



## **Monetize and Protect Your Web Traffic through Targeting, Profiling, and Fraud Prevention.**

### **NetSTAR, Inc. Executives to Speak at Mobile World Congress 2017 #MWC17**

Barcelona, Spain. – February 14, 2017 – NetSTAR, the recognized global leader in OEM Web categorization, Threat Intelligence, Web App categorization, and Mobile App categorization; is excited to announce its participation at Mobile World Congress 2017 in Barcelona, Spain.

As part of NetSTAR's participation at MWC, NetSTAR's Sr. Vice President of Global Business Development, Daniel Ashby, and Director of Business Development, Ben Gruidel, will speak in the NEXTech Theater on industry trends and opportunities specific for the AdTech, Big Data Analytics, and the Telco industry. This session will take place on Monday, February 27<sup>th</sup>, at 13:00 in Hall 8 at MWC.

The session, "Monetize and Protect Your Web Traffic through Targeting, Profiling, and Fraud Prevention," will explore how companies can take advantage of an emerging \$60+ billion web categorization and threat intelligence industry. NetSTAR's 16 years of experience working with Telco, Networking, Security, AdTech, and Big Data Analytics partners will be referenced as Daniel Ashby and Ben Gruidel explain tactics in targeting, profiling, analyzing, and cleaning data to provide companies with innovative and needed market solutions."

Join NetSTAR at #MWC17 and discover how NetSTAR can elevate your products and services with best-of-breed categorization and threat intelligence technology.

In addition to presenting at #MWC17, NetSTAR executives will be on hand all four days of the conference to meet with your team. If you would like to schedule a time to meet with NetSTAR, please fill out a contact form at [www.incompass.netstar-inc.com/contact-us](http://www.incompass.netstar-inc.com/contact-us).

For more information about NetSTAR, Inc, please visit our website at [www.incompass.netstar-inc.com](http://www.incompass.netstar-inc.com).

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**For further information:**

#### **About NetSTAR Incorporated**

NetSTAR is the global leader in OEM web categorization and web security, as well as web app categorization, mobile app categorization, and ip address insight and reputation. Originally founded in Tokyo, Japan as a joint-venture between Trend Micro and ALSI, NetSTAR is now entirely part of ALSI. NetSTAR's provides a wide range of solutions, including **inCompass®**, **WebApp Compass®**, **MobileApp Compass®**, **ip/Compass®**, **inCompass ADVantage®**, and



**inSite® technologies** to OEM partners around the world including Cloud, Software and Hardware vendors, as well as Telco and xSPs.

NetSTAR is headquartered in Tokyo, Japan with offices located in San Mateo, California, Boulder, Colorado, Sendai, Japan, and London, England.

### **To Contact NetSTAR Incorporated**

For more information or to schedule a meeting with a NetSTAR executive, please contact NetSTAR by visiting <http://incompass.netstar-inc.com> and filling out the “contact us” form or calling us at +1-650- 600-3850.