



U.S. Consumers Get Best in Class Privacy Protection With eBlocker Family

Increased online privacy to shield the family against inappropriate and unwanted content; worldwide success brought to U.S. retailers and distributors at CES

CES 2017 - LAS VEGAS, NV - January 5, 2017 Sands, Hall G - Booth #51700 – eBlocker, a provider of hardware solutions to combat unauthorized third party data collection, today announced key enhancements to its platform with the introduction of eBlocker Family. The launch of these new privacy protection capabilities also marks eBlocker's expansion into the U.S. market.

eBlocker Family gives users the power to control and protect their online privacy across all smart devices, saves money, and shields families from being exposed to inappropriate content. eBlocker is currently used in over 5,000 households and available in 46 countries.

“After three years of development and a successful launch of the product in Europe last year, we’re bringing the enhanced power of eBlocker to the U.S.,” said Christian Bennefeld, CEO and co-founder of eBlocker. “We’re looking forward to demonstrating eBlocker’s unique ability to meet the public’s growing need for privacy protection for retailers and distributors at CES.”

eBlocker Family is an intuitively designed smart device which provides total Internet privacy for the expanding number of smart homes. It automatically blocks all potentially dangerous online services that secretly collect user information. It stops trackers, blocks ads, and hides the IP address. Best of all, it’s easy to install, requiring no software installation or special configuration, and works with all the family’s connected devices, providing each one the same high level of privacy protection.

eBlocker Family also supports shared devices, such as a family tablet. In addition, with the new parental control enhancements, each family member can now have their protection profile customized: parents can access certain sites on their devices which the children won’t be able to see on theirs. eBlocker Family will be available in Q1 of 2017.

For more information and product availability, please visit: www.eblocker.com/en.

About eBlocker

Based in Hamburg, Germany, eBlocker was founded due to the concerns 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 smart device which connects to the home network, returns complete control of private information and traces left on the Internet to consumers.

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