

# ContentWatch Takes Business, Home Internet Filtering To New Levels With ContentProtect 2.0

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*Performance, remote management, and new flexibility are cornerstones of ContentProtect 2.0*

**SALT LAKE CITY – June 20, 2005**—ContentWatch Inc., the leading provider of Internet protection for home, small/medium business and public organizations, has taken internet filtering to an entirely new level with the introduction of ContentProtect 2.0.

A leading provider of Internet protection software since 2001, ContentWatch has completely re-architected its award-winning product with the introduction of ContentProtect 2.0.

## **Unprecedented Speed**

For the first time, ContentProtect's patented blend of dynamic filtering and black list/white list functionality allows the product to accurately analyze web content with no perceptible latency.

New enhancements to ContentProtect's dynamic filtering engine reduces search requirements from as many 2,000 scans to as few as one search scan per page. Combined with personalized black list/white list specifications, ContentProtect 2.0 reduces overall search time considerably. Early users of ContentProtect 2.0 report that the product works so quickly that any perceptible latency is now effectively gone.

## **Remote Management**

In addition, ContentProtect 2.0 increases productivity and safety of Internet use by bringing a new level of remote management to small businesses and homes. From a browser interface, administrators or parents can set up or change filtering criteria and can review Internet activity as well as request e-mail alerts when certain criteria are met.

Small to medium businesses, in particular, have found that ContentProtect is the clear and practical solution to their filtering needs.

"Our company has 18 locations that are not physically networked to each other," said Zed Al-Safar, network administrator for Biaggis Ristorante Italiano. "I was looking for something we could manage easily and remotely. ContentProtect was ideal for us. The installation was simple. It was a very cost-effective solution, and setting up the users and groups took no time at all."

The new remote management in ContentProtect 2.0 introduces a greater level of flexibility than has ever been available for small business or home users before. For example, if a child is using a home computer during hours they should be at school, the parent will know. If a child discovers a need access to sites that aren't normally available, for a specific homework assignment, for example, the parent can make the decision even from the workplace and can quickly and remotely allow temporary access or can make the decision to "white list" the site.

With ContentProtect, a parent can know from their workplace computer if a child is online, can monitor and manage the websites visited, and even view the text of internet chats. Even in a home with multiple computers, a parent can easily view and manage all PCs in the home from a single web interface.

“The growing complexity of unwanted internet content, coupled with the liability and legal issues of businesses and public organizations make it mandatory for parents and businesses to put effective Internet protection in place,” said Jack Sunderlage, President and CEO of ContentWatch. “We are pleased to introduce a product that not only serves families and smaller organizations uniquely, but also provides business organizations with a dramatic and immediate productivity gain.”

“We are typically discovering that ContentProtect is the most accessible and the only realistic option for the small business customer,” Sunderlage continued. “We are providing an alternative that’s designed from the ground up to answer their needs.”

ContentProtect 2.0 also introduces enhanced compatibility with Microsoft products and leading anti-virus and other related offerings. Enhanced portability and localization are key characteristics of the new architecture as well. Language and region specific versions of ContentProtect are available for China , and will soon be available for other languages as well.

Portability to Linux and Mac environments are anticipated as a future direction for the 2.0 platform. ContentProtect 2.0 is planned to ship July 2005. Customers can get a two-week trial version of ContentProtect 2.0 from [www.ptyservices.com](http://www.ptyservices.com) . The annual license cost for ContentProtect is \$39.99 per node; however, customers who purchase before the 2.0 ship date can buy the current ContentProtect for \$29.99 with a free upgrade (and access to ongoing updates) to the 2.0 release in July.