



DATE November 13, 2007

PHONE (408) 727 - 7951

PRESS John Vecchi

RELEASE **Immediate**

CONTACT vecchi@webloq.com



WebLOQ Launches Virtual Private Community Service

Start up secures email for members

By Cara Carretson, Network World

September 4, 2007 - Start-up WebLOQ has launched its first offering, a private communication service designed to form virtual business communities whose members can safely send and receive email, documents and other exchanges.

Called WebLOQ, the hosted service is available for individuals who download client software from the company's Web site that works with a number of e-mail programs, including Outlook, Thunderbird, MacMail and smart phones, says George Sidman, chairman of the company.

Instead of trying to protect communication at the edges of corporate networks, WebLOQ aims to secure the transit channel itself, says Sidman. This is achieved by setting up a private domain name for each user and giving them a related e-mail address, which acts as an additional address to the ones the user already has and is reserved for private communication with other WebLOQ users. Because this new e-mail address corresponds to a private-domain name, users can choose whatever address they like without being restricted by the .com, .org, .net, etc. suffixes, Sidman says.

"The only change you make to your business process is using a new e-mail address," he says. However, the email recipient must also be a WebLOQ user in order to receive messages over the private service.

The private service also protects the content of an e-mail, its attachments, and the sender and recipient identities by using double encryption for all content, including the packet header information, he says. The information is encrypted at the sender's desktop and cannot be decrypted until it reaches the recipient desktop, he adds.

WebLOQ e-mail addresses can't find their way to the intended recipient unless sent from a WebLOQ-enabled PC, says Sidman, which virtually eliminates spoofing, because all WebLOQ customers are registered with validated identities.

By shielding e-mail address information and contents, WebLOQ members also remain safe from

spammers and hackers, Sidman says.

Users can set up multiple e-mail addresses with one WebLOQ registration, he adds, and can continue to use their other public e-mail addresses from the same e-mail client. WebLOQ is available to individuals as a hosted service for \$69 a year.

The company is working on an enterprise version, which includes a database and private domain registry for sending and receiving private e-mails, that a company can run internally on its own equipment. That release is slated for early next year, Sidman says.

The company says portions of its service compete with offerings from Sigaba, Network Solutions, PGP and HushMail, though no other company offers a virtual private community service. The 3-year-old company based in Monterey, Calif., employs 14 people and is privately funded.

All contents copyright 1995-2007 Network World, Inc. <http://www.networkworld.com>