Telenor and Easybits Software to introduce e-mail solution for children

Telenor and EasyBits are now introducing Magic Mail, an e-mail solution that facilitates parental control and helps children get familiar with e-mail as a means of communication. Magic Mail is the first e-mail programme for children, allowing even the youngest children to send text, pictures and voice.

Magic Mail is designed for children aged up to 12 years. The solution is 100 per cent virus and spam free, and parents are required to approve all outside senders of e-mails to their children. Magic Mail is an addition to the Magic Desktop operating system for children.

"We have made an effort to develop an interface that is adapted to children's needs, with functions that appeal to them. The visual experience is essential when children are introduced to new experiences and new ways of learning," said Manager Lars Jølstad of EasyBits Software.

A survey conducted by SAFT, shows that close to 40 per cent of all children between nine and 12 years use e-mail for communication. SAFT is an EU supported information programme that promotes safe Internet use.

"We are continuously working to improve our safety products and services for our Internet customers. In addition to extensive Internet safety solutions for both adults and young people, we also recognise the need for further improvement of our safety solutions for children. Easybits' solution is completely in line with Telenor's overall strategy in this area," said Internet Director at Telenor, Knut Haakon Nilsen.

Magic Mail is included with Magic Desktop, which costs NOK 29 per month for Telenor's Internet customers, and is available in post offices all over the country.

 This is Magic Mail:

 Separate e-mail programme for children aged up to 12 years

 Children can send and receive text, pictures, sound and animations

 The programme is equipped with parent control, and adults will have to approve all senders of incoming e-mails

 E-mails from senders not listed in the address book will automatically be quarantined until parents approve the sender

 The e-mail programme automatically deletes messages containing documents that may be virus-infected

 Magic Mail is integrated with Magic Desktop, the world's only operative system for children

Telenor Group is one of the world's major mobile operators. We keep our customers connected in our markets across Scandinavia and Asia. Our more than 30,000 employees are committed to responsible business conduct and being our customers' favourite partner in digital life. Connecting the world has been Telenor's domain for more than 160 years, and we are driven by a singular vision: to empower societies.

The programme can be used with Windows based PCs

For more information:

Manager Lars Jølstad, EasyBits Software, Tel: +47 901 33 390

Head of Information Atle Lessum , Telenor, Tel: +47 415 05 645