

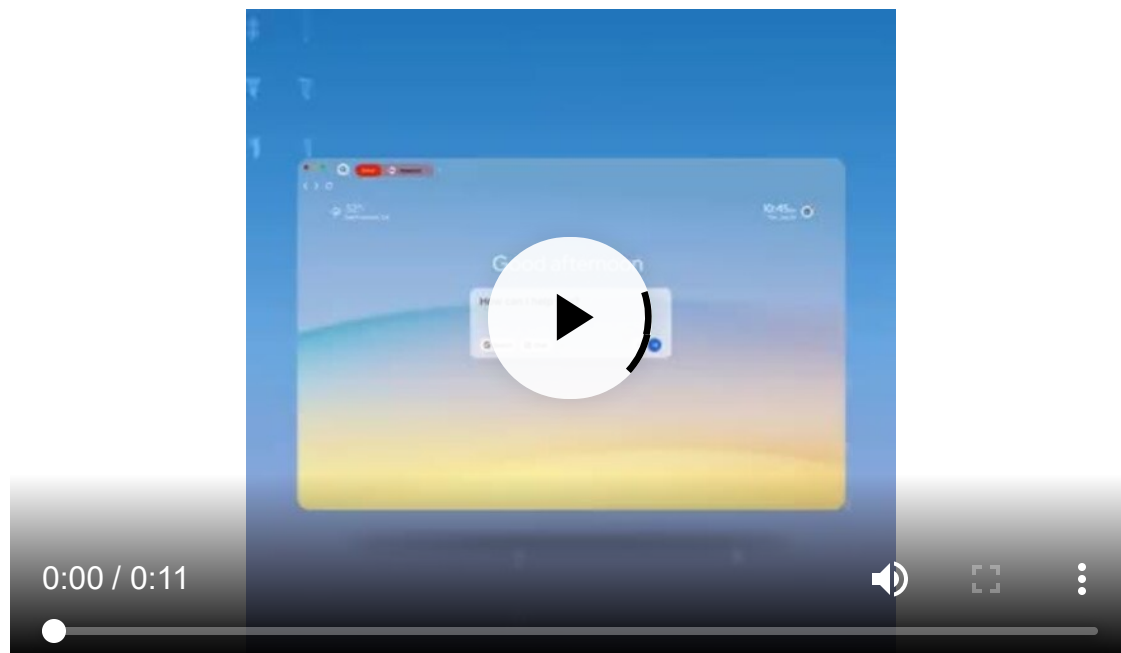


Meet Norton Neo: The First Safe AI-Native Browser Now in Early Access

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Norton combines the power of AI with Norton expertise to redefine the way we experience the digital world

TEMPE, Ariz. and PRAGUE, May 22, 2025 /PRNewswire/ -- Today, Norton, a trusted brand part of Gen (NASDAQ: GEN), unveiled its new, innovative browser designed from the ground up with advanced artificial intelligence, [Norton Neo](#). Neo brings together a powerful combination of AI-native intelligence and world-class safety protection, making it the first browser truly built to reimagine how we experience the web with a safer, smarter internet.



"With Norton Neo, we're not just building another browser; we're reimagining how you will interact with the digital universe in the AI Era," said Howie Xu, Chief AI and Innovation Officer at Gen. "Traditional browsers were built for a different era focused on static search and manual organization through tabs, bookmarks and history. Neo flips that dynamic – it works with you, intelligently and proactively helping you by curating content and tasks so you can focus on what really matters. Using Neo is like having a versatile and powerful personal assistant working for you."

With studies showing AI-powered tools can increase productivity by nearly 40%, Neo is changing how people interact with their browser to enjoy the digital world. Unlike conventional browsers that require people to do repetitive tasks and the time-consuming work of combing through search results, Neo acts like a smart

companion, anticipating needs, managing tasks, and streamlining workflows. This innovative approach is tailored for tech-forward consumers, AI enthusiasts, and anyone seeking a simpler, more productive web experience.

Key features of Norton Neo include:

- **Browsing with a personal assistant** – Neo gets to know what you like, bringing up relevant content right when you need it, making it easier to stay on top of what matters.
- **Unified Search and Chat** – Get answers instantly, not endless links. Neo combines search and conversational AI to help you get what you need faster – without switching applications or digging through endless search results.
- **Smart Tab Management** – Neo automatically organizes your tabs to reduce clutter so you can stay focused and be more efficient.
- **Protection from Norton** - Neo is equipped with Norton WebShield, a proprietary Safe URL Detection System that uses AI and behavioral analysis. It scans external URLs and embedded content to block phishing, malware and deceptive sites with unmatched speed and accuracy.
- **Ad Blocking** – Neo features default ad blocking – not as an extension add-on, but as part of the browser. It helps eliminate intrusive ads and prevent third parties from tracking you, right from the start.

An early version of Neo is available now in the United States. Customers with early access have the opportunity to shape the future of Neo by testing its capabilities firsthand and providing valuable feedback. To learn more and join the list for early access testing, visit [NeoToday.ai](https://neotoday.ai).

About Norton

Norton is a leader in Cyber Safety, and part of Gen (NASDAQ: GEN), a global company dedicated to powering Digital Freedom with a family of trusted consumer brands. Norton empowers millions of individuals and families with award-winning protection for their devices, online privacy, and identity. Norton products and services are certified by independent testing organizations including AV-TEST, AV-Comparatives, and SE Labs. Norton is a founding member of the Coalition Against Stalkerware. Learn more at [Norton.com](https://norton.com) and [GenDigital.com](https://gendigital.com).

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