

# MEDIA RELEASE

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## At last: a simple way to set internet boundaries for your kids

Three Sydney fathers with IT development skills have solved the problem of how to set online boundaries for their children.

Their product, KidsBlocker, allows parents to regain control of their home internet. They can set access times for each online device in their household and control it from anywhere using an app on their smart phone.

“As dads who work in the IT industry we wanted our kids to have a positive and healthy online experience. Nothing we tested worked for us so we built a better solution,” says Vincent Moran, one of the KidsBlocker developers.

Mr Moran said that he and his partners, brother Daniel Moran and friend Peter Harvey, had spent two years developing KidsBlocker, including one year testing it in homes with teenagers.

“Most parents are struggling to stay in front of the technology arms race in their homes. Concerned parents wanting to provide a safe online experience for their children need to be better equipped. We believe KidsBlocker is the right tool.”

“There are products out there which are complex and require a heavy time investment. KidsBlocker has succeeded in being simple and works on any smart phone.”

Parent Margot Phelps, who used KidsBlocker in her home for 12 months, says: “it allows me to monitor what my kids are up to and shut them down when it's bedtime, when I'm at work or even out to dinner”.

Other parents using KidsBlocker say: “My home is calmer now”, “We now have the confidence to share the online world”, “I feel like a better parent”.

Using KidsBlocker you can protect your family by:

- blocking internet access to your kids' devices while you continue to use your own
- setting different internet access times for each device in your home
- blocking/unblocking your child's internet access at any time
- filtering internet content and checking the browsing history of all devices connected to your home internet
- controlling internet access to every device in your home from your smart phone

Parents use KidsBlocker by adding a KidsBlocker wireless router to their home network and then subscribing to the service which costs less than a cup of coffee a week.

For more information and interviews:

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