

# EMAIL IMAGE CONTROL SERVICE

## THE MESSAGELABS DIFFERENCE

- Unique multi-layered image control service, providing unrivalled levels of pornographic image detection and flexibility for administrators
- Straightforward administrator interface and set-up, minimizing complexity and overhead
- Scanning of images attached to or embedded within emails and within Microsoft® Office attachments
- Local and global image databases, enabling administrators to optimize scanning performance
- Ability to specify individual senders and recipients who can bypass the service if required
- Complements the MessageLabs Email Content Control Service

## ANALYST VIEW

MessageLabs is positioned in the "Leader" quadrant in the Magic Quadrant for E-mail Security Boundary, 2006. Gartner defines "Leaders" as vendors that are performing well today, have a clear vision of market direction and are actively seeking competencies to sustain their leadership position in the market.

Gartner Magic Quadrant for E-mail Security Boundary, 2006 by Peter Firstbrook et al., September 25, 2006

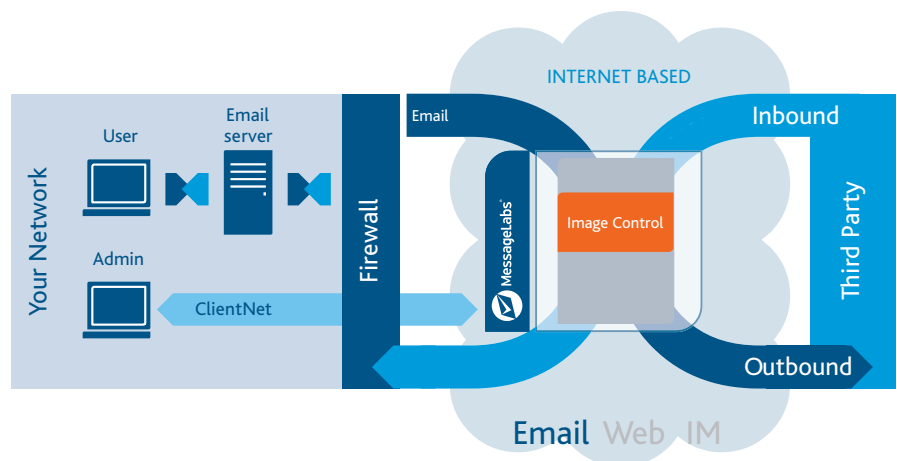
## ARE YOU EFFECTIVE AT BLOCKING OFFENSIVE AND INAPPROPRIATE IMAGES?

Email is increasingly vital for facilitating fast, effective corporate communications. But it is essential, too, that businesses manage the content of all messages entering and leaving their networks. Failure to do so can result in pornographic and other inappropriate images flowing into or out of your organization via your email communications.

This inevitably can have serious implications in terms of damage to your brand and reputation, lost productivity and the wasting of valuable time and resources. Moreover, failure to comply with legislation and regulations in areas such as obscenity and sexual harassment can lead to legal proceedings, fines and other penalties, and ultimately loss of customer confidence and business.

The MessageLabs Email Image Control Service enables you to monitor and control the images contained in all incoming and outgoing email communications. Easy to set up and maintain, this cost-effective, managed service automatically scans and detects potentially offensive images, comprehensively protecting your organization against the related risks.

## PORNOGRAPHY PROBLEMS — OUR INDUSTRY-LEADING SOLUTION



Harnessing multi-layered filtering technologies, the service incorporates state-of-the-art image signaturing. Completely configurable to your needs, it also enables you to develop and enforce an appropriate acceptable use policy that will help ensure your employees' utilization of email is consistent with the efficient and successful operation of your business.

The MessageLabs Email Image Control Service incorporates sophisticated Image Composition Analysis (ICA) capability. Particularly well-suited to the accurate detection of pornographic images, ICA applies a comprehensive range of image-filtering algorithmic techniques, including Facial Recognition, Body Positioning Analysis, Texture Analysis and Flesh Tone Analysis.



### HOW THE SERVICE WORKS

- MessageLabs clients point their Mail Exchange (MX) records to MessageLabs
- Inbound and outbound email is directed via MessageLabs, where it is scanned
- Administrators set up rules and determine sensitivity levels in keeping with their acceptable use policy, via the ClientNet interface
- Administrators specify which senders or recipients can bypass image scanning due to the nature of their job or industry
- Administrators add organization-specific images to a local approve or block database
- Email which triggers a rule is subjected to a range of actions including: block/delete; redirect to administrator; copy to administrator; tag header; tag subject line; log only
- Email which does not trigger a rule passes through to its intended recipient in the normal way

### SERVICE LEVEL AGREEMENTS

The Email Image Control Service offers the following industry-leading Service Level Agreements (SLAs):

- Delivery - 100% email delivery guarantee
- Latency - Average roundtrip time of 100% of email delivered in less than 60 seconds
- Service Availability - 100% uptime
- Technical Support / Fault Response - guaranteed response times for critical, major, and minor calls

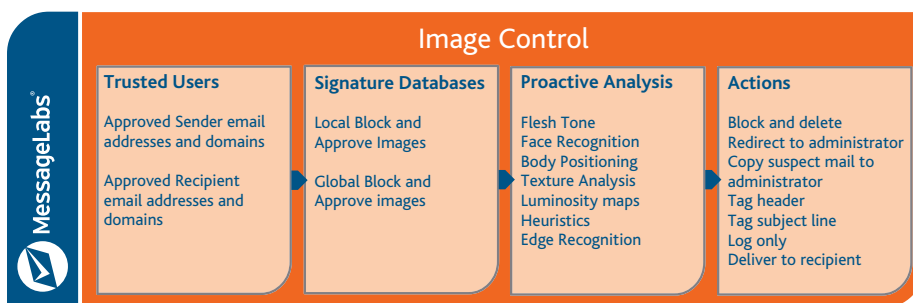
### NEXT STEPS

Contact a product specialist:  
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 For other country offices and contact numbers, please visit:  
 www.messagelabs.co.uk/contact

ICA results are fed through a sophisticated scoring system which allows the overall acceptability of an image to be determined. As a key feature, the service enables administrators to add permitted or blocked image signatures to a local database. Providing increased flexibility and local control of good or bad imagery, this ensures that confidential pictures or legitimate modelling images, for example, can leave the organization.

Administrators can also optionally activate the additional protection of a global database of image signatures managed by MessageLabs and containing signatures submitted by the MessageLabs client community.

Approved Sender & Recipient Lists specify those individuals, both internal and external, that can send and/or receive emails without being scanned by the service.



### FEATURES AND BENEFITS OF THE EMAIL IMAGE CONTROL SERVICE

Feature	Benefit
Multi-layered technologies designed to detect pornographic or other inappropriate image content	Protects employees, aids enforcement of acceptable use policies, and safeguards regulatory compliance, corporate reputation and productivity
Fully configurable, extremely accurate ICA scanning engine	Allows administrators to determine required level of sensitivity and actions to be applied
Image scanning within Microsoft® Office documents attached to or embedded in emails	Enables administrators to activate image scanning within a range of different file formats
Fully customizable lists of approved senders and recipients	Permits administrators to specify internal and external users who can send and/or receive emails without being scanned
Customizable local databases of image signatures	Allows administrators to maintain company-specific lists of blocked and approved image signatures
Optional global database for the MessageLabs client community and managed by MessageLabs	Give administrators the ability to benefit from a database of signatures supported by the MessageLabs global 'Image Community'
Dashboard, summary, detailed and scheduled reporting	Provides visibility, accountability and confidence in the service's effectiveness