



# **BluePrint Data Announces New and Improved OEM Internet Content Filtering for 2012**

FOR IMMEDIATE RELEASE

Jacksonville, Florida USA – Monday 16 January 2012 – BluePrint Data, the OEM internet content filtering solution provider with the highest quality filter database in the world, is offering its new and improved Internet Content Filtering following its successes in 2011 that; increased language support to 22 languages, found its products and services "twice as nice and half the price" (per a competitive analysis) and celebrated its unmatched "Zero False Positive Guarantee" Program.

BluePrint Data uses multiple human reviewers to complete its web site and URL categorization. Using multiple reviewers to independently ensure categories match prior to the information being added to the master URL Review database results in the world's highest quality URL / Internet Content Filtering database.

BluePrint Data provides its OEM Web Filtering technologies and URL filter database to Internet Security manufacturers and providers (including VARs, Resellers, and others) that source their Internet Web Filtering databases and technologies from OEM providers such as McAfee/Secure Computing, RuleSpace, or WebSense. Using trained people to review website content not bots or automated technologies enables BluePrint Data to ensure the most accurate product available enabling them to offer the industries only Zero False Positive Guarantee. BluePrint Data encourages potential customers to evaluate vendors and suppliers based on their false positive rate. A false positive is when a web site or URL is improperly categorized.

"BluePrint Data is very happy to offer all the improvements and successes of 2011, a year of 'Strengthening the Core' to our current and future customers." said Bob Dahlstrom BluePrint Data's CEO. "As we continue to add OEMs and customers we will continue with our program of providing the new and improved services free to our existing customers. This is yet another example of how BluePrint Data goes the extra mile to ensure we offer the best quality product and service available."

## **About BluePrint Data.**

BluePrint Data is a leading provider of OEMs URL / Web site content filters, technology, and security products and services to Internet Security vendors such as Unified Threat Management (UTM), Managed Service Providers (MSP), Managed Security Service Providers (MSSP) and Software as a Service (SaaS) providers as well as providing private label / OEM services to Value Added Resellers (VARs), Information Technology Providers, Anti Virus and Anti Spam service providers, Independent Software Vendors (ISVs), and telecom, carriers, and ISPs and other companies. BluePrint Data has the world's largest 100% human reviewed URL Filter Database that is combined with tools and services to provide easy integration of the BluePrint Data OEM URL Filter database.

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