

## Filtering/Parental Controls: The Power of the Umbrella

The umbrella, a symbol of protection for 4000 years, evokes exactly the emotions the Island team intends to generate with its new router. The power of Island's umbrella derives not only from the tone it sets, but also from the quality of its filtering database, the unmatched speed of its lookups, and its ease of use.

### The Umbrella: An Icon of Security and Peace of Mind

In advertising, the umbrella icon is frequently seen shielding the consumer from rain or other calamity. Scenes of umbrellas on a beach represent not only protection from the sun but conjure up moods of relaxation and peace of mind. Even the tiny paper umbrellas in cocktails suggest an atmosphere of fun and whimsy. Since all of these feelings dovetail with the objectives of the Island brand, we chose the umbrella to represent a major security feature in Island: filtering.

### Why Filtering Matters

Filtering is basically the ability to block users from browsing to undesirable sites on the Internet. A parent may want to block access to mature content from kids; a homeowner to keep objectionable content off their network altogether; and businesses to filter access for matters of security, legal protection against inappropriate content in the workplace, and productivity. According to *PC World*, more than 41% of small businesses now use content filtering, and with the current frequency of cyber threats, that number is sure to grow.

### Power in Best-quality Filtering Operations

Island has incorporated a highly reputable filtering solution. Continuously updated in the cloud, the technology's URL database scans and categorizes over 750 million domains and 27 billion URLs. Because Island includes high-capacity memory, it is able to keep a sizeable URL database resident locally; any request that is not checked internally goes to the cloud for lookup and is then added locally. Many competitive router brands warn the consumer that, if they turn on filtering (or parental controls), performance may suffer. Not the case here; Island takes pride in high-speed lookups that only add to the power of Island's umbrellas.

### Power Through Ease of Use

Note that automatically, every device on the Island is instantly protected from all manner of threat-ware (malware, spyware, phishing, and more) represented by the icon of a single umbrella. If filtering is desired for security purposes only, you're done, and need not delve into filtering further. If additional filtering is wanted, Island makes it simple to set up. Filtering options are organized into eight major categories, each with subcategories. There are three pre-configured umbrella templates, each progressively more restrictive. You can view the pre-configured umbrellas and assign to users, groups, or individual devices with one click and a save. You can also tweak the pre-configured umbrellas to fit your needs, or thirdly, create entirely custom filters. Setup entails simply selecting allow/block buttons and does not require long manual entries or copy and paste. Such easy filtering setup and assignment makes the umbrella a powerful tool for keeping home and office networks safe.

