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# PRESS INFORMATION

## Adblocker for Apps

**Benjamin Loewe is an App developer and seems to have hit the nail on the head again with his **AD-BLOCKER FOR Apps** for iPhone and iPad.**

Who doesn't know the following situation from his snail mailbox at home: flyers, papers, advertising, special offers of any kind fill it up to the brim? Just an unnerving flood of unwanted print media you didn't ask for, thus made to be dumped in a litter box.

What do most of the people do to solve this problem? Right, you apply a little sticker saying: "No advertising, please" on your mailbox and it efficiently does the trick.

**But why can't you have this little sticker in the digital world for your smartphone - the most important and most private gadget for many of us?**

Because this is the major battlefield of the advertising industry today, where a merciless war for your data is being waged. If ever you open an App., approximately ten invisible, unnoticed ad- and data tracker scripts are opened in the background as well and links to analytic pages are established without asking your permission. This is just to learn more about our surfing habits, to secretly make user profiles in order to bombard our digital gadgets with individually tailored advertisement. So where is our "No advertising, please" - sticker for our smartphone?

This is what developer Benjamin Loewe thought and he created an AdBlocker especially for Apps.

By the way: If you are thinking of semi legal hacks and grey zones on the internet, when you hear the term 'adblock', you are totally wrong. There is a verdict by Hamburger Landgericht from April 2015 saying that blocking unwanted ads is definitely legal.

So finding a means to do so has been predictable and overdue.

→ [Check the short video clip here](#) ←



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