



## **Message Systems and Image Analyser Unveil Groundbreaking Solution for Detecting and Filtering Images**

***ISPs and Telecom Carriers Can Now Provide Customers with More Control over Digital Photos and Images in Email***

**Columbia, Maryland – February 17<sup>th</sup>, 2009** – Message Systems, provider of the world’s fastest and most flexible message management platform, and Image Analyser, a leading developer of image recognition technology, today introduced the industry’s first message management platform to combat the transmission of illegal and inappropriate images sent via email and wireless messaging. This innovative joint solution combines the robust image recognition technology of Image Analyser with the intelligent, scalable and customizable message management framework of Message Systems to enable ISPs, telecommunications carriers, and social networking sites to provide their residential and enterprise customers with a higher degree of control over the images they receive in their email.

The detection and prevention of offensive image content has been a particularly difficult challenge for the industry to address. Now with a real-time image analysis engine that uses sophisticated algorithms, Image Analyser offers a way to distinguish between inappropriate and appropriate content within popular digital data transmission protocols. Through this collaboration, Message Systems will integrate Image Analyser’s technology to monitor and process the delivery of illicit images, such as pornography or other unwanted content. As a result, service providers will now be able to offer a higher level of control to their customers, in keeping with tighter parental control and corporate usage policies, while maintaining the performance of a carrier-grade solution.

“We are delighted to align with an innovative and forward-thinking company like Message Systems,” said Cris Pikes, CEO, Image Analyser Ltd. “Together, our pioneering technology solution will help service providers achieve regulatory compliance, and enable them to offer their customers more control over the content they receive.”

Message Systems helps ISPs and telecom carriers create the unique messaging solutions they need, in order to clearly differentiate their businesses and gain a competitive edge -- today and in the future. The company’s intelligent, scalable, customizable framework is designed to solve pressing business issues by increasing customer retention, expanding service offerings, and capturing new markets while reducing operating expenses.

“Image Analyser is on the front line in creating advanced image analysis technology,” said David Harvey, Vice President of Business Development and Partners, Message Systems. “As consumer and enterprise demand for image filtering continues to increase, we are happy to offer service providers a breakthrough solution that can integrate seamlessly into their existing infrastructure. By joining forces with Image Analyser, we are able to provide a robust solution that enables service providers to honor individual customer preferences.”

#### **About Message Systems**

Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage large volumes of business-critical email. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a family of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from e-commerce companies to the Global 2000. With the most powerful message management platform on the market, Message Systems gets over a billion unique messages to the right place at the right time every day. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia. For more information, go to <http://www.messagesystems.com> or call 1.877.887.3031.

#### **About Image Analyser Limited**

Image Analyser Ltd develops image recognition technology which can identify inappropriate or pornographic images in digital data transmission. The company incorporates proprietary ‘best of breed’ technology developed by individuals who possess years of experience in the IT security market. The company was formed to provide technology on an OEM basis worldwide to major IT software and hardware vendors across a broad range of market sectors, including email and web, telecommunications, online storage, and network forensics. The company has offices in the UK, USA, Asia & Australasia. [www.image-analyzer.com](http://www.image-analyzer.com) or +44 (0)870 041 1166

###

#### **Contact:**

Sara Long  
Atomic PR  
415-402-0230  
[sara@atomicpr.com](mailto:sara@atomicpr.com)