

## Intel Security Brings Seamless Security Protection to the Connected Home

Jan. 4, 2017

### The Connected Home

Not long ago, if you had security software installed on your laptop or PC, you would consider yourself relatively safe. This would keep you protected from a host of digital threats like malware, phishing and identity scams. As smartphones and tablets were introduced, the attack surface grew exponentially, leading cybercriminals to target these new devices, ultimately requiring them to be protected as well. With the advent of connected devices such as home security cameras, smart refrigerators, smart TVs and even connected lightbulbs, cybercriminals have morphed their focus to those new devices, which often lack a built-in focus on security. Today, any device that connects to the internet is a potential target if not properly secured.

Gartner forecasts there will be more than 10.5 billion "things" in homes by 2020.<sup>1</sup> The McAfee Secure Home Platform makes protecting every device in the home simple and effective by blocking threats before they cause issues.

### Powerful Protection for the Entire Household

The McAfee Secure Home Platform automatically protects internet-connected devices on a user's home network from a variety of threats. Attacks are blocked at the router level, delivering flexible security features that can be controlled from an easy-to-use mobile app.

### Key Features

#### IoT Device Protection

The McAfee Secure Home Platform protects the growing number of connected devices in the home. Irregularities are identified and users are alerted via their mobile app.

#### Simple-to-Use Mobile App

The Secure Home Platform app gives consumers an easy way to manage and secure their connected devices in the home, apply parental controls, and receive any alerts in real time.

#### Parental Controls

Parental controls make it easy to protect each family member with content filtering that gives the user the ability to block sites based on easy-to-follow categories. Users can also exercise time restrictions by device or by user – all from the mobile app.

#### McAfee Global Threat Intelligence Cloud Services

The McAfee Secure Home Platform relies on the McAfee Global Threat Intelligence network to block threats against devices in the home, which can be hacked to be a bot in a distributed denial of service (DDoS) and other forms of attacks. The McAfee Global Threat Intelligence network handles 49.9 billion

inquiries a day and constantly updates McAfee protection and provides alerts to possible malware infection and phishing scams.

### **Device Fingerprinting**

This feature automatically identifies connected devices on the home network, giving users a simple way to understand what devices are attempting to access their Wi-Fi. It also offers additional details like device types, their operating systems and device names, including IoT devices.

### **Device Isolation**

With Device Isolation, the user can control which devices are granted guest access to the home Wi-Fi, protecting the home network from untrusted or unwanted devices.

### **Pause Home Network**

Users can put internet access on hold across the entire home with one tap from the mobile app to encourage families to put down their devices. Once paused, users on every device will receive a message informing them of the timeout.

### **Kill Switch**

When users want to stop a device from connecting to the internet, a kill switch can cut off its access and resume when appropriate.

### **McAfee Antivirus Installation**

“Defense in Depth” is a well-established enterprise security practice of placing multiple layers of security between the user and the cybercriminal. This is usually done by combining protection on the network along with the end user’s device. Secure Home Platform automatically identifies threats on internet-connected devices in the home and, to provide an additional layer of protection, identifies PCs, laptops, tablets or smartphone that require antivirus protection. The user can then purchase McAfee antivirus software directly through the mobile application. In this way, Intel Security now allows users to take advantage of the same strategies deployed by large enterprises around the world in their home, without the management headache and cost.

<sup>1</sup> “Market Trends: Choose a Functional Business Model for the Connected Home Market,” Gartner, April 15, 2016.