

The problem of pornography in the workplace, the home and in education has escalated considerably through Internet access. In the workplace, it not only costs companies millions in non-business-related Internet activity, but has led to shattered business reputations, harassment cases and employees' claims. Recent tests have shown that one in four of all e-mail image attachments is pornographic and nearly 80% of employers have detected abuse of the Internet at work. Fortunately, you can now combat this growing problem with the world's most advanced porn-filtering service: StarSure CleanMail Anti-Porn.

STOPS E-MAIL PORN AT THE INTERNET LEVEL

StarSure CleanMail Anti-Porn is the world's most advanced porn-filtering service. All inbound and outbound e-mail is scanned for pornographic material at the Internet level, intercepting pornographic content long before it reaches your network boundaries. This ensures that potentially damaging material never enters your network arena, reducing the risk of damage to your company's reputation.

HOW DOES STARSURE CLEANMAIL ANTI-PORN WORK?

Star has joined forces with First 4 Internet, developer of advanced software solutions to co-develop a revolutionary porn-filtering service using image composition technology. This detects aspects such as suspect poses, facial expressions, clothing and overall image content.

Conventional image-filtering software uses flesh-tone analysis to detect whether an image is pornographic. As well as blocking offensive imagery, it also blocks that which is harmless – holiday shots, photographs of babies and children.

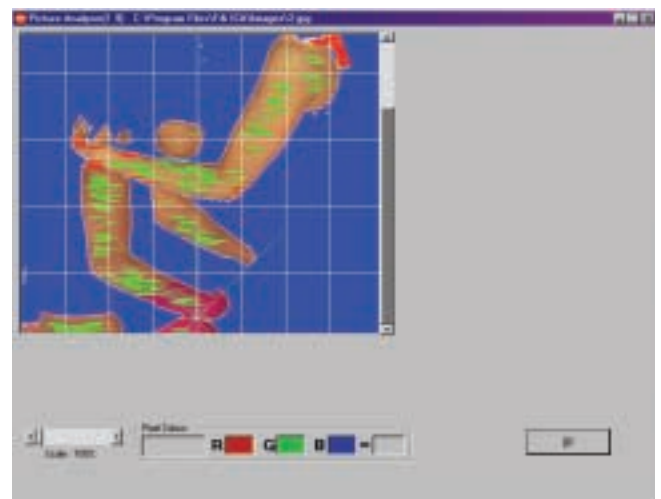
IMAGE COMPOSITION ANALYSIS (ICA) SOFTWARE

ICA uses artificial intelligence to read and analyse image content and intercept suspect material, expanding its own knowledge and understanding of pornographic images with every subsequent scanning. It uses 22,000 algorithms to define the content of any one image, without hindering the speed at which the software operates. It is driven by several

attributes from the image: for example, ICA can determine whether an image is indoors or outdoors, how many bodies are in the image and where the faces and heads are located. Because ICA has knowledge of anatomy, the CleanMail Anti-Porn service is able to calculate the position and suspect nature of the bodies contained in images.

CUSTOMISABLE FOR YOUR BUSINESS

The CleanMail Anti-Porn service is a managed service requiring no additional hardware or software and is customisable to suit your business requirements and company e-mail policy. Through Star Centre, our unique on-line customer interface, you can turn the porn-filtering service on and off and also choose the level of service sensitivity, using high, medium and low settings. This is useful when controlling inbound and outbound scanning. You may want to set sensitivity levels to high on inbound and low on all of your outbound e-mail traffic. Whichever settings you choose, ICA software can scan up to 20 images a second, so you'll experience no discernible impact on e-mail delivery times. When an e-mail is detected as containing pornographic content, customers can choose whether to have the e-mail tagged, redirected/copied to a nominated administrator or deleted.



KEY FEATURES

- Patented ICA technology using artificial intelligence to block pornographic e-mail attachments
- Option to switch CleanMail Anti-Porn detection on or off through Web-based configuration and management
- Ability to specify levels of detection sensitivity, based on high, medium and low settings
- E-mails containing suspect images can be tagged, sent/copied to a nominated system administrator or deleted
- Centrally managed and hosted service, powered by MessageLabs' global network of control towers

BUSINESS BENEFITS

- StarSure CleanMail Anti-Porn is a fully managed service requiring no acquisition of additional hardware or software. This means a reduction in time spent on in-house e-mail monitoring, freeing internal IT resources for value-added projects.
- It acts as a complementary service to StarSure CleanMail Anti-Virus and Anti-Spam services to ensure complete e-mail protection.
- The service ensures accurate detection of pornography, so improving employees' productivity.
- It blocks obscene material entering and leaving an organisation, offering protection against legal action and loss of brand equity.
- Management statistics and reports delivered through Star Centre, Star's unique on-line customer interface.

PERFORMANCE

Independent verification and testing of ICA technology returned success rates as high as 95% on 3,000 images and 99% on 36,000 images. This involved several conditions and test criteria, including pornographic, artistic and sporting imagery. The findings also suggest that, because ICA uses neural technology, its ability to learn can only take it from strength to strength.

STAR CENTRE

Star Centre is Star's unique on-line customer interface, providing you with service statistics and reports in real time, enabling you to see how the CleanMail Anti-Porn service is performing for your business. It also allows you to easily identify any trends in e-mail and its content – and act on them.

Overview statistics available through Star Centre:

- Data on pornographic images intercepted – by day, week, month and year
- Statistics showing e-mail volumes and patterns – by day, week, month and year
- Activity by individual user

TECHNICAL SUPPORT

- Dedicated customer services executive
- 7am–7pm technical support and help desk
- 24/7/365 emergency technical support

For more information on the range of solutions available, please e-mail us (info@star.net.uk), call us on 0800 138 4443 or visit: www.star.net.uk

