



## STOPPING ONLINE IDENTITY THEFT

*New software designed to specifically and exclusively to protect users from identity theft and fraud*

**Melbourne Australia – April 1<sup>st</sup> 2007** Leading Australian software developer Maxiworks announced today the release of its new online identity protection solution, Maxilock Identity Safe. Designed to meet the ongoing and escalating threats of identity theft and fraud from Malware and other malicious code, Maxilock Identity Safe will protect login, financial and other personal data, from ending up in the wrong person's hands.

Designed to combat the threat of Online Identity Theft, the fastest growing crime globally, Maxilock Identity Safe delivers unprecedented levels of identity security and protection that integrates best practices in software security design without relying on the consistent software patches or database updates. Maxilock Identity Safe is a highly effective, reliable and affordable solution to online identity theft protection.

According to Maxiworks, makers of Maxilock Identity Safe, Managing Director Gerard Mayo said, "Despite the threat of identity theft or fraud, our research showed that users still want the convenience of online commerce. Our focus was to introduce a secure, dedicated and trustworthy way for people to use internet services without threat or worry, so we created Maxilock Identity Safe".

Mr Mayo added "Using online services without Maxilock Identity Safe can give fraudsters an open invitation to harvest your personal details, passwords and finances – it's like sending a letter without putting it in an envelope".

"The Maxilock Identity Safe solution has taken security to a new level by providing a dedicated secure section within the PC. Once activated it will neutralize any attempts to capture your personal information. Both website visits and every keystroke made after the application is launched just cannot be captured, harvested or used to mount an identity theft or fraud attack".

Unlike most so-called security software that is reactive to threats, Maxilock Identity Safe is proactive protection. Reactive means that a threat must first be discovered, by identifying the threats application signature or footprint, then a fix or patch developed, and finally the security software updated before it can deliver the required protection level against that threat. In many cases, since this is after the fact it may be too late and the damage already done. Online users are beginning to see how much of a real problem and threat this has become.

Mr. Mayo continued "With Maxilock Identity Safes proactive real time protection, users are not at risk while waiting for software patches or database updates. A recent article published by CBS News stated that every 79 seconds a hacker steals a person's identity and goes on a spending spree, this is scary fact. By using Maxilock Identity Safe personal information normally available to unscrupulous perpetrators is safe and secure."

In addition Maxilock users may elect to increase their log on security by using the integrated Password Generator to create complex passwords. Each password created is saved with the specific URL, in turn stored in an encrypted file for maximum protection. All passwords created can be re called at anytime. With Maxilock Identity Safe, users can now safely and confidently online bank, trade shares and make credit card purchases without having their information stolen"

Finally, Maxilock Identity Safe's design and process can limit the effects of e-mail Phishing scams because the valid URL is pre-programmed by the authorized user within Maxilock which can only be access after the

user has log into the software. Maxilock also scans the PC and identifies any Browser Helper Objects which can be used to re direct a user to a fake site. In conclusion, Mr Mayo added that, "By using Maxilock Identity Safe allows people to enjoy the speed and convenience of Internet services in the most secure and private way by offering a level of protection that is not presently available."

Maxilock Identity Safe sells for AUD \$69.95 and comes with free e-mail support and is distributed locally and internationally through authorised re-sellers and Sales Partners.

## **About Maxiworks**

Maxiworks was founded in 2000 to offer an innovative range of software products and services for individuals and organizations to improve better control and protect their computing and online experience.

"We have always felt that true innovation in software development requires new ways of assessing the problems as well as coming up with realistic ideas when exploiting potential approaches to solving a particular problem"

Today as a small business enterprise, hallmarks of Maxiworks' software are its ease of use, simple deployment and solid code base. The company has a clear focus on IT security and is consistently developing and working on software that bridges the gap between IT convenience and. security

Maxiworks' software portfolio includes a suite of secure desktop, server, certificate and identity management and protection software applications all with optional biometrics/smartcard authentication.

For Further Information, please visit [www.maxiworks.com](http://www.maxiworks.com) and contact: [sales@maxiworks.com](mailto:sales@maxiworks.com)

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