

AVECHO GIVES PARENTS COMPLETE CONTROL OVER CHILDREN'S USE OF INTERNET AND E-MAIL

Submitted by: Ascendant Communications

Thursday, 17 July 2003

...Revolutionary new service developed by UK company avecho offers complete control for the first time over internet and e-mail use by children...

London – 17 July 2003, avecho, a leading developer of advanced data filtering and protection systems for the Internet, today announced the launch of a new service aimed at parent's called K.I.D.S. ('Keeping Internet Delivery Safe'). This hosted solution, developed by Avecho and provided via a user's ISP, gives parent's complete control of what websites, chatrooms, instant messaging and e-mail children can access. Because the service is hosted it stops unauthorised access of information or data 'at source' before it reaches the PC being used by the child and is therefore 100% reliable.

Simon Copeland, Commercial Director of avecho, said: "The filtering, security services and technology currently available to parents either have to be installed on a particular PC, which can be easily avoided by PC literate children, or are only effective within the domain of a particular ISP or service provider, and as soon as a child goes out of that hosted domain they can access whatever content they choose. K.I.D.S. is the first service to give parents complete control and peace of mind, and importantly operates by only allowing access to content that parent's define rather than expecting parents to draw-up a list of prohibited sites or content."

In addition to offering control of access to websites and chatrooms, K.I.D.S. also allows parents to control who in approved chatrooms children can communicate with, for example, friends from school but not strangers. It also allows e-mail to be filtered so that unsolicited e-mail and spam is filtered out before the child receives it, but also certain e-mail addresses can be blocked or unblocked as necessary, with parent's able to view e-mail that has been blocked and also edit the settings of the system at anytime from their PC.

K.I.D.S. is a hosted service and avecho is currently in discussions with several ISPs about providing the system to their customers.

About avecho

avecho are Internet security specialists. avecho.com provides secure Internet services for all email users. Our mailCENTER provides the most accurate and manageable anti-spam service and the world's first signature free anti-virus service that provides absolute protection from all email viruses. The service is available to all Internet users from the home through to major corporates.

The level of protection and control provided is unprecedented in the current Internet services market. This protection is being launched specifically to protect children when using email, chat, messaging platforms and when browsing the Internet.

For further information, please contact:

James Cooper

Ascendant

Tel: +44 (0) 208 241 6226

E-mail: jcooper@ascendcomms.net