

Super Ad Blocker Technology

Super Ad Blocker features many unique and innovative patent-pending technologies that help set it apart from the competition. Designed never to interfere with e-mailing, banking, chatting or surfing, Super Ad Blocker will greatly enhance any user's surfing experience.

Ad-Blocking

Super Ad Blocker features superior ad-blocking technology that is designed to block all forms of advertising – now and in the future. Super Ad Blocker is designed to compliment the upcoming Windows XP Service Pack 2 pop-up blocking technology – we block all the ads it won't!

Rich Media and Flash Blocking

Using patent-pending technology, Super Ad Blocker intelligently blocks fly-in, slide-in, Flash, DHTML and other forms of Rich Media advertising. With intelligent blocking, this ensures that ONLY the advertisements will be blocked, and the rest of the page content will remain unaltered. Intelligent blocking is critical as more and more sites are using Flash and Rich Media as part of their standard site design.

Pop-Up and Pop-Under Blocking

Super Ad Blocker accurately identifies unwanted pop-up and pop-under ads, while never incorrectly blocking a window that you may need to see, such as a banking login or chat window. The pop-up and pop-under blocking includes blocking of ad windows served by spyware and adware applications such as GAIN.

Spyware/Adware Application Blocking

Many pop-up ads are served by spyware/adware applications such as Sandboxer, Hotbar, GAIN, Huntbar/Wintools, WhenU, and Ezula. Super Ad Blocker will block these and over 450 of the top spyware/adware applications from running and serving ads.

Banner Ad and Image Blocking

Featuring the unique ability to correctly block ONLY the advertising on a web-page, Super Ad Blocker also provides another first – the capability to click on a blocked image or Flash to reveal the item that was blocked. This ensures that a user can view the entire page content should they choose.

Community Based Reporting

Super Ad Blocker provides community based reporting which works in the same successful fashion as virus reporting does in the virus prevention community. End users may report advertising that is not blocked to our ad prevention center, and our staff promptly analyzes the report and updates the product blocking rules so that other users will never see the offending advertisement.

This ensures that Super Ad Blocker is ready for all new forms of advertising – now and in the future.

Automatic Updating

In today's fast paced world where technology changes drastically overnight, it is critical to be able to safely and securely deploy application updates immediately. Super Ad Blocker features rock-solid auto-updating technology that transmits no user identifiable information while performing the update and ensures that the update is safely downloaded and installed to the user's machine.

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