



## **AT&T turns parents into big brother**

February 9, 2007

By Josh Lowensohn

Parental Controls for today's technology

### Surf Smart



**Shield** your children from web sites containing inappropriate, mature content.

### Wireless Smart



**Control** your children's Cingular purchases and online access.

### Watch Smart



**Manage** your children's TV viewing experience.

### Talk Smart



**Protect** your children from pranksters and unwanted callers.

AT&T rolled out a new security portal today called **Smart Limits**. Designed for parents who want to monitor all aspects of their children's activities, the site provides instructions for parental controls of the Internet, cellular phones, television watching, and regular landline telephone calls. There is one catch, though: all the information is for AT&T's services, so it's not going to work on your Comcast cable box or Verizon cell phone.

There's obviously a big push for parental controls, as Windows Vista and Web services like MySpace recently have pushed out new child protection initiatives. Instead of a Web site telling you how to access and monitor these controls in the individual services, I'd like to see AT&T put together a site that would allow you to control and manage all these services remotely. Combine that with Inlex for your car, and your kids will do nothing without you knowing.