

## Why will the First Product of ZoTrus Launch be a Browser?

Everyone is familiar with browsers. There are already many browsers on the market. Why will the first product of ZoTrus Technology launch be a browser? As the CEO, this article interprets the reasons and mysteries.

The browser is the entrance to the Internet, but the current browsers still have many places that users are not satisfied or do not meet the needs of Internet users, mainly in the following eight points:

- (1) Although the SM2/SM3/SM4 cryptographic algorithms have become ISO international standards, but major browsers still do not support SM2 SSL certificate that cannot meet the compliance requirements of the "China Cryptography Law". Some Chinese branded browsers support SM2 SSL certificate, but they are charged, which is not in line with the user's perception that browsers are generally free to use.
- (2) The browser, as the entrance to the Internet, now it becomes the entrance of advertisements. Browser users hate the pervasive advertisements of some browsers.
- (3) Browsers are used as Internet access portals, and users' online behaviors become so-called "big data". Some browsers will sell users' online behavior data or use these data to send targeted advertisements to users.
- (4) In the era of HTTPS popularization, some browsers even do not display the HTTPS encryption padlock, and do not remind users that the website that is being visited by HTTP plaintext transmission is unsecure, which is irresponsible for the user's online security.
- (5) All major browsers have removed the function of displaying the green address bar for websites that deploys the EV SSL certificate, which greatly reduces the visual security of the browser users while surfing the Internet.
- (6) Since the major browsers only emphasize the importance of HTTPS encryption, while ignoring

the importance of website identity authentication, the fake bank website displays the padlock like an authentic bank website, which is a huge online security problem, especially the free SSL certificates are readily available so easy, making fake bank websites and fake government websites almost zero cost and zero threshold!

- (7) The website security incidents such as SQL injection, web page tampering, trojan virus, etc. occur frequently, although these events have nothing to do with the browser, but is the browser as an entry obliged to remind users to pay attention to this aspect of security?
- (8) The second application of browser is to check email through the Web. Can browsers make some efforts to protect the cleartext email security?

The author can also list more issues and more areas that can be improved. I believe that readers must also hate some issues, and they must think "how come there is no browser that can solve these problems?". As an old netizen, the author has also deeply the same feeling. Therefore, as a zero-trust security provider based on cryptographic technology, ZoTrus Technology has the responsibility to solve the pain points of Internet users and to adopt zero trust and cryptography technology to solve these online security problems.

This is why the first product will be released by ZoTrus Technology is **ZT Browser**. Although the browser is free, I always believe that if we focus on the user, everything else will follow.

*Richard Wang*

**April 20, 2022**  
**In Shenzhen, China**