



Creating safe, healthy online connections for children

For today's kids, the web is no longer an optional luxury—it's a fundamental part of their everyday lives. They turn to the Internet to download music and movies, to research topics for school and, perhaps most frequently, to chat with friends. In fact, elementary and middle-school children now spend more time online than they do talking on the phone or watching television.

Most of today's parents and teachers are already well aware of the high number of child predators lurking in certain corners of the web. These are very real dangers—according to the Crimes Against Children Research Center, one in five U.S. teens have received some form of online sexual harassment or solicitation.

While the knee-jerk reaction may be to prohibit children from logging on, this simply isn't a realistic solution. Like it or not, the Internet is everywhere—and if kids can't access it at home, they'll log on at a friend's house, at the library, or even at school.

So, what's the solution?

We believe the key is helping children find safe, fun, and monitored places to interact with friends and express themselves. This inspired us to create Mixels.com, a unique messaging network designed for kids between 6 and 12 years of age.

In a fun, relaxed environment, Mixels incorporates the benefits of social networking without the dangers of child predators or adult content that's rampant on Facebook, MySpace, and other unmonitored sites. Members can chat with friends, play games, and read about kid-friendly current events. Each child creates their own "Mixel", a personalized avatar to represent their identity.

Kids love it—but why should you?

Although Mixels is intended to engage and inform kids, it also provides priceless peace of mind for the parents and teachers who are tasked with protecting their safety. With a focus on creating a predator-free, highly regulated zone, we've implemented extensive safety measures:

- Advanced filtering technology blocks all inappropriate content
- All "friend requests" require parent approval first
- Parents can log into a console to view their child's chat history and buddy list
- All photos must be approved from the parent console
- Members are subject to a rigorous identity verification process
- Built-in reporting mechanism captures any instances of bullying or solicitation
- Real-time chat monitoring prevents inappropriate content

With nearly half of all kids accessing the Internet multiple times per day, it's clear that social networking is more than just a fad—it's developed into a mainstream medium for children to communicate, express themselves, and enjoy a sense of community. As a parent or teacher, you can guide your kids toward safe, regulated environments that promote best practices for healthy online communications. At Mixels, we strive to provide kids with a constructive outlet that raises their self-esteem and teaches the importance of treating others with respect—with a healthy dose of fun.