

## EDMONTON NEWS

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### Firm finds spam solution



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*Gennux VP Brian Henker, left, and CEO Dan Malone claim to have found a new way of stopping all spam messages before they hit your inbox.*

Sick of endless e-mail offers to "enhance your size" or "buy cheap Viagra here?"

Well an Edmonton-based company may just have a solution for you.

Gennux Microsystems Corp. says it's figured out a new way to block spam from entering your e-mail inbox.

Instead of using e-mail filtering — a program that gets rid of spam by identifying key words in an e-mail or an attachment — local computer programmers have developed a way to block unwanted e-mails by identifying who sent the message in the first place.

People who send a message to someone using the new program developed Gennux will get a message asking them to identify themselves.

Once an e-mailer has been identified, the sender will be in the program's good e-mail list.

Gennux VP Brian Henker says the program, called eW@LL, also identifies e-mails that have been stolen by spammers.

"Only good messages will come through and only bad messages will be blocked," said Henker. "All the rest of the messages will be quarantined."

Gennux CEO Dan Malone said Spammers thrive on current anti-spamming technologies because they've found ways to penetrate filters.

Current anti-spamming filtering programs are also flawed since most only recognize English e-mails, said Malone.

"The majority of e-mailing takes place in Asia and Europe and two out of every three e-mails are non-English," Malone said.

"This works in all languages and guarantees the confidentiality of all messages."

Malone says a number of school boards are already using eW@LL, along with some organizations in Taiwan and China.

On top of designing a new anti-spamming technology, Malone says programmers at his company are also working on an anti-spamming program for cellphones.

Malone says more spammers are targeting cellphone users than ever before in Europe and the problem is starting to spread.

"These messages are costing people a lot of money," said Malone.

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