

McAfee Next Gen AV Engine with Real Protect

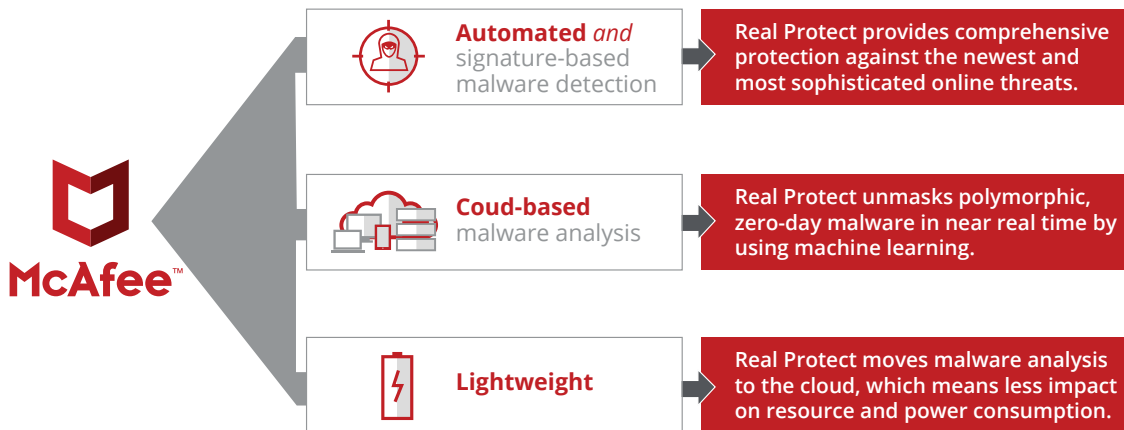
Cloud-based security with improved performance to defend against sophisticated threats

Thirty years ago, the security industry was detecting approximately five new malware every week. Today, McAfee detects more than 245 new samples every minute or more than four every second.¹ This fact combined with the growth of threats like ransomware and so-called zero-day malware has given rise to a need for a new technology to protect our users.

Consumers need technology that provides the best protection from cybercrime that does not slow down their productivity. We can no longer rely on malware signatures and reputation analysis alone. Our new PC antivirus engine combines this, along with cloud-based behavioral analytics and machine learning. It does all this while reducing impact—for example, 44% less CPU utilization at full scan and a 19% faster start up.²

McAfee Next Gen AV Engine with Real Protect

McAfee® Next Gen AV Engine combines our award-winning signature based detection with a new and advanced technology called Real Protect, an automated, cloud-based, behavioral analytics and machine learning solution which unmask, classifies, and blocks zero-day and polymorphic malware in near real-time.



DATA SHEET

Real Protect: Your Own Virtual Researcher

McAfee Next Gen AV Engine with Real Protect turns your PC into an automated, cloud-enabled, zero-day malware detection system using the same analysis and classification approaches as professional malware researchers.³

How It Works

McAfee Next Gen AV Engine with Real Protect now contains three layers of security, which allows your McAfee security product to detect in near real time even the most sophisticated threats such as ransomware and zero-day malware. And as the analysis happens in the cloud, this technology also reduces impact on your PC's performance to, for example, 44% less CPU utilization at full scan.

- 1. Local signature-based detection:** An incoming file is first scanned using the local malware signature database (.DAT).
- 2. Cloud-based signature and reputation analysis:** When a file is not recognized locally but deemed suspicious, it is checked in real-time against reputation data in the McAfee Global Threat Intelligence (McAfee GTI) cloud database.
- 3. Cloud automated, signature-less analysis:** When there is still no verdict, Real Protect uses cloud-based, heuristic machine learning to compare all features of a file, both static and behavioral, to consistently separate what is malware and what is clean.



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“The Real Protect product is a very promising product. In our internal tests, the beta version of Real Protect alone provided almost as much protection as the entire [McAfee] Internet Security product while still achieving a perfect score for false positives. This technology, coupled with other security features, would be a good combination that should increase overall protection scores dramatically.”

—Andreas Clementi, AV Comparatives

Availability

McAfee Next Gen AV Engine with Real Protect is included with all McAfee core security products:

- McAfee Antivirus
- McAfee Antivirus Plus
- McAfee Internet Security
- McAfee Total Protection
- McAfee LiveSafe™
- McAfee Multi Access

1. McAfee Labs Threat Report, December 2016

2. AV-Comparatives Private Test August—September 2016

3. Only data needed to protect the device is transmitted to the cloud; no personally identifiable information is being sent.

4. McAfee Next Gen AV Engine uses a small .DAT virus signature database file to protect the PC against the most prevalent threats while offline. Cases of offline infection by zero-day malware are so small as to be nearly unmeasurable.

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Internet Connection Required

McAfee Next Gen AV Engine with Real Protect requires an internet connection to access the cloud database and analysis tools.⁴

Supported Operating Systems

- Windows 10, 8.1, 8, 7
(32-bit and 64-bit)