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Alltel to launch Cell Phone Parental Controls Application

While more and more children use wireless phones to communicate with parents and each other, parents are growing concerned regarding the potentially harmful web content available on mobile phones. (Last September AT&T announced their Parental Control Service.)

To assist parents in controlling their child's mobile internet usage, Alltel Wireless has teamed with Bytemobile, a mobile internet solutions for network operators, to announce Alltel Parental Controls, a content filtering application available free of charge beginning in February 2008.

Based on Bytemobile's Unison ACCESS Mobile content filtering solution, Alltel Parental Controls utilizes a comprehensive database of websites that may be inappropriate for children, allowing parents to filter content on their child's phone.

Potentially offensive sites that can be filtered through Alltel Parental Controls include those featuring pornography, gambling, weapons and violence.

Alltel Parental Controls is available to Alltel customers, both pre- and post-paid, on select phones. Parents can set their filtering preferences from MyAccount on alltel.com or MyPrepaid on alltelu.com

To provide protection, Alltel Wireless and Bytemobile have teamed with RuleSpace to provide a content filtering database. The service includes a special feature called, "dynamic rating," which supplements the database and enables Alltel to remain informed of newly discovered, unrated and mixed-content sites. In addition, the service's real-time capabilities allow for instant site ratings and the ability to selectively block different pieces of content on the same web page.

