

Key Benefits

- **Differentiation of service** by providing parents with greater control over their child's messaging usage.
- **Easy of Use Operator and Subscriber Management** - Services accessed via Web browser GUI
- **Cost Efficient** - Operates on standard servers taking advantage of price/performance
- **Feature Rich Application** - including Whitelisting, Blacklisting, Blackout periods, and Limiting Message Usage by time of day and day of week
- **Easily scalable** and highly reliable Service platform
- **Reporting and Statistics** - graphical reports and statistics for operators to monitor usage
- **Industry standard** SMPP interface
- **Customizable web portal** adopts operator web page look and feel
- **Vendor agnostic**, works with any vendor's SMSC and mobile phone

MessageSENTRY Parental Control Summary

Protect children from unwanted messages or inappropriate mobile usage

According to independent market surveys, mobile phone child protection is a leading issue for most parents. Parents are very concerned about who their children are texting and who is texting them. Fears of bullying and unwanted messages from strangers are increasing. Over half of parents are worried about when their children are using their phones as well as who is receiving the text messages. 60% of parents with children under the age of 14 years old feel strongly about the need to have some control over how their children use their mobiles. 80% of parents would consider changing their network provider just for the option of having parental controls.

Parents can manage their child's messaging

MessageSentry Parental Control allows a subscriber to easily control and limit usage of their children's messaging by quantity, time, and day of week. Subscribers can set policies online to administer settings of their family's account. For example, the parent could configure their child's phone, preventing their child from sending or receiving SMS messages during school hours M-F 7am - 2pm and bedtime M-Su 10pm - 6am. Messages will then be deleted or deferred until an acceptable time. Additional controls include a Black List that provides the ability to block sending and receiving of messages based on specific phone numbers and a White List, which creates an exception list of phone numbers including parents, emergency contacts or other phone numbers as specified by the parent. Therefore, the child will have the ability to send/receive messages to and from these specific phone numbers regardless of any other restrictions. Message Limits will allow a parent to limit the quantity of messages a child sends and receives per day, week or month.

Flexible online subscriber controls

With MessageSentry Parental Control, Parents can go online to set policies to customize their children's mobile phone usage so that the child can always call their parents or family members but can only text other numbers on the basis of rules chosen by the parent. Additional child mobiles may be linked with the parent's account for families with multiple children in order to set independent rules for each child's messaging usage.





Operator Benefits:

- Improving differentiation & recognition by offering services aimed at parents who are the actual bill-payer.
- Match the rising expectations of the market to address social responsibility concerns.
- Using web portal service configuration for brand building and loyalty.
- Adding premium value service options for customers.
- Parental Control On Line Portal will allow operators to offer users the tools to set and manage the policies for themselves and their families as part of an operator's self-care portal.

Subscriber Benefits:

- Allowing parents to provide their children with the security and convenience of a mobile phone while alleviating concerns misuse and setting sensible boundaries.
- Manage and customize their child's messaging using the Network Operator's web portal to set flexible policies.
- Protect minors against bullying
- Allow parents to determine acceptable rules for their child's mobile usage
- Manage multiple child mobiles from the same account

Application Features:

- **Whitelisting** of trusted numbers that can send or receive to your child's mobile regardless of other rules.
- **Blacklisting** or blocking numbers you don't messages sent or received to your child's mobile
- **Blackout Periods** when messages cannot be sent or received by time of day and day of week
- **Limit Usage** or quantity of messages by day, week and month

About NewNet Communication Technologies

NewNet Communication Technologies is a recognized leader in signaling and messaging solutions for wireless, IP, and wireline networks. The robust, scalable signaling platforms have enabled rapid development and deployment of a wide spectrum of carrier grade, revenue generating and compliance applications. NewNet is a pioneer in the development of standards based SS7 signaling solutions and is committed to providing unparalleled service and value to our customers. For nearly two decades, NewNet has been synonymous with messaging excellence and is the trusted name in SS7 and SIGTRAN signaling solutions.

For more information on our products and services, visit our website at: www.newnet.com

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