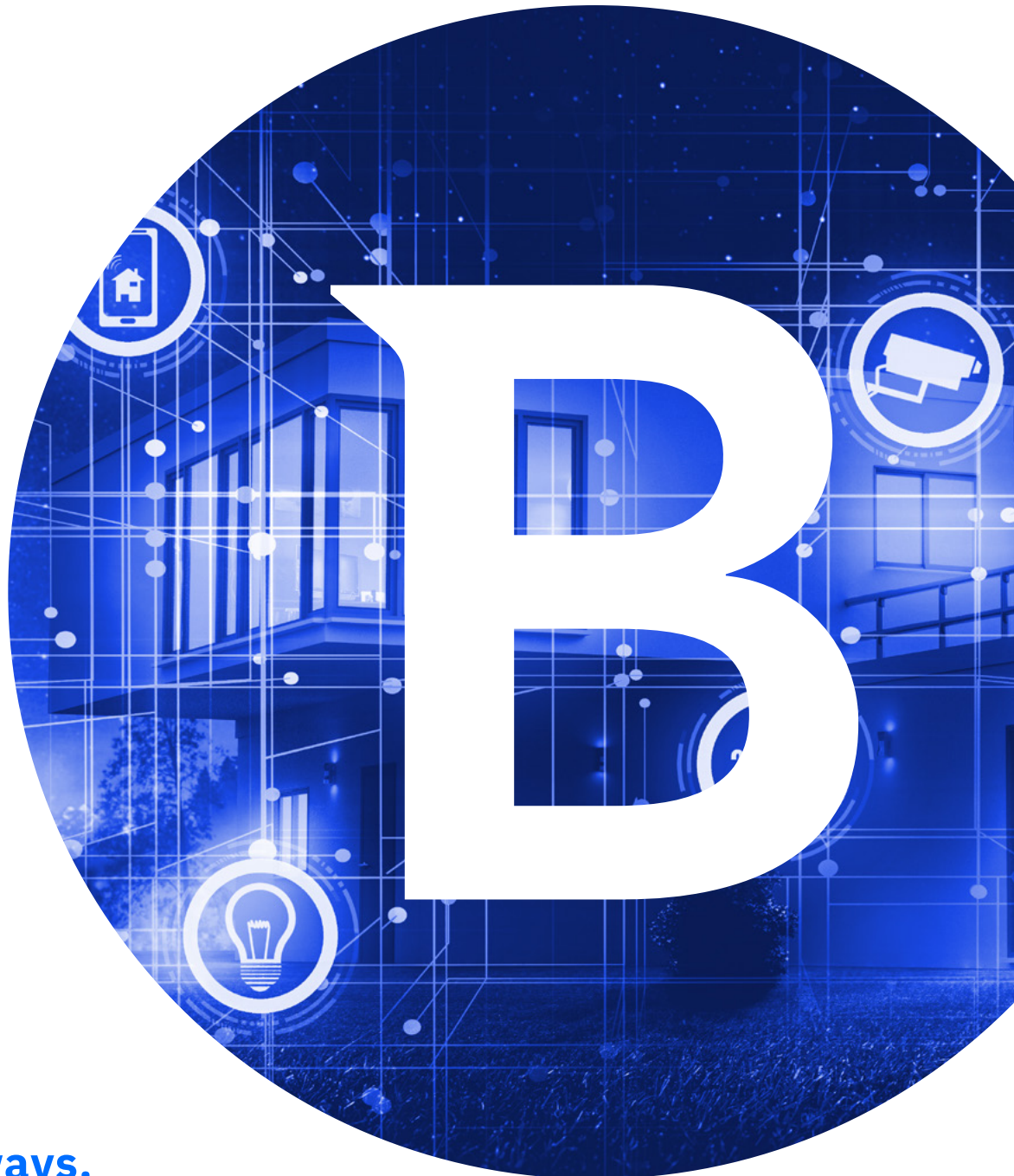


# Smart Home Security

## Router Based Protection for Connected Devices



Trusted. Always.

The number of connected devices in consumers' homes is steadily rising. One major reason for this is that a greater number of devices can now connect to the Internet. People now have more than just computers in their homes; they also have phones, tablets, TVs, cameras, locks, and smart fridges. Hackers can use all of these methods to gain access. Furthermore, unlike computers and smartphones, most smart home devices cannot be protected by traditional antivirus software, allowing cybercriminals to launch attacks to steal personal information and cause damage.

## Today's Smart Home at a glance

- ↳ Average household has 20+ smart home devices<sup>1</sup>
- ↳ 30B smart devices projected by 2030<sup>2</sup>
- ↳ Average household sees 10 attacks per day<sup>1</sup>
- ↳ IoT attacks grew 150% over the last 5 years<sup>3</sup>
- ↳ TVs, Smart Plugs and Routers are the most vulnerable devices at home<sup>1</sup>

## What is Smart Home Security?

Smart Home Security is a router-based agent that protects all network connected devices, including WIFI connected IoT devices, against security and privacy threats. It conveniently shields the home network against internet-based threats, without the need of installing protection on each smart device. Moreover, it can also include more advanced features like Parental Control, VPN or AdBlocking & Antitracking.

## Solution Highlights

- ↳ A mature solution, on the market since 2015
- ↳ Running on millions of routers across the world
- ↳ Available for more than 80 different types of routers.
- ↳ First security solution to run on prpl OS
- ↳ Part of the Bitdefender Subscriber Protection Platform

## Key Benefits

- ↳ Offers advanced network protection and network visibility options
- ↳ Blanket solution for all home connected devices
- ↳ Provides a convenient cybersecurity solution to users that are not necessarily tech savvy
- ↳ Offers add-on integrated services like VPN & Parental Control
- ↳ Uses AI and ML to spot threats
- ↳ Protects the whole family

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1 [https://blogapp.bitdefender.com/hotforsecurity/content/files/2024/06/2024-IoT-Security-Landscape-Report\\_consumer.pdf?\\_gl=1\\*1tmn6zz\\*\\_ga\\*MTE1ODYxODMyLjE3MTk5OTM3NjU.\\*\\_ga\\_6M0GWNLLWF\\*MTcxOTk5Mzc2My4xLjEuMTcxOTk5Mzc5NC4zMi4wLjY5MDA0NDkzMA](https://blogapp.bitdefender.com/hotforsecurity/content/files/2024/06/2024-IoT-Security-Landscape-Report_consumer.pdf?_gl=1*1tmn6zz*_ga*MTE1ODYxODMyLjE3MTk5OTM3NjU.*_ga_6M0GWNLLWF*MTcxOTk5Mzc2My4xLjEuMTcxOTk5Mzc5NC4zMi4wLjY5MDA0NDkzMA)

2 <https://www.statista.com/statistics/1194682/iot-connected-devices-vertically/>

3 <https://www.statista.com/statistics/1377569/worldwide-annual-internet-of-things-attacks/>

# Why do users need Smart Home Security?

## Complete Protection

- ↳ Users benefit from a comprehensive shield that protects their home connected devices from various cyber threats, providing peace of mind and confidence in their digital security.

## Convenience

- ↳ Bitdefender Smart Home Security makes cybersecurity easier for users by removing the need to install protection on individual devices.

## Safety for the whole Family

- ↳ Protecting the home network means safeguarding all connected devices, including those belonging to less tech-savvy and more vulnerable family members such as children or seniors.

## Continuous Monitoring

- ↳ Continuous AI assisted monitoring of network traffic and device activity allows for timely detection and response to potential threats, preventing unauthorized access before it happens.

## Integrated Add-Ons

- ↳ The Smart Home Security solution can be enhanced with other router-based functionalities such as router-based VPN, Parental Control, Content Control and AdBlocking as well as other Subscriber Protection Platform Services: endpoint protection, password manager, digital identity protection etc.

# Key Capabilities

Smart Home Security provides comprehensive protection for connected devices inside the home.

## Anomaly detection

- ↳ Detects abnormal device behavior

## Brute Force Protection

- ↳ Prevents device compromise as a result of a Brute Force attack

## Web Protection

- ↳ Filters web traffic (+IoT's & apps)

## Device Fingerprinting

- ↳ Device detection, identification & management

## Vulnerability Assessment

- ↳ Identifies vulnerabilities and delivers security recommendations

## Exploit Prevention

- ↳ Prevents attackers using vulnerabilities

## DoS & DDoS Protection

- ↳ Protects infrastructure & users from botnet attacks

## Sensitive Data Protection

- ↳ Safeguards the unencrypted transmission of credentials, credit cards, SSNs etc.

## Network - Level Parental Controls

- ↳ Agent-based Parental Control for routers

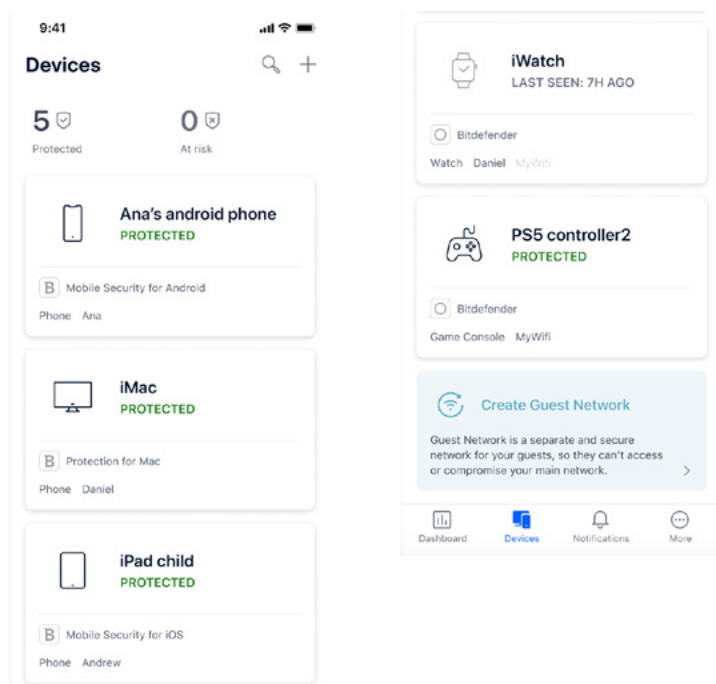
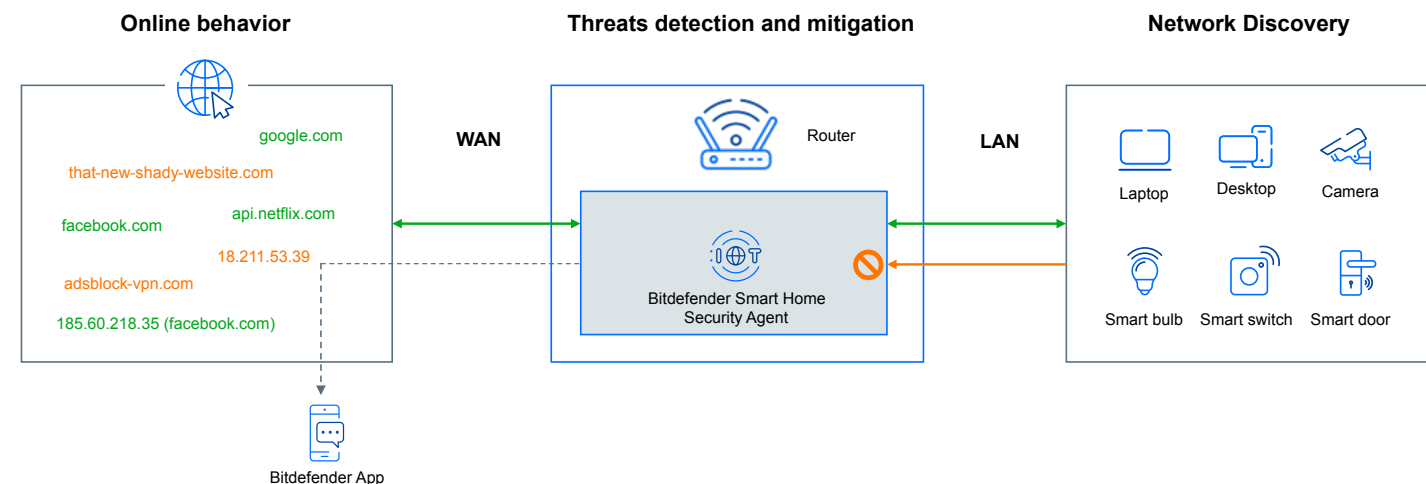
## Network – Level VPN

- ↳ Agent-based VPN for routers

## Network – AdBlocking & Antitracking

- ↳ Agent-based privacy features for routers

# How does it work?



## Smart Home Security for Routers

Smart Home Security provides telcos and their subscribers with the comprehensive cybersecurity solution they need to secure and protect home-connected devices and routers. For telcos, this is a must-have value-added service with a high adaptability rate that increases revenue and customer satisfaction. For end-users, it's a comprehensive solution that protects all connected devices and restores peace of mind in the digital world.

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