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Alltel Releases Parental Control Application

By Teresa von Fuchs

Alltel Wireless has announced a free content filtering application, in partnership with Bytemobile, to help concerned parents control their child's mobile Internet usage. Alltel Parental Controls is expected to be available in February of next year.

Based on Bytemobile's Unison ACCESS Mobile content filtering solution, Alltel Parental Controls uses 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 access the service from Alltel's Website.

Alltel Wireless and Bytemobile also have teamed with RuleSpace to provide the 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.

AT&T launched a parental control application earlier in the fall, that not only monitored and filtered content available on children's mobile phones, but also phone numbers the phone could and could not receive or make calls to, and the times the phone was in use. But the carrier suspended service shortly after it launched, due to an issue with 911 calls.

