THOUSAND OAKS, Calif., Jan. 24, 2013 /PRNewswire-iReach/ -- Mobicip (www.mobicip.com), the #1 parental control and internet safety service for mobiles, today announced the availability of custom keyword filtering to subscribers of its Premium Web Monitor service.

Mobicip offers a parental control solution in the form a Safe Browser app for iOS devices like the iPhone, iPod touch, iPad and iPad mini, and Android-based devices like
Google Nexus 7, Kindle Fire, and Nook, among others. Parents can optionally upgrade to the Premium Web Monitor service, a web-based application that allows them to customize the internet filter and monitor browsing history without touching the device. The new custom keyword feature allows a parent or school administrator to define a set of phrases or keywords that need to be filtered.

Any web content that contains any of the the blacklisted keywords will be disallowed. "The feature was developed in response to requests from parents to add this capability to our dynamic filtering engine," says Suren Ramasubbu , co-founder and CEO of Mobicip. "Traditionally, the filtering industry has relied on a database of URLs that needs to be constantly updated. Not only have parents embraced Mobicip's approach to scan internet content dynamically, but they are now savvy enough to customize our filtering engine to suit their needs."

Visit www.mobicip.com to create a safe and customized internet for your family across all the devices and platforms. Current subscribers to the Premium service can simply login at mobicip.com and use the new feature at no additional cost.

About Mobicip
Mobicip is the most popular parental control and internet filtering solution on the Apple App Store. The best-selling Mobicip Safe Browser app has been consistently rated among top paid apps, downloaded and used by hundreds of thousands of parents and several schools and school districts in the US, and recently was awarded the Tech & Learning magazine's Award of Excellence. In addition to iOS devices, Mobicip offers the same protection and single-point control on Android devices and Windows laptops. Learn more at www.mobicip.com.

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