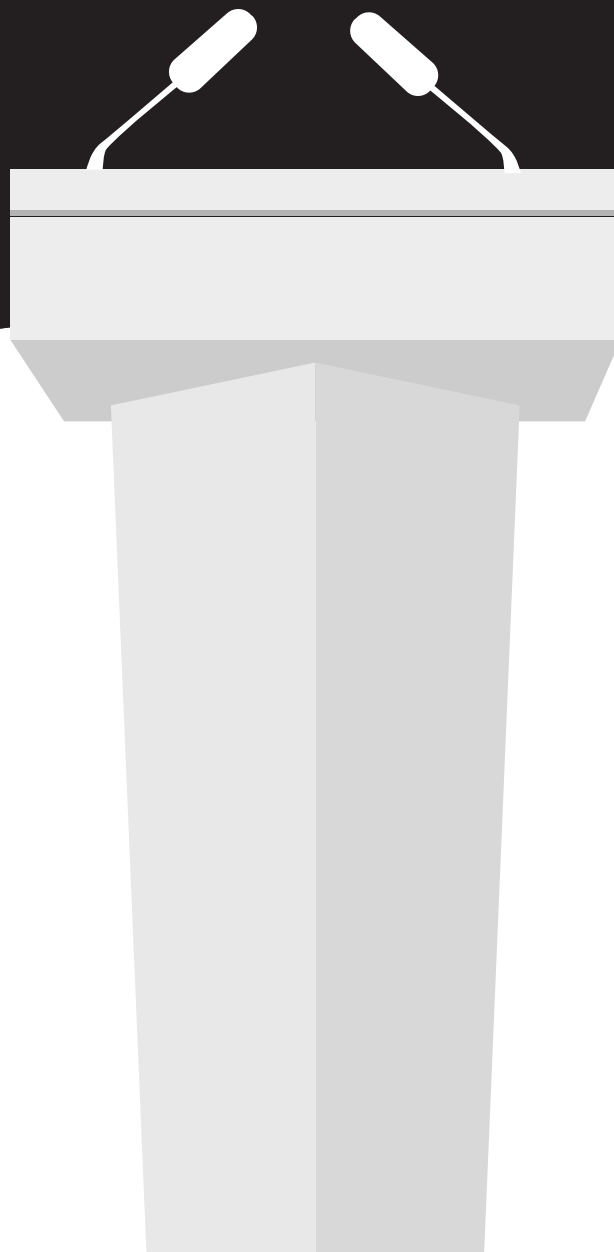


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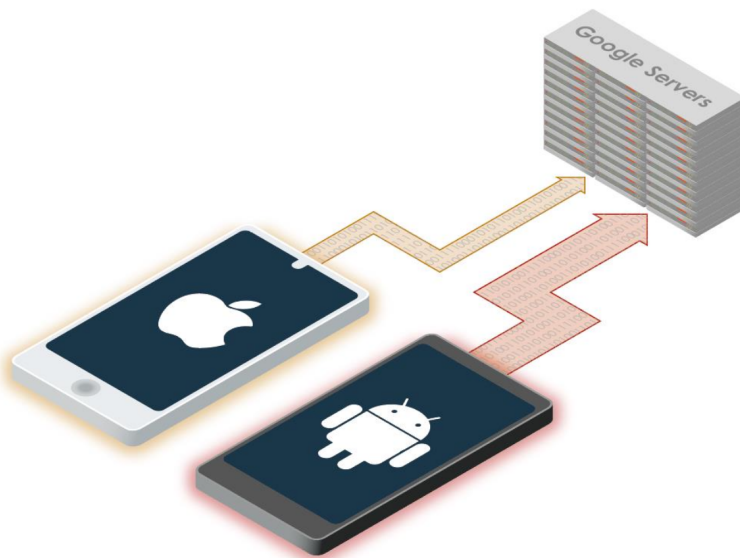
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Press Kit



CONTEXT

Digital surveillance and micro-targeting



On a typical day, your smartphone sends personal data to Google Servers*:

- with your Android Smartphone,
90 times per hour (11,6MB of data per day)
- with your iPhone,
51 times per hour (5,7MB of data per day)

Today 98% of the smartphones commonly used present serious issue for privacy. The operating systems, installed applications, cloud services, all are after user's data. In the background, they log every user action and catch personal data to create personal digital profiles that can be sold to the highest bidder.

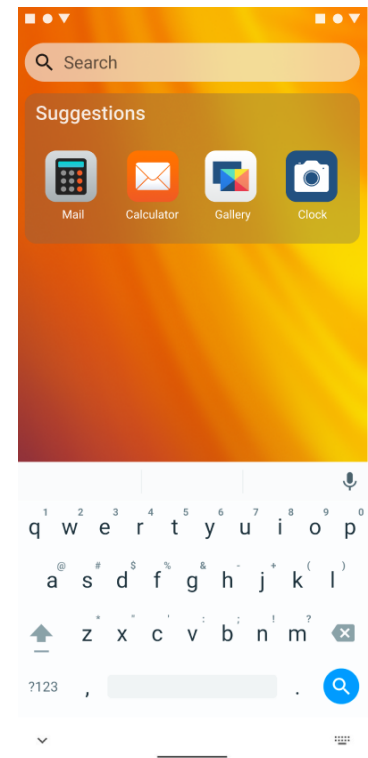
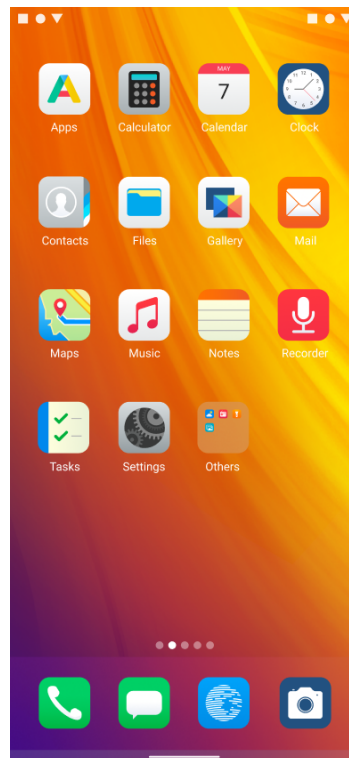
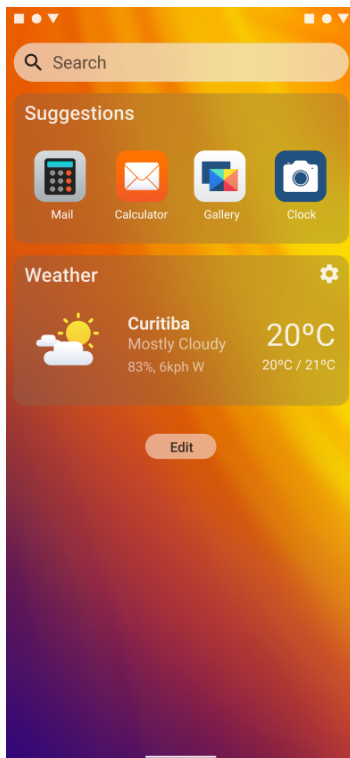
This is micro-targeting and there is a multibillion-dollar industry living on top of this. Although smartphone brands spend millions in advertising to make us believe that they protect user's privacy, independent researches have confirmed that it is purely an illusion*

*In 2018, a research conducted by Professor Douglas C Schmidt at the Vanderbilt University highlighted that « The extent and magnitude of Google's passive data collection has largely been overlooked ». According to the research, on a typical day, a Google-Android smartphone will send «home» to Google servers an average of 11,6 MB of user data. Even an Apple iPhone sends several MB of data daily to Google.

In 2021, another research led by the Trinity College of Dublin and the University of Edinburgh found staggering issues with most common smartphone brands like Samsung, Realme or Huawei. The researchers found that, "even when minimally configured and the handset is idle, these vendor-customized Android variants transmit substantial amounts of information to the operating system developer and also to third-parties that have pre-installed system apps.(Google, Microsoft, LinkedIn, Facebook etc) ... the observed data transmission goes well beyond this and raises a number of privacy concerns.

/e/OS V1

What Murena does: a mobile operating system and private cloud services



/e/OS V1 was introduced on May 2022

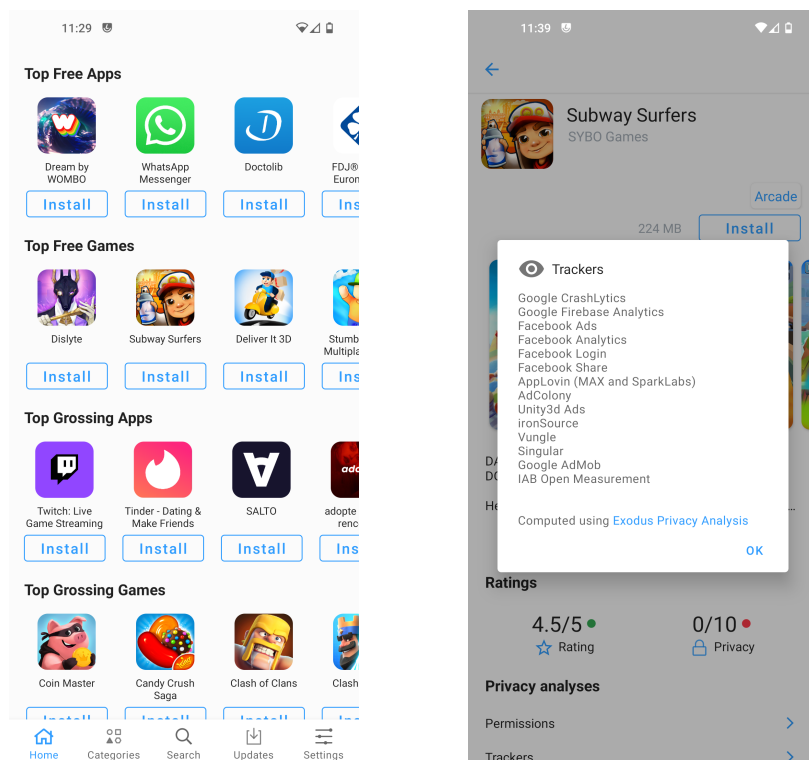
Our consumer-grade open-source operating system remains fully compatible with the Android application ecosystem. But **/e/OS doesn't capture any user logs, app usage or track user location**. It is free from Google Mobile Services and doesn't send any information to Google servers.

/e/OS comes with essential default apps, built upon open-source bricks, so users don't have to lose hours finding apps that match their needs. It includes Mail, Calendar, an ad free Web Browser, Camera, Gallery, Messaging, Navigation, Calculator, Clock, Contacts, File Manager, Notes, Tasks and a Recorder. These apps are there to make your life simple and are fully integrated with the system.

[Watch the Murena Launch Event on replay.](#)

APP LOUNGE

Search, browse and install millions of apps

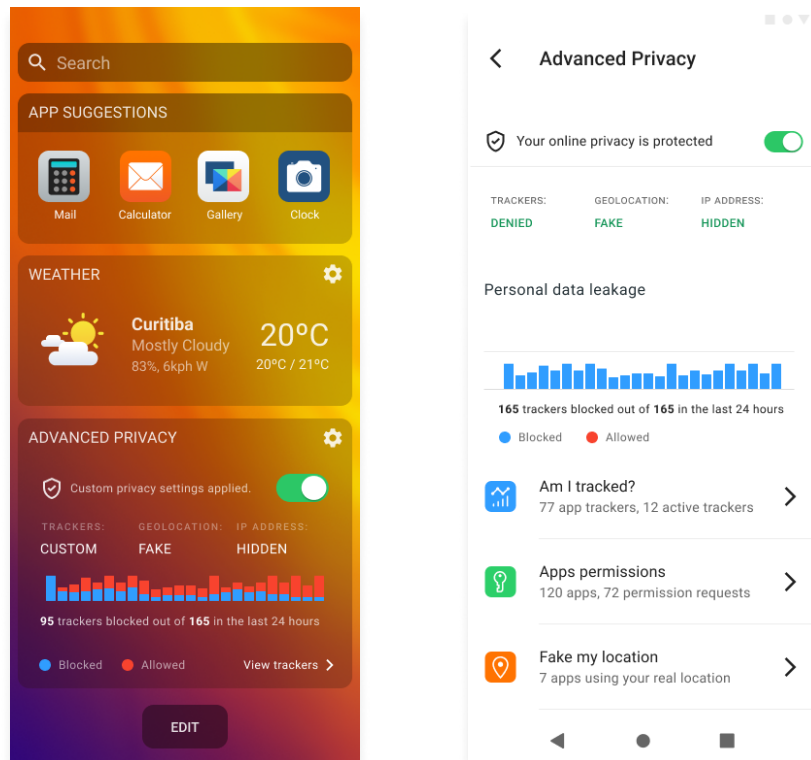


For maximum convenience, we have developed our own application installer called **App Lounge**. It lets users search and install any Android application, open source applications and progressive web apps. The operating system lets you run any Android app by default, so in the end users don't have to trade off your privacy for usability. We also have strengthened application compatibility, for instance by improving SafetyNet support.

[Learn more about App Lounge.](#)

ADVANCED PRIVACY

Device-wide privacy protection with total control



In App Lounge, we already inform users about potential privacy issues and number of trackers. But we wanted to do more. In /e/OS we are now shipping **Advanced Privacy**, a specific tool developed to limit users' data exposure once they have installed third party apps.

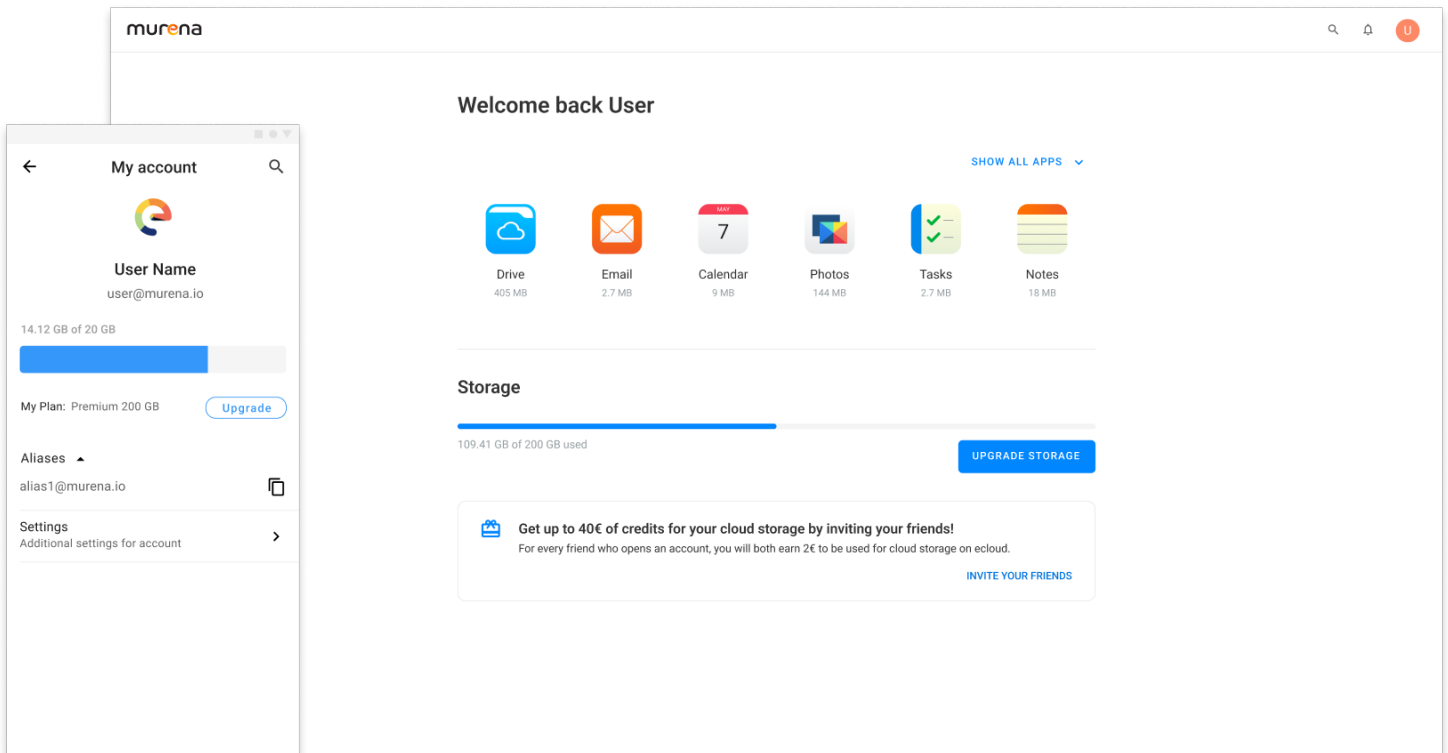
When an application snoops in the background, it will track users to log their activity even if he/she is not using the app. It may also collect the IP address, so it can potentially link internet activity to a specific device and to a persona, and it may try to pinpoint the user's location. **Advanced privacy can save users from these privacy threats.**

Advanced Privacy lets users control in app trackers, IP address and location. It's available within settings and a widget on the launcher homescreen.

[Learn more about Advanced Privacy.](#)

MURENA CLOUD

One account for everything private and secure



If we had focused only on the operating system, we were leaving many users without options for their emails and cloud storage, but to use proprietary solutions like Google Docs or Microsoft Office 365. So our efforts to bring people to a more privacy-friendly environment would be in vain. This is why we created **Murena Cloud**.

Murena Cloud is the user's personal email account, their agenda and contact their drive on the cloud and their office suite, all combined in one single service, simple to use. Murena cloud is powered by proven open-source software like NextCloud and OnlyOffice. Last but not least, we have great features to keep users' email address private like "Hide my email".

Murena Cloud is built on the same privacy by design principles as /e/OS. We don't scan user' data, we don't log their app usage, we don't sell their data, we don't use ads in our online services.

[Learn more about Murena Cloud.](#)

MURENA SMARTPHONES

Smartphones for everyone



To launch a range of Murena smartphones, we took a pragmatic approach. We thought it was better to launch our first handsets partnering with recognized brands, and especially brands sharing like us the ambition to bring better ethics in the marketplace.

We are partnering with Fairphone, the social enterprise that design sustainable phones, Gigaset, Teracube and some refurbishers to offer a range of Murena smartphones with /e/ OS, with middle to high-end specs, for all budgets.

MURENA ONE

One more thing



We are also pleased to introduce our first Murena branded smartphone, the **Murena One**.

The **Murena One** is a 4G LTE smartphone. It comes with a gorgeous 6.5 inches display, a 25 megapixel front camera for great selfies, and 3 rear cameras for awesome shots with respectively 48, 8 and 5 megapixels sensors. It is powered by an octa-core processor and 4GB of RAM for a smooth performance. The phone also features a 4500 mAh battery so users have enough power to go through busy days without charging.

With 128GB of built-in storage, and the option to expand using a SD Card, it gives enough space to store all pictures and other files. And finally, it comes with a Dual SIM slot so you can enjoy 2 phone lines with a single phone.

The **Murena One** is compatible with European carriers and most carriers in the US and in Canada. The **Murena One** will launch at the end of September 2022. It will ship in the USA, Canada, Europe, UK and Switzerland. It is now available for pre-order on our e-commerce website <https://murena.com>.

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ABOUT MURENA

Founded in 2018 by open source veteran **Gaël Duval** who created “Mandrake Linux”, Murena is a startup committed to privacy with outstanding transparent products and services that help people escape digital surveillance.

Murena believes that open source technologies are the only way to deliver on this promise, remaining fully auditable for maximum transparency. **Murena** designs **/e/OS**, a mobile operating system with pre-installed apps, and Murena Cloud, a set of online services to complement **/e/OS**. Murena also developed **Murena** phones, with **/e/OS** preinstalled, ready to buy, shipping in the USA, Canada, Europe, UK, and Switzerland.

For additional information and interview requests, please contact:

Veronika Pozdniakova

Email: media@e.email

<https://murena.com>