

Exclaimer 4.0 Anti-Spam Solution Is Set To Lead The Way

Submitted by: Cinnamon Communications

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Monday 17 January – Exclaimer 4.0 anti-spam solution has been successfully released into the marketplace and has already been met with overwhelming enthusiasm by its early adopters.

Exclaimer is also celebrating its success in blocking rates from 96% to a staggering 99.5%, with less than 0.0001% false positives, setting a new benchmark for the industry.

Andrew Millington, of Exclaimer said, “Spam has been reported as being one of the major problems facing businesses in the coming year. A recent report published by IDC, states that approximately 38% of emails that will be sent in the North American market during 2005 will be spam, which highlights the global epidemic caused by spam messages each day. We are confident that we have built a groundbreaking anti-spam system that will offer an effective, trustworthy and low-maintenance solution to today’s problem.

Our development team realised very early on, that it is crucial to identify the source rather than undertake content analysis, as these systems are prone to false positives and rapidly lose efficacy unless they are regularly updated. Exclaimer will not only check for the source of the mail, but will also use fingerprinting technology to identify spam outbreaks.”

Exclaimer 4.0 utilises a detection centre as its third layer of protection against spam, giving its clients complete peace of mind. Exclaimer 4.0 is set to take the industry by storm in 2005 and will be showcased at this year’s CeBIT in March.

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Notes to Editors

Exclaimer

Exclaimer provides a suite of powerful tools to extend the functionality of an email system from disclaimer and signatures through to leading anti-spam technology, auto responding, mail blocking and redirection.

Exclaimer’s latest anti-spam technology uses a number of techniques to prevent unwanted email reaching users mailboxes.

Key features are: false-positive errors are kept to an absolute minimum, remain highly effective over time and require minimal user maintenance.

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