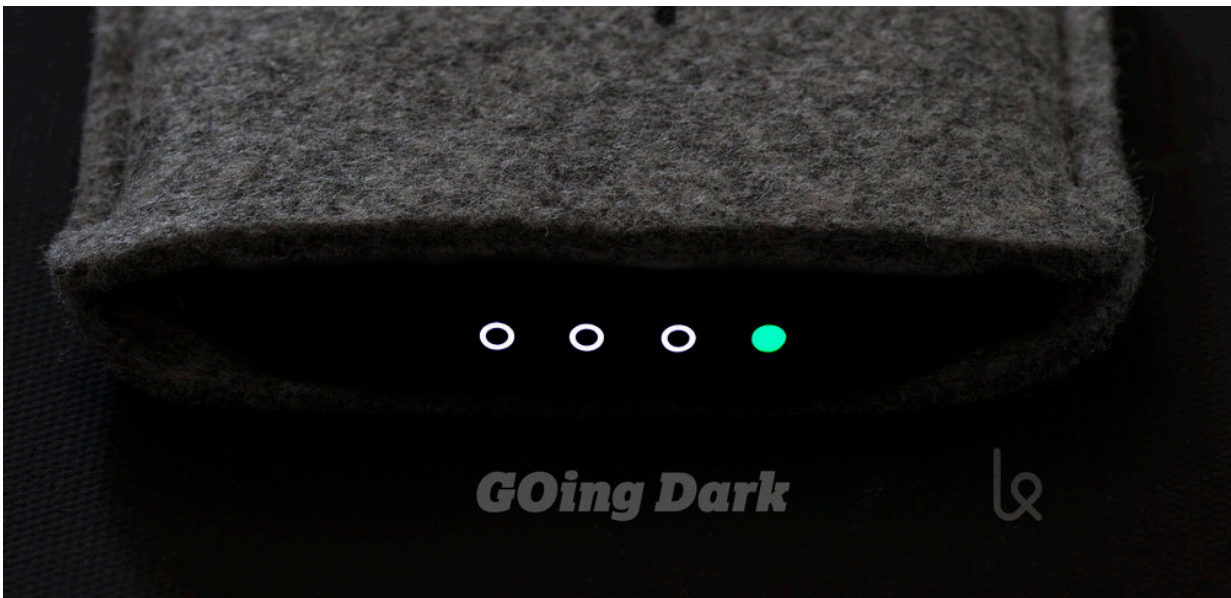


Surfers turned off by idea of ad tracking to get browsing option in Karma Black

August 5 2017, by Nancy Owano



(Tech Xplore)—Advertisers and marketers are hungry to know what consumers want. They believe they can come much closer to attracting consumers to buy products if they can figure out what customer prospects look at on the Internet.

Some consumers don't mind; they think it's a small and trivial price to pay for surfing on the public Internet, even if they are not asked

permission. Many do mind. They think it's unfair if not creepy.

This month, Texas-based Karma Mobility, which provides a [hotspot](#) device called [Karma Go](#), is announcing that they have a new hotspot product and it is targeted for those who really do mind.

The product is called Karma Black. The company said it is "a specialized version of our popular KarmaGO [hotspot](#)." Think invisibility cloak. With that cloak, surf the public Internet anywhere you go knowing you have made this effort to go up against behavior tracking.

You get an integrated Virtual Private Network (VPN), black listing and ad blocking with the new Karma device.

Todd Wallace, CEO of Karma Mobility, said Karma Black was engineered to create anonymity for users surfing on devices connected through their mobile hotspot. "Getting or staying 'off the grid', in terms of surfing the public internet, is more and more important to people who believe that being online should not mean giving up their right to lawful private activity."

Karma Black is a specialized version of the Karma Go hotspot. (As for size, Karma Go is 2.3 ounces.)

"Karma Black encrypts your web activity, hides your physical location, hides your identity and provides an additional layer of protection against threats such as invasive advertising, malware and viruses."

When is this available? Availability of the Karma Black hotspot is scheduled for September 2017, said the company.

Reports noted there were no specific pricing details at this point. "Pricing for the device and associated services is being finalized and will

be available soon," according to the company FAQ page.

The announcement release said that platform upgrades with new partner services and application will be announced soon "outlining the full breadth of the offering."

What makes it work: Karma Black delivers privacy through "a combination of encryption and multi-point routing services," the company said. "These services vary from sophisticated multi-node domestic obfuscation to more complex multi-jurisdictional [tunneling](#)."

Karma Mobility began in 2012. They introduced their peer-to-peer WiFi [device](#) allowing users to pay-as-they-go, with no contracts.

More information: karma.pr.co/157514-karmago-is-going-dark

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