

# **BluePrint Data Provides Internet / URL Filtering Through System Integrator to China Telecom**

FOR IMMEDIATE RELEASE

Jacksonville, FL – Friday 14 May 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions announced today it is providing Internet Filtering, through a system integrator, to China Telecom. The system integrator is supplying China Telecom a Deep Packet Inspection appliance that includes Internet Filtering / Parental Controls. China Telecom [HKEX (728) NYSE (CHA)] provides telephone and broadband internet services in China providing approximately 62% of China's internet bandwidth. This partnership effectively extends BluePrint Data's Internet / URL web filtering into the formerly state run telecom.

The BluePrint Data filtering database is the largest 100% human reviewed data store in the world. BluePrint Data's trained and certified 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 URL / Web site Content Filtering Database is exceptionally accurate as it is the only database of its size where 100% of the Websites have been reviewed by trained and certified Web site content specialists.

“BluePrint Data's is honored to be able to extend its OEM Internet Filtering offering to a partner that is deploying it in one of the world's leading Telecoms and largest markets.” said Bob Dahlstrom BluePrint Data's CEO. “This is another example of a major telecom utilizing our service and complements and diversifies our deployments with network security appliances, SaaS / Cloud based providers, and client software implementations.”

## **About BluePrint Data.**

BluePrint Data OEMs its URL filter and content filtering databases, 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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Keywords:

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