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Alltel to begin offering parental controls

by Robert Nelson

Alltel is preparing to launch a Parental Controls feature that will allow parents to filter inappropriate web content from their children's cell phones. The content filtering application will be available free of charge and cover content such as pornography, gambling, weapons and violence. The filtering service will be run by Bytemobile and rely on a "content filtering database" and a "dynamic rating feature" that will cover both new and unrated sites. Parents will be able to control the access from their MyAccount page on alltel.com. Alltel is scheduled to launch the Parental Controls feature in February 2008 and the service will be offered free of charge.

