your smartphone, running with Android operating system, from loss and theft.

Using Avira Free Android Security you can also block unwanted calls or SMS. Simply add phone numbers from call log, SMS log and your list of contacts to the blacklist, or create manually a contact you want to block.

The menu on the left side opens a page in the product which contains links to the Avira website dedicated to this product. The links will open in the default browser of the system.

### 4. Integration of the Experts Market

The “Experts Market” is a new portal which brings together users with computer problems and IT experts with the know-how to fix these problems.

We always aim to design our product as comprehensible and user-friendly as possible. However, at times issues might arise where you are not sure how you should deal with them and would appreciate the help of an expert.

Using Avira Internet Security you can access a database of individuals and organizations offering help in resolving your computer and software related problems.

The information displayed for each expert includes the following:

- Profile Picture
- Expert Name
- City
- Country
- Availability
- Description
- User Rating
- Users Helped
- Expertise
- Pricing information

The experts can be sorted by User Rating or the number of Users Helped.

- To get in touch with an expert on the spot, click **Chat now**
  - A chat window opens allowing you to negotiate with your expert on how to proceed
- If the chosen expert is offline or busy, click **Send message**
  - An email form opens allowing you to send an email to the expert

There are three areas where the “Experts Market” is present:

- In the dashboard
- In the tray icon, right under Help
- As a solution to various problems
  - Malware found dialog
  - Web protection blocking pages

## 5. Advanced Protection through Avira Protection Cloud (APC) and ProActiv

APC is going to be released only for the paid products (same as ProActiv) After each installation, and then once a week, there will be a Quick System Scan performed automatically - the Avira Protection Cloud is being used in order to improve the detection.

There is a new menu entry under “General”, called “Advanced protection”. Here can be found the settings which were previously under *Realtime Protection > ProActiv*.

A new change for ProActiv is that the uploading of files is automatically enabled if the feature is enabled. There is no confirmation for the participation in the ProActiv Community (it is included in the feature).

## 6. The new SearchFree toolbar

The toolbar is offered as an opt-out installation in the paid consumer products (Avira Antivirus Premium and Avira Internet Security).

If the user migrates from Version 2012 to Version 2013 and he has already the toolbar available in Version 2012, the toolbar will be upgraded. A special dialog will be shown for the upgrade message, informing the user that he/she needs to save his/

her work in the browsers because they will be automatically closed.

The Avira SearchFree toolbar provides the user with a secure way to browse the Internet along with the traditional searches supported from the toolbar.

The Avira SearchFree toolbar has been improvised to add support for Link Advisor and “Do not track” functionality controllable through a mouse click directly from the toolbar.

## 7. Web Safety Advisor

With help of an indication on the toolbar button, the user gets informed, if the site is safe, or involves a low or a high degree of risk associated with the same website.

The users can thereby decide whether or not they want to click on ads or perform some user interface operations on the website. If the site is classified as high/low risk, the user might refrain from clicking on any links or providing sensitive information on the page. This provides them with an additional layer of safety.

The possible statuses can be one of the following:

- Safe
- Low risk
- Verifying
- Unknown
- High risk

When the user clicks on the provided button, the dropdown menu will list information regarding the owner of the site, the physical address, and other details.

## 8. Browser Tracking Blocker

This feature comes originally from Abine and it is called Do Not Track Plus ([www.abine.com](http://www.abine.com)). It is a browser anti-tracking tool. It is more than a cookie blocker because it takes care of other methods of tracking as well.

### Features:

- Total number of trackers blocked
- Categorized into 4 groups:
  - Social
  - Network companies
  - Add Networks

- Other companies
- Users can choose who is allowed to track them

The user can also choose directly from the toolbar, if he/she needs to be tracked or not by various websites.

A categorization of the websites is provided based on if they are social networks, ad networks, or companies, and the count on each category with the name of each site.

### **Browser Security:**

Browser Security has been improved to provide the user with a slider control inside the widget for the options which can be turned on and off inline.

Also, a detailed status of the button will be displayed next to the slider, providing users with a better understanding of his selection, hence enhancing the look and feel. Reporting will be made available for user selection of each of the Browser Security widget options.

### **New button states:**

- There will be a single button on the toolbar for the status of Web Protection product installed on the user's machine. The Avira Antivirus update button will not be available from now on
- If there is no Antivirus installed or Antivirus is installed without Web protection product, the button redirects to a download link when the user makes a call to action by clicking on the button
- If the Web protection product is installed and the user has activated/deactivated it, the toolbar button will reflect the status
- There will be tooltips to help the user to understand what is meant by the status displayed

## **9. Improvements in the Avira Free Antivirus**

- Update frequency every six hours
- No Notifier if the user installs the toolbar

## 10. Usability improvements in the Fast Activation Tool

- It is possible to copy/paste an activation code in the five fields
- It is possible to enter each part of the code in its corresponding area
- It is possible to purchase the code from inside the tool by clicking a link
- Removed the word “hbedv.key” from that dialog

## 11. Network folders scanning

Previously available only in Avira Professional Security, to scan network shares using the System Scanner. Now also available in Avira Antivirus Premium and Avira Internet Security.

The network folders are always protected by the Real Time Scanner as well.

## 12. GUI changes

Because of the new entries in the left menu, the entire dialog has been enlarged. This might create some problems to small size netbooks (8” or less).

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