Spam, Smart Phones & The Last Mile

Mobile Active Defense Reclaims
'Lost' Bandwidth for Telco Carriers

Atlanta, GA: 16 MARCH 2010: Traditionally, carriers have only been able to filter their own email, but users often have multiple email accounts. Now, carriers can provide 72% of smartphones the kind of email security that RIM's Blackberry users have been accustomed to for years.

By the end of 2009, 600 million of the world's 4.6 Billion mobile subscribers connected to the Internet used broadband technology. (www.itu.int) That's a lot of people using smart phones to surf the web, read and write email (large attachments), download audio, video and stream TV or movies.

"Carriers are well aware that the bandwidth of the 'last mile' is being overloaded," said Robert Smith, CEO of Mobile Application Development (M.A.D.) Partners. "The 'last mile' is the final leg of delivering connectivity from a communications provider to a customer. With Mobile Active Defense, carriers can now add more users without needing to add expensive bandwidth."

A 2009 Microsoft report said that 97% of all email was spam. Other studies suggest 82-90% of email is junk – and often hostile. The last mile is being eaten up by worthless content. According to ICF International, 62 Trillion pieces of junk email were sent in 2008 alone.

"The only thing the typical smartphone user will notice is that the Phishing, Malware, Viruses and Spam attacks are gone." Christopher Breceda, V.P. of Business Development at Mobile Application Development (M.A.D.) Partners. "Users can also control the size of their email attachments. This is good for the users and the carrier's overhead, reputation and and customer satisfaction."

Studies have shown that smartphones are the next targets of cyber-criminals world-wide. This means Phishing, Viruses, Malware and Spam attacks will be sent to hundreds of millions of smartphones used for email. MAD both protects the user and returns bandwidth to the carrier, solving two problems at once.

- @ Carriers reclaim lost bandwidth on their last mile by filtering the unwanted 'junk' from any email provider such as Corporate email accounts, Yahoo, GMail and Hotmail.

- @ Conventional A/V solutions require constant large downloads to the smartphone using more bandwidth reducing performance. Each MAD account protects an unlimited number of email accounts on each smartphone.

- @ MAD Carrier Version now supports Apple iPhone, iPod/iPad & Windows Mobile. Nokia Symbian and Google Android coming soon.

- @ Compatible with leading email services including Gmail, Yahoo, Hot Mail, AOL, and all IMAP and POP compatible systems such as Lotus Notes. (Exchange 2Q2010)

- @ Each MAD account performs over 100 security updates every day without any intervention, signature updates or smartphone overhead.

- @ Access to the MAD Security Awareness Training Center

- @ Contact us for Enterprise and Consumer Versions

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