BluePrint Data to Extend its Zero False Positive Internet Filter Guarantee Promotion Until October 2012

Jacksonville, Florida USA – Monday 16 August 2012 – Internet Filter provide BluePrint Data, the leader in high quality OEM internet content filtering solutions announced today it is extending it "Zero False Positive Guarantee" promotion until October. The Zero False Positive Guarantee program provides users of BluePrint Data's Web site / URL Content Filtering a guarantee that their customers end users will not be blocked access to a URL due to it being wrongly categorized.

BluePrint Data's "Zero False Positive Guarantee" program will credit new customers, who sign up under this program through September 30, 2012 a credit of $500 for each separate occurrence where a customer's end user is disallowed access to a website because BluePrint Data has incorrectly categorized it[1]. Blocking a Web site / URL that should be allowed can disrupt business operations and negatively impact productivity.

A false positive is when a web site or URL is improperly categorized. BluePrint Data encourages potential customers to evaluate vendors and suppliers based on their false positive rate. BluePrint Data is the only company to complete 100% of web site reviews with a minimum of two human reviewers categorizing each web site. Providers of Internet Security products and services that include or OEM Web content filtering (i.e. URL Filtering) have higher false positive rates than BluePrint Data due to their reliance on automated content categorization methods and procedures.

 "BluePrint Data's Zero False Positive Internet Filtering promotion is another way we prove our value to our existing and potential customers." said Bob Dahlstrom BluePrint Data's CEO. "By completing the most accurate web site / URL categorizations possible, and standing behind our

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[1] Up to a maximum credit of $5,000 subject to terms and conditions. For full information please contact BluePrint Data sales.

quality with our Zero False Positive Guarantee, BluePrint Data proves again we offer the best quality OEM internet filter product and service available."

The BluePrint Data review system consists of web site reviews that are independently categorized by multiple reviewers to ensure the categories match prior to the information being added to the master URL Review database. For example reviewer A receives the URL www.example.com and categorizes it as "Nudity", independently reviewer B receives the same URL and reviews it as "Nudity" so the URL is added to the master URL Review database. If, for example, reviewer B categorized the URL content as "Intimate Apparel / Swimsuits", the URL is then independently provided for a third categorization review by reviewer C.

About BluePrint Data.

BluePrint Data OEMs its 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.

FOR MORE INFORMATION:

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Introductory Video: http://www.youtube.com/watch?feature=player_embedded&v=ozf8XSxyJuU

Keywords = OEM Internet Filter, OEM Internet Content Filter, OEM Web Filter, OEM Cloud Internet Filter, SaaS Internet Filter, OEM URL Filter, Web Filter, Content Filter

Keywords:

Zero False Positive Internet Content Filtering Scary Challenge, Scary Challenge, Internet Filtering Scary Challenge, Telecom Italia, Cloud Internet Security, Cloud based Internet Security, Zero false positive, zero false positive internet filter, telco web filter, smartfilter replace, human web reviews, human web categorization, multiple human web reviews, Internet filter software, ISS Compete, German internet filter, Hindi internet filter, block porn, filter internet access, block gambling, filter gambling, filter stock, internet filter, iprism replace, Internet Security Service provider, value Websense replace, Internet Filter SaaS, Carrier internet filter, Enterprise Internet Filtering, filter drug, web filter, carrier web filter, business internet filter, SaaS Internet filter, x stop compete, Internet Filtering Appliance, Websense replace, OEM URL Database, OEM URL filter, OEM web filter, SurfControl replace, St Bernard replace, UTM provider, value SurfControl replace, 8e6 compete, 8e6 replace, managed content filtering, BlueCoat compete, Dutch internet filter, MSP, Spanish internet filter , St Bernard Software compete, Unified Threat Management, brightcloud compete, universal threat management, brightcloud replace, RuleSpace compete, Alexa compete, Portuguese internet filter, ISP web filter, Chinese internet filter, Internet Filter database, internet filter OEM, Netcraft compete, URL filter, Arabic internet filter, content filter, English internet filter, internet filter data, MSSP, NetSweeper compete, secure computing replace, smartfilter compete, SurfControl compete, URL filter database, SaaS provider, RuleSpace replace, Italian internet filter, Managed Security Service Provider, web filter database, BluePrint Data, Web page filter, managed service provider, CyberGuard compete, fast Data Tech compete, filter hate, filter porn, French internet filter, Internet filter China, Internet Filtering India, ISP internet filter, Japanese internet filter, Korean internet filter, OEM Internet Filter, NetSweeper replace, OEM SaaS, OEM URL List, Polish internet filter, Secure Computing compete, iprism compete, telco Internet Filter, Telecom Internet Filtering, URL Database, Websense compete, white label SaaS, xstop replace, rebrandable internet filter. brandable internet filter, brandable internet filter, Arabic Internet Filter, Chinese Internet Filter, Dutch Internet Filter, English Internet Filter, French Internet Filter, German Internet Filter, Hindi Internet Filter, Italian Internet Filter, Japanese Internet Filter, Korean Internet Filter, Persian Internet Filter, Polish Internet Filter, Portuguese Internet Filter, Romanian Internet Filter, Russian Internet Filter, Serbian Internet Filter, Spanish Internet Filter, Swedish Internet Filter, Thai Internet Filter, Turkish Internet Filter, Ukrainian Internet Filter, Vietnamese Internet Filter,