

Cloak Unveils VPN App at Macworld

Keeping iPhone, iPad and Mac Users Safe on Public Wi-Fi

As a personal VPN, Cloak automatically detects unsafe connections and secures them, ensuring that internet users are safe online

Seattle, WA, January 31, 2013 –At [Macworld/iWorld 2013](#), [Cloak](#) today announced the 1.0 release of its VPN app that keeps internet users safe on public Wi-Fi. The app currently protects iPhone, iPad and Mac users from having their data intercepted when using websites such as LinkedIn, Facebook, Twitter and Amazon over public Wi-Fi networks.

Cloak uses VPN, Virtual Public Network, technology to protect internet users from hackers by encrypting all communications transmitted over public Wi-Fi. Typically, VPNs are complicated and not everyone knows or understands how to use them. Cloak's VPN app is easy to use and automatically detects unsafe connections and secures them.

With readily available, powerful hacker tools, such as Firesheep, it is startlingly easy for hackers to break into social networks, shopping sites thru an unencrypted Wi-Fi signal. Firesheep has made it simple for hackers to see what other users of an unsecured Wi-Fi network are doing online and then log on as them.

“It's really scary,” Founder and CEO Dave Peck says. “Cloak is sort of the antidote to Firesheep.”

Founded by three Microsoft veterans, Cloak was born from a personal need to protect information while using public Wi-Fi in coffee shops. “We looked around to see what kinds of services would protect our information over public Wi-Fi, but found that either the service didn't work or it was just too complicated to set-up and use,” states CEO Dave Peck. “Our goal was to create a service that was super easy to use and just works by pushing a button.”

[Cloak](#) is currently offering a 30-day free account to all new users. Users also have the option to sign up for a Basic or Pro account, which costs \$8 to \$15 per month depending on data needs.

“We are thrilled to be at Macworld for the official launch of Cloak 1.0. We've built Cloak to be the easiest, most trusted personal VPN service,” says Founder and CEO, Dave Peck. “And at the end of the day, we just want to make it simple for people to stay safe online.”

Connect

For the inside scoop on Cloak and how to stay safe online, join Cloak's community:

Twitter: <http://twitter.com/GetCloak>

Facebook: <https://www.facebook.com/GetCloak>

About Cloak

Headquartered in Seattle, WA, [Cloak](#) is a personal VPN app that keeps internet users safe on public Wi-Fi. Cloak automatically detects unsafe connections and secures them. The Cloak app is available today for iPhone, iPad, and Mac. Cloak is exhibiting at Macworld in San Francisco from January 31-February 3rd. Cloak's booth #718 is located in the Appalooza Showcase in The Moscone Center's West Hall. For more information, please visit us online at www.GetCloak.com.

About Macworld/iWorld

[Macworld/iWorld](#) is the world's Ultimate iFan Event for those who use, create and love Apple products. Attendees will encounter a unique celebration of Apple technology-infused art, music, and film, as well as learning opportunities, and a shopping mecca in our expo hall filled with products and services for Apple users of all skill levels and interests. Whether a home user, an artistic hobbyist, a professional or a true Technorati, Macworld/iWorld gives attendees the chance to experience all that the amazing world of Apple-related tools can offer. Macworld/iWorld will take place January 31 – February 2, 2013 at the Moscone Center West in San Francisco. For more information, please visit <http://www.macworldiworld.com>.

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