

Ad-Aware®

Internet Security

Quick Guide

Thank you for your interest in Ad-Aware. This guide will give you a brief overview of our new version of the world's most trusted anti-malware – downloaded over 400 million times worldwide.

Overview

- Pricing:
- Ad-Aware **Internet Security** is available as Free, Pro, and Total Security versions
 - **Free: Now with full anti-virus included! – Still free, with no strings attached**
 - **Pro:** \$29.95 (single user) / \$39.95 (3-users) / \$49.95 (5-users)
 - **Total Security:** \$49.95 (single user) / \$59.95 (3-users) / \$69.95 (5-users)
 - 30 Day Free Trial Available
 - Discounts available for renewals and government/non-profit organizations
 - All versions include continuous pulse updates throughout the license duration.

Availability: www.lavasoft.com

What's New

Ad-Aware Internet Security is available in Free – which has now expanded to include anti-virus protection – and Pro versions. With this release, Lavasoft is also introducing an all-new product offering, Ad-Aware Total Security, offering all-in-one PC protection and optimization.

Ad-Aware Free – Now with Spyware, Rootkit *and* Virus Protection

At Lavasoft, we believe that every computer user, regardless of economic status or geographic location, must have the power to control their individual privacy and security when they use the Internet. That is why we continue to offer the Ad-Aware Free version, complete malware protection that now combines Lavasoft's pioneer technology for anti-spyware with traditional anti-virus protection – providing a one-stop solution for core protection against today's cyber threats.

Ad-Aware Total Security – A New Addition to the Ad-Aware Lineup

The all-new Ad-Aware Total Security combines the advanced anti-malware protection of Ad-Aware Pro with a range of additional features for complete security and PC health, including firewall, anti-phishing, anti-spam, parental control, online backup, data recovery, system tuning, and much more. Ad-Aware Total Security gives users and their families the power to confidently work and play online with total peace of mind, while still delivering optimum efficiency

For a complete feature list for the Free, Plus and Pro versions of Ad-Aware, please visit http://www.lavasoft.com/download_and_buy/product_comparison_chart.php

Highlights

In June 2010, Lavasoft AB performed extensive research to gain understanding of the performance and amount of resources used by popular security products on the market today. Some interesting findings include:

- *Malwarebytes uses more than twice as much memory during scans than Ad-Aware Free Internet Security.*
- *Microsoft Security Essentials takes almost 4 times longer to perform a scan than Ad-Aware Free Internet Security.*
- *BitDefender uses 9 times more resources in real-time protection mode than Ad-Aware Total Security.*
- *Ad-Aware removes more traces and fragments of an infection than any other security program tested.*

For more details on the results from these tests, please view the "Performance Challenge", included in the press pack.

Getting Started with Ad-Aware Pro

Ad-Aware is easy to download and install:

1. Download the file
2. Follow the installation instructions
3. In order to set up Ad-Watch, you will need to restart your PC
4. To start the program, just double click the Ad-Aware icon or click **Start**, then select **Program > Lavasoft > Ad-Aware**
5. Your Ad-Aware has been pre-configured to make scanning and cleaning as easy as possible. Lavasoft SmartSet provides settings for scans and recommended actions for found infections. You can, however, change these settings and customize the program to fit your individual needs.

Getting Started with Ad-Aware Total Security

1. Download the file
2. Follow the installation instructions
3. In order to complete the installation, you will need to restart your PC
4. To start the program, just double click the Ad-Aware icon or click **Start**, then select **Program > Lavasoft > Ad-Aware**

Ad-Aware®

Internet Security

Registering your software:

To make sure Ad-Aware Total Security is up to date, please register your software. Here is how:

1. Click on the 'Perform updates' button. A window will now appear requesting the Access Data for Internet updates.
2. To get this Access Data, just click on the Register with server button. A new window will open.
3. Enter the registration number and your customer data.
4. Click the Login button to register. The Access Data will be generated on the Lavasoft Update Server.
5. If the registration was successful, an information screen appears, click Ok.
6. The Access Data will be entered automatically and the update will start.

Additional Resources

Online Help: Video tutorials, answers to FAQ's, and access to your technical support account can be found in the Support Center at www.lavasoft.com/support/supportcenter/

User Guide: The Ad-Aware manual can be accessed by clicking **Help** in the program, or by visiting our website at: http://www.lavasoft.com/support/supportcenter/product_manuals.php

Contact Us

Should you have any questions during the review process, please don't hesitate to contact us:

Lina Nielsen, Lavasoft, AB

press@lavasoft.com

+46 (0) 733 18 45 68

