



## **eBlocker kicks off on Indiegogo and involves community in software optimization**

- **Starting August 10<sup>th</sup>, eBlocker launches the early access version of its software and initiates a limited presale on Indiegogo.**
- **eBlocker makes one-click anonymous surfing on all devices a reality.**

**Hamburg, August 3<sup>rd</sup>, 2015** – Starting August 10<sup>th</sup>, eBlocker allows tech-savvy users to test their brand new software for the first time. Through a kick-start campaign on the crowd-funding platform Indiegogo, the community is given the opportunity to take part in the optimization of the eBlocker, a device that ensures truly anonymous surfing on the Internet (starting 10<sup>th</sup> of August at [www.eblocker.com/indiegogo](http://www.eblocker.com/indiegogo)). The first 250 backers can download the software for as little as ten dollars during the early access phase. The eBlocker's main aim; besides raising capital to finalize the software, is to gain user feedback to optimize the eBlocker according to customer's needs. For supporters who don't own a Raspberry Pi or Banana Pi, which is required for testing, a limited pre-series production put together by the eBlocker team combining soft- and hardware is available on Indiegogo.com. This pre-series already contains all software and filter-list updates as well as all new features and technical support until the end of 2016.

The eBlocker seeks to fight the common practice of unwanted data gathering while surfing the Web and effectively returns complete control and anonymity to the user – with the reliability one expects of German engineering. The innovative eBlocker solution combines security software and a Banana PI single board computer in a compact case. It can be connected to the home network via an Ethernet port and configures itself automatically without any software installation. Once connected the eBlocker anonymizes online behavior on all devices in the home network and ensures that the only information divulged is information the user really intends to share. The eBlocker identifies every form of tracking and individually protects the privacy of all family members. Additionally, unwanted online ads are also blocked, which may significantly enhance browsing speed. The eBlocker thus fully and easily anonymizes Internet usage for the entire family, securing privacy where it's wanted.

“With eBlocker we put an end to the unbridled data gathering activities of Internet giants. Our innovative solution returns full control over ones online privacy to the individual user”, states Christian Bennefeld, founder and CEO of eBlocker. “With our Indiegogo campaign we seek close cooperation with the community in the US and abroad, to make sure that everyone will be able to assert ones right to privacy on the internet easily and uncompromisingly. The feedback provided by first movers is



crucial for us to incorporate. It helps us to meet all user requirements thereby making the eBlocker the easiest and most advanced product for protecting the private sphere.”

All of the eBlocker’s core functions are already functional during early access and can be thoroughly tested. The eBlocker configures itself automatically and can be switched on without any software installation – plug and play for full functionality. The main security functions are already up and running. Tracker blocking including link tracker identification and ad blocking for third party ads are part of this release. Unwanted advertisements as well as unauthorized tracking of the user’s data is now history. Frequent automatic updates provide up-to-date software versions and filter lists. Enabling or disabling the eBlocker on individual devices in the home network is possible as well as individual Website whitelisting, giving the users full control over their data and the parties they want to share it with.

Starting August 10<sup>th</sup>, backers will find the eBlocker campaign on Indiegogo and here: <https://www.eblocker.com/indiegogo>

### **About eBlocker GmbH**

After two years of development in stealth mode, eBlocker GmbH located in Hamburg, Germany, has commenced operations in 2015. IT-security experts Christian Bennefeld and Boris Prinz founded eBlocker in response to their growing unease about the current practice of secret and unauthorized data gathering on the Internet and the creation of personal user profiles by third parties. Their product eBlocker, a small device connected to the home network, returns complete control of private information and traces left on the Internet back over to consumers. It works by using a specially developed security-software that makes sure that all tracking and ad-networks are blocked effectively and with full freedom of choice from all Internet devices. Thanks to easy installation, automatic configuration and software-updates, the eBlocker can be simply put to use even by technically inexperienced users. [www.eblocker.com](http://www.eblocker.com)

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