SecurityCoverage Launches the Ultimate Mobile Accessory

SecurityCoverage

New products help consumers “protect what’s on the inside”.

Cedar Rapids, IA – Responding to consumer demand for device security and data protection, SecurityCoverage [1] has introduced a series of new products that bundles apps and support to create the Ultimate Mobile Accessory. The new products feature apps that secure user smartphones and tablets, protect critical user data, backup contacts and files, include secure cloud storage, AND include unlimited, live support for the entire device.

“Consumers today want protection from physical and digital threats, and they demand convenience with live support on their time,” says President and CEO Robert O’Dell. “Most people wouldn’t dream of leaving a store without a protective case for their phone or tablet but unfortunately they don’t have any easy and affordable option to extend that protection to what’s really important to them -- the data they store on the device. With our new device security and data protection products, consumers now have that option available to them.”

Available under the SecureIT Mobile, Password Genie Mobile and Mobile Suite titles, the products were introduced at the 2013 Consumer Electronics Show and are launching this quarter with a number of US retailers, including American TV, Electronic Express and Baillio’s. SecurityCoverage is in active discussion with several of the top US retailers, and more distribution announcements are expected in the coming weeks.

“These products offer a disruptive solution to the typical anti-virus offerings by giving consumers device security, data protection, cloud storage, and unlimited live support for their entire device,” says O’Dell. “We’ve been pleased with the response by retailers, who recognize that there is a huge gap and demand for an accessory that protects what’s inside. And we’re excited by the number of additional opportunities we have ahead of us to extend our consumer reach.”

As the firm expands its distribution network, continued improvements are being made to the bundled apps. FileHopper, the included secure cloud based storage product, now backs up contacts, call and text history. Password Genie also now automates the time-consuming process of creating and entering online profiles with its new automatic form-fill feature, and recently was enhanced to allow users to enter and set automatic birthday reminders, keeping them connected with friends and families.

“We remain committed to creating solutions that make the user experience safe, secure and convenient,” says O’Dell. “Beyond that, we are committed to keeping

our products easy to use for the consumer and fully supported by our world-class, mobile support center. We know these releases will help our customers stay on the cutting edge, while feeling secure and supported as they migrate to mobile and tablet environments."

SecurityCoverage mobile apps are available today for Android via the GooglePlay and Amazon app stores. The firm will release versions for iPhones, iPads, and Windows 8 mobile devices in the second quarter. For more information on SecurityCoverage, visit the website at http://www.securitycoverage.com.

For more information visit www.securitycoverage.com [1].

Source URL (retrieved on *03/13/2014 - 3:46pm*):
http://www.wirelessdesignmag.com/news/2013/04/securitycoverage-launches-ultimate-mobile-accessory

Links:
[1] http://www.securitycoverage.com