100% of Web Site Reviews for OEM Internet Filtering Products Completed With Multiple Human Reviewers

Jacksonville, FL – Friday 30 July 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions with the largest database of exclusively human reviewed web site reviews (aka URL reviews), announced today it now completes 100% of new web site reviews with a minimum of two human reviewers categorize each web site.

As of July 2010 forward 100% of all new web site / URL Reviews are being completed with the new BluePrint Data review system whereby web site reviews are independently categorize by multiple reviewers to ensure the categories match prior to the information being added to the master URL Review database. For example using the new multiple reviewer system, reviewer A receives the URL www.example.com and categorizes it as "Nudity", independently reviewer B receives the same URL and reviews it as "Intimate Apparel / Swimsuits". Since the two categories do not match the URL is then independently provided to reviewer C for categorization.

If reviewer C categorizes the site as "Nudity" it is a match with the review from reviewer A and the URL is added to the master database. If reviewer C categorizes the site as "Intimate Apparel / Swimsuits" it is a match with the review from reviewer B and the URL is added to the master database, however, if reviewer C categorizes it differently than reviewer A and reviewer B the URL is sent to our Quality Assurance section for review.

The BluePrint Data filtering database is the largest 100% human reviewed data store in the world. The BluePrint Data web content review specialists have reviewed web sites that comprise over a billion URLs/Web pages (Universal Resource Locators, i.e. Web pages) which is in excess of 98% of the World Wide Web traffic according to statistics from Neilson/Net Ratings a global leader in Internet media and market research. The BluePrint Data Web site Content Filtering Database is exceptionally accurate as it is the only web filter database of its size where 100% of the Websites have been reviewed by trained and certified Web site content specialists.

"We are excited with our new system and the excellent quality it provides" said Bob Dahlstrom BluePrint Data's CEO. "This new system demonstrates our commitment to continually improve the quality of web site URL reviews and is another example of the extraordinary value and service BluePrint Data provides our partners and distributors."

About BluePrint Data.

BluePrint Data OEMs its URL filter and content filtering databases and technology 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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FOR MORE INFORMATION:

BluePrint Data
2002 San Marco Blvd, Suite 201
Jacksonville, FL 32207
+1-904-647-4491
press@blueprintdata.com

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