



## **eBlocker Introduces New Mobile Functionality to Protect Users Outside the Home**

*New functionality enhances mobile protection to combat unauthorized consumer data collection and ad blocking while browsing online no matter where you are*

**(HAMBURG, Germany – January 20, 2016)** – eBlocker, provider of hardware solutions to combat unauthorized third party data collection, today announced new additions to the eBlocker platform to protect mobile devices whether or not the user is inside the home network in conjunction with a crowdfunding campaign.

The feature update will be available on both the patent-pending eBlocker Pro and eBlocker Family. The smart device sets up a VPN to connect to the eBlocker at home and runs all of the traffic through it no matter where the mobile user is. With these protections, users can even see mobile data usage be cut by up to 40% without the ads and trackers loading that plague our phones and tablets.

"With eBlocker mobile, we are introducing an unprecedented functionality to protect the mobile devices we've come to rely on for all facets of our lives," said Christian Bennefeld, founder, eBlocker. "With more users surfing from their mobile devices and paying for goods and services, it was imperative that our protection extend outside the home!"

eBlocker is intuitively designed to be a smart device that easily connects to a home network, and doesn't require any other software installations or user interaction. Just plug it in, and you're protected. It also gives any device on that network the same cloaking ability by hiding your IP address. Once connected it stops all trackers, blocks all ads and lets you surf truly anonymously. It also prevents data collection from third parties without your permission, giving you control of your online identity.

eBlocker Pro supports as many devices as are on the network and gives the same privacy protection for each of them. For users with shared devices such as a family tablet and possibly different privacy protection needs, eBlocker Family is directly suited for those needs. The family tablet's privacy protection customization can mirror each profile for each user. Perhaps Dad wants certain sites whitelisted that mom would like to block on the same device. Now that's possible, and an added layer of parental protection can be employed for kids in the house.

### **Pricing and Availability**

eBlocker Pro and eBlocker Family will be launching on Kickstarter on January 20<sup>th</sup> 2016 for \$99 and \$124 respectively with one year of updates included. There will also be a Kickstarter special for eBlocker Family Lifetime which includes lifetime updates for \$299, which is \$100 off MSRP. Additional information on other pricing tiers and offerings can be found at [eblocker.com/en/kickstarter/](http://eblocker.com/en/kickstarter/).

### **About eBlocker**

Based in Hamburg, Germany, eBlocker was founded due to the unease of IT-security experts Christian Bennefeld and Boris Prinz 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 over private information and traces left on the Internet to consumers.

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