Avira Selects CallingID to Provide Safe Browsing Technology In Avira Anti-Virus 2013

Avira partners with CallingID to include CallingID's real-time safe browsing service in Avira's Anti-Virus 2013 products, helping users to avoid malicious sites, safeguarding their privacy, and shielding them from fraud and identity theft.

New Haven, CT --- October 1st , 2012 – CallingID, the leading provider of safe browsing service today announced that security expert Avira has released Avira Anti-Virus 2013 product line with the inclusion of CallingID's real-time rating and risk assessment service.

CallingID's real-time website identification service provides Avira Anti-Virus 2013 users with the information they need to decide whether the site they want to visit is safe to access, safe to provide information to and do business with. When a user attempts to a visit a site, they are shown a safety indicator or risk warning and sufficient information to decide how to proceed.

"We are pleased to partner with Avira," said Yoram Nissenboim, CallingID's CEO, "Our service enables Avira users to avoid malicious sites, safeguards their privacy, and shields them from fraud and identity theft while safely browsing the Web -- all in a single product."

"The inclusion of CallingID's safe browsing and anti-phishing services in Avira's latest software release provides a comprehensive site identification service to our 100+ million users worldwide," said Travis Witteveen, COO of Avira. "Our initial beta user feedback on the new feature was outstanding."

CallingID's real-time rating and risk assessments have been protecting millions of web users worldwide since 2004.

About CallingID

CallingID's LinkAdvisor 2.0 and customized white label software components and value added ISP services have been protecting millions of consumers from phishing, fraud, identity theft and web attacks since 2004. CallingID safe-search and multi-search solutions enhance CallingID's offerings and provide novel opportunities to monetize software.

For more information, please visit www.callingid.com or join the community at http://www.facebook.com/callingid.

About Avira

Avira wants its customers to 'live free' from spyware, phishing, viruses and other internet-based threats. The company was founded 25 years ago on Tjark Auerbach's promise to "make software that does good things for my friends and family." More than 100 million consumers and small businesses now depend upon Avira's security expertise and award-winning antivirus software, making the company the number-two market share leader globally. Avira provides IT-security protection to computers, smartphones, servers and networks, delivered as both software and cloud-based services.

In addition to protecting the online world, Avira's CEO promotes well-being in the offline world through the Auerbach Foundation, which supports charitable and social projects. The philosophy of the foundation is to help people to help themselves.

For more information, please visit www.avira.com or join the community at www.facebook.com/avira.

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