

SecureAge's AI-powered APEX anti-malware engine comes out-of-beta for SecureAPlus users

SecureAge announces AI roll out amid UI overhauls and new tiered version structure for SecureAPlus antivirus

September 25, 2019 - [SecureAge Technology](#), a provider of encryption security and antivirus technology, today announced the out-of-beta launch of its AI-powered anti-malware scanning engine, APEX, for SecureAPlus on Windows and Android OS. Alongside APEX's official rollout, SecureAge also unveiled a series of user interface overhauls to the SecureAPlus solution, as well as new tiered pricing and versions tailored for multiple use cases.

APEX is an anti-malware scanning engine powered by artificial intelligence, designed to extend the detection capabilities of SecureAge's SecureAPlus endpoint protection platform (EPP) online and offline. The APEX engine provides next-generation detection capabilities for end users to deal with advanced threats like zero-day malware, going beyond traditional scanners by using machine learning to identify unseen and mutated malware variants from day one of their release.

"The problem with traditional antivirus solutions is that they rely on a prearranged blacklist of currently known malware types to protect users, and therefore fail in catching new viruses until a user's system has already been compromised," said Dr. Teow-Hin Ngair, Founder and CEO, SecureAge. "APEX was designed to perform one step ahead, using machine learning to detect malware and ransomware before they infect a user's system, acting as a proactive deterrent rather than a reactive countermeasure."

Aside from touting an out-of-beta version of APEX, SecureAPlus is also rolling out multi-device management capabilities and an overall new aesthetic to provide users with a more unified experience. A new tiered version model also gives users the option to choose from variants of the service based on their desired use case, including an entry level version complete with all key features for free for life. The versions are:

- **SecureAPlus Lite** -- free and caters to those who want a default level of security, complete with the core features that define the product: AI-powered anti-virus (APEX), application control and whitelisting, and universal AV
- **SecureAPlus Essentials** -- for home users with multiple devices and small businesses seeking an extra level of control above Lite
- **SecureAPlus Pro** -- contains all-encompassing features developed for SecureAPlus and empowers users with an elite level of advanced security features and in-depth customization

"We hope that APEX changes the way people think about securing their data and artificial intelligence. AI is here to help people and make their lives easier. With the use of deep learning technology and big data, APEX will be able to recognize malicious patterns without relying on traditional definition updates -- making it faster, lighter, and more reliable than anything else on the market," added Dr. Ngair. For more information about SecureAge Technology please visit: <https://www.secureage.com/>.

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About SecureAge Technology

SecureAge Technology is a rapidly growing data security company that places security and usability on equal footing. Headquartered in Singapore, we are trusted by governments, research institutes, and forward-thinking organizations to protect them from the most advanced and persistent cyber threats in the world. What makes SecureAge different, is we have built a reputation for data-centric and intuitive security solutions that protect data not only when it is stored, but also when it is in use, and in transit. We've achieved this by holding strong reign on our belief that users shouldn't have to become cybersecurity experts to escape data liabilities. Instead, encryption should be inherent, invisible, and instinctive. To protect data when it is most vulnerable, security must take place at the file-level, operate silently in the background, and support the way in which people collaborate. That's why our users can divert their resources to focus on other challenges – SecureAge users enjoy 100% file-level security, every file, every place, and every time. For more information visit www.secureage.com and follow us on [LinkedIn](#) and [Twitter](#).