

MessageLabs Image Control



Protect your users, your business and your brand

The problem of Internet pornography in the workplace has increased considerably. It now costs companies millions in non-business related Internet activity and has led to damaged business reputations, harassment cases and employee claims. With email usage rising year on year, the problem is only set to get worse. Statistics show that the average user now receives an average of 4.5 pornographic emails per day.*

MessageLabs Image Control enables you to identify and control inappropriate imagery in inbound and outbound email. Its capabilities go beyond the flesh tone analysis of standard filters, using ground-breaking Image Composition Analysis to detect pornographic and other unwanted images. The service allows for different sensitivity settings and routing options to match your acceptable email usage policy, helping you keep your email clean and your brand untarnished.

Tackling the global problem

MessageLabs Image Control combats threats from pornography and other unwanted imagery on a global level. Powered by our dynamic global platform of data centres spanning 4 continents, it provides instant protection in real time. Each data centre scans millions of emails every day, this volume constantly feeds our central knowledge base, creating a unique world view that enhances our intelligence and scanning capabilities in real time.



FULLY MANAGED

- Operates at Internet level, intercepting pornography sent and received by your users.
- Platform independent: no interoperability issues with your existing infrastructure.
- Quick and easy to setup: it frees up your IT resources and requires no additional hardware or software.
- Automated service – requires no intervention from individuals.
- Completely scalable – grows with your demand.
- Complements MessageLabs Anti-Virus, Anti-Spam and Content Control services.
- InSight™ – web-based management interface provides configuration tools, service statistics and reports.

HIGHER PROTECTION

- A multi-layered Image Control solution, combining multiple techniques to detect and control pornographic images.
- Enhances the efficiency of your email system.
- Proactively monitors inbound and outbound email.
- Ensures accurate detection of pornography through Image Composition Analysis technology that can detect pornographic images based on multiple image attributes.
- Out-performs image analysis software that is reliant on single detection and analysis techniques i.e. flesh tone or databasing.
- Provides additional protection to end users receiving inappropriate images which could lead to legal action against the organisation due to harassment claims.
- Protects against loss of employee productivity due to reduced number of time-wasting emails.

COMPLETE CONTROL

- Configurable to your needs: emails containing suspect images can be tagged, logged, sent or copied to a nominated system administrator or deleted.
- You control the service based on high, medium or low sensitivity.
- InSight – web-based access to control your settings.
- Peace of mind knowing that your email is clean and aligns with your usage policy.

KEY FACTS

- 2.5 billion pornographic emails are sent every day – making up 8% of all emails.*
- MessageLabs scans over 70 million business emails every day.
- Sole focus on business enterprise market.

* Internet Filter Review, Aug 2004

ICA: Image Composition Analysis

The service uses MessageLabs' Image Composition Analysis (ICA) predictive technology to proactively identify and stop pornographic images from reaching your organisation.

Unlike other image management solutions, Image Control is multi-layered. Incorporating several filters – each one with its own analysis capability – the service goes beyond traditional solutions in determining whether an image is pornographic or not.

Deployed across our dynamic global platform, ICA proactively scans millions of emails every day, helping you keep email clean and your organisation's integrity protected.

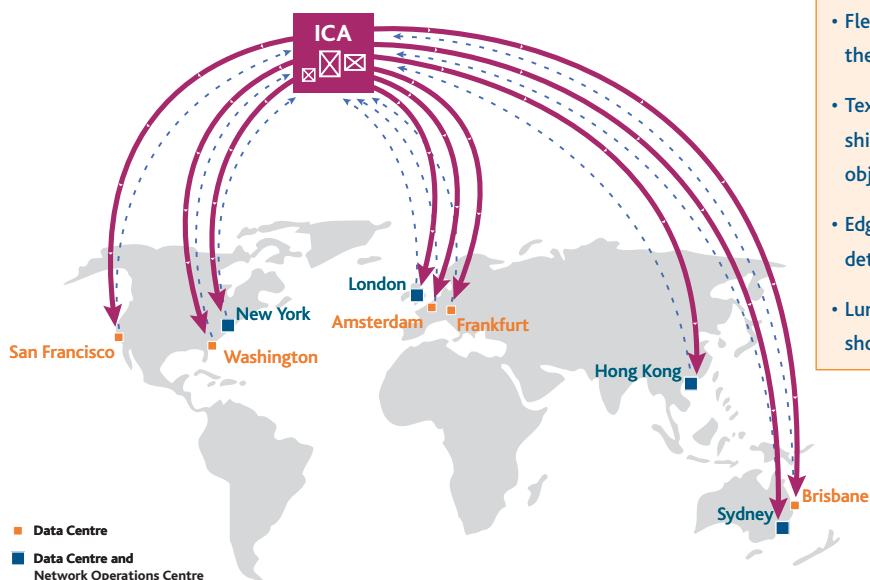
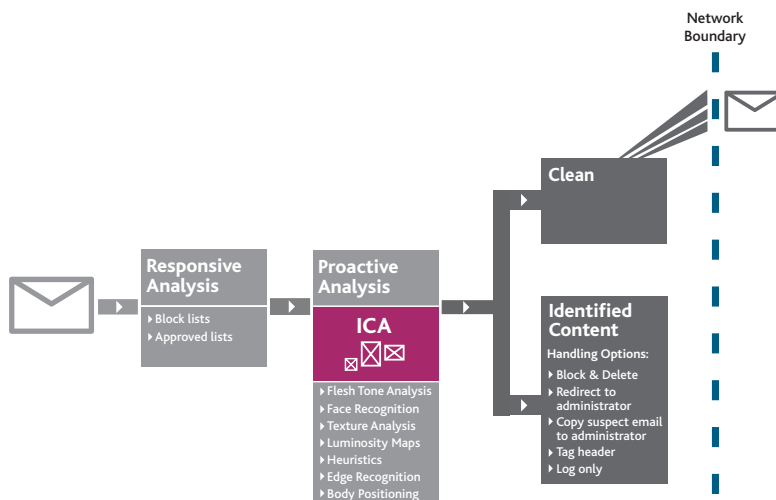


Image filtering techniques

- **Heuristics** – gives each filter a level of importance to score images by. The combined score of all filters determines whether an image is pornographic or not.
- **Facial recognition** – capable of recognising whether an image has one or many faces and what percentage of the image the face takes up.
- **Body positioning** – when a face/several faces have been detected within the image and the face is only a small proportion of the image, the filter looks to find the positioning of the body in relation to the face. If the body is positioned under the face and the body is at an angle or unusual position, the ICA will call different algorithms to it.
- **Flesh tone analysis** – looks at the percentage of flesh and the location of flesh tone within the image.
- **Texture analysis** – looks at whether the texture is smooth, shiny, flat or rough to determine whether it is skin or an object such as a table or chair.
- **Edge recognition** – recognises the edges of an object so it can detect where one component finishes and another starts.
- **Luminosity maps** – removes all colour from an image to show shades in three dimensions.

How it works

- Client points MX [Mail Exchange] record to MessageLabs.
- Email directed through the MessageLabs Service which scans and detects pornographic content against block and approved lists.
- Image Composition Analysis technology uses a massive neural network of shapes, textures and definitions to identify and eliminate content containing suspect poses, facial expressions, clothing and overall image content.
- Threats are managed AWAY from the client network.



To find out how you can take greater control of email to protect your organisation, please contact your regional representative or visit: www.messagelabs.com