



Press Release 01-17-2009

**Meet PureSight, leading content filtering technology provider, at CeBIT 2009  
Start of business activities in Germany. One-on-One-Meetings with German corporations, ISPs, Telcos and partners.**

Kfar Saba - Munich, January 2009

PureSight Technologies Ltd., a leading next-generation content filtering technology provider, will start sales and marketing activities in Germany at CeBIT 2009 from the 3<sup>rd</sup> to the 8<sup>th</sup> of March 2009 in Hannover.

During CeBIT the management team of PureSight will meet German corporations to discuss the possibilities of cooperation.

Interested companies, journalists, ISPs, Telcos or partners can register for meetings with PureSight directly through the German sales partner, Inline Sales GmbH, at: [presse@inline-sales.com](mailto:presse@inline-sales.com)

PureSight core technology is a sophisticated, proprietary Active Content Recognition (ACR<sup>TM</sup>) solution. ACR<sup>TM</sup> is able to identify Web site content and decide whether to allow access to it or not.

Every requested site is inspected by PureSight's intelligent algorithm to ensure its compliance with corporate, institutional, or parental usage policies. Puresight's ACR<sup>TM</sup> driven solutions have the ability to dynamically analyze every piece of Internet content and accurately determine the context and meaning without the need for cumbersome databases or crude and inaccurate keyword filters. The result is complete and reliable Web coverage with unmatched content recognition and categorization accuracy.

PureSight's technology addresses the extensive issues of Internet content access by providing solutions for the mobile network industry, wired security solutions and Internet Service Providers.

Integrating PureSight Enables Companies to:

- Attract new customers and create additional revenue streams
- Meet growing market expectations and regulations
- Provide 100% filtering coverage of the Internet
- Deliver on-the-fly, dynamic Web filtering

Today PureSight solutions and products PureSight PC, Mobile Classification Software Development Kit & Classification Software Development Kit are running successfully at sites of international operating corporations, telecommunication companies and Internet Service providers.

Business Development and sales promotion for PureSight in the German speaking market is provided by Inline Sales GmbH.



#### **About PureSight Technologies Ltd.**

PureSight Internet content filtering technology prevents individuals and businesses to access inappropriate Internet content through the Internet and mobile networks.

PureSight award-winning content filtering solutions are based on a proprietary Active Content Recognition (ACR) technology. PureSight dynamically analyzes and classifies Internet content in real-time to ensure complete coverage of the constantly changing Internet environment.

PureSight OEM/CSDK technology can be integrated by hardware and software vendors for both mobile and wired industries. PureSight parental control solution, PureSight PC, is also available through major Internet Service Providers such as France Telecom or Integrity Online.

PureSight products include

PureSight CSDK for Mobile Solutions - Easily embed PureSight Classification Software Development Kit to your hardware or software solutions for the mobile industry

PureSight CSDK - Integrate PureSight's Internet content filtering Classification Software Development Kit to your security suite or appliance

PureSight PC - Client-based Internet Content filtering for home users

#### **Über Inline Sales GmbH**

Inline Sales GmbH, Munich, Germany is a Specialist for Business Process Outsourcing in sales and marketing. We help companies in different industries from all over the world to setup their strategic and operational business in the German speaking markets. We deliver high-quality services in sales, marketing, business development and financing. We offer high-value contacts to potential customers of all sizes and all industries. We help to generate business success and revenue.

Inline Sales GmbH is part of the international operating Inline Sales International Group and responsible for the business of the group in Central & Eastern Europe. Other subsidiaries of Inline Sales International Group are located in London, Paris and Miami. Sales offices exist in Hannover, Moscow, Prague, Poznan, San Francisco, Sofia, Valencia and Vienna.

In over ten years of business Inline Sales International Group has successfully developed international recognized references like British Telecom, BBC, Motorola, Bosch, Reed Elsevier, Samsung, EDS, Laser 2000, Linde AG as well as hundreds of small and medium sized companies.

Kontakt Inline Sales GmbH:  
Presseabteilung  
Hermann-Schaller-Strasse 24  
81825 München  
Deutschland  
Tel: +49-89-3090-488-32  
Fax: +49-89-3090-488-42  
Email: [presse@inline-sales.com](mailto:presse@inline-sales.com)  
<http://www.inline-sales.com>

Kontakt PureSight Technologies Ltd.  
Mr. Boaz Litai  
15 Atir Yeda  
Kfar Saba, 44201  
ISrael  
Tel: +972-9-763-1900  
Fax: +972-9-763-1923  
Email: [boaz.l@puresight.com](mailto:boaz.l@puresight.com)  
<http://www.puresight.com>