

First 4 Internet powers new anti-porn solutions at InfoSec

Submitted by: Speed Communications

Wednesday, 20 April 2005

FIRST 4 INTERNET POWERS NEW ANTI-PORN SOLUTIONS AT INFOSEC

Major new products from PixAlert, Pure Content and Green Technology meet growing corporate need to filter pornography

London, 20 April, 2005: Three major new solutions to combat the rising tide of pornography were today announced by Green Technology, PixAlert and Pure Content. All three are powered by real time image content filtering from developer First 4 Internet (F4i), the market leader in effective pornographic image detection.

With 2.5 billion porn emails being sent each day, organisations worldwide are at risk of being swamped by pornography. Recent figures show that one third of employees admit that they have sent images of sexual nature in the workplace, while three per cent do it every single day.

In addition to the sheer volume of messages, increased regulation, broadband penetration and greater dependence on email have made filtering illicit images the key email priority for organisations worldwide.

As well as the launches from Green Technology, PixAlert and Pure Content, companies including MessageLabs and SurfControl have adopted F4i's real time image filtering in their content filtering products. All these solutions will be demonstrated at the biggest UK security show – InfoSec, from 26 – 28th April 2005.

“These new products from our partners demonstrate that 2005 is seeing a significant change in the security threat to organisations with adult image content moving centre stage,” said Mathew Gilliat-Smith, CEO, First 4 Internet. “Companies have never been more dependent on email and with the advent of fast transmission technologies such as broadband, sending larger images is becoming ever easier. Companies are now more than ever aware of their duty to protect employees from a ‘Hostile working environment’ caused by third party image content. These factors are leading to an increased need for image filtering, as shown by the number of partners showcasing our technology at InfoSec.”

First 4 Internet's ICA image composition analysis technology accurately detects pornographic images and text in digital data transmission providing effective filtering solutions for email, web and instant messaging. All this happens in real time with no noticeable impact on network speeds.

ICA will be demonstrated on the following stands at InfoSec:

- MessageLabs – stand 430
- PixAlert – stand 4100
- SurfControl – stand 500
- Green Technologies – stand 200

About First 4 Internet

First 4 Internet (F4i) is a UK-based developer of content management technologies. Its ICA technology has been in commercial use since mid-2001 providing effective filtering solutions to leading businesses and institutions globally. F4i is also a leading developer of content protection technology for the music and film industry. Its XCP copy protection software for CD Digital Audio aims to help prevent casual piracy. The company is privately funded.

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