

## A Guide to Parenting and Smartphone Website for Parents with Infants and Toddlers

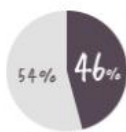
*Includes a self-diagnosis checklist on how your family uses smartphones  
FAQ on popular questions including what to do when your child wants to use your smartphone*

TOKYO, Japan (July 21, 2016) – Digital Arts Inc. (headquartered in Chiyoda-ku, Tokyo, Japan; CEO: Toshio Dogu; “Digital Arts”; Code 2326), a provider of information security software, launched a website *A Guide to Parenting and Smartphone* on July 22 in light of rising numbers of young children under six being hands-on with smartphone and tablets in proportion to the widespread use of these devices by parents to access the internet.

The spread of web connectivity devices among young children is also recognized through surveys conducted regularly by Digital Arts on mobile phone and smartphone usage by minors. Since June 2014, this survey has included parents of children between ages 0 and 9 to see the real picture of how these devices are used in at home. In June 2014, 37% of parents allowed children ages 0 to 3 to own his/her personal device that can connect to the internet, but in January 2016, this number rose by 9 points to 46%. That means, one out of two young children today own a personal device. In terms of the number of hours parents allow children to use these devices per day, in June 2014, 45% answered “less than one hour” and 39% said “allow no use”, however in June 2016, 49% replied “less than one hour” and the number of parents who “allow no use” dropped to 29%. This shows that more families are inclined to allow infants and toddlers use smart devices at home.

Digital Arts believes it is important for children and family to understand how to use the internet properly at an early age, before children enter elementary school. *A Guide to Parenting and Smartphone* is a website dedicated to shed light on appropriate internet usage and provide useful information that are relevant to children in each developmental stage.

In this website, parents can use a self-diagnosis check sheet to see how they actually use smart devices when they or other adults are with children, understand how other families use smart devices with their children based on Digital Arts survey results, learn how to appropriately respond to children who wants to use your smart device, and read answers to other popular questions in the FAQ.



### 0～3歳児の46%が自分専用のインターネット接続端末を所持

お子さまの専用端末として「携帯ゲーム機」、「市販のタブレット」、「契約の切れた中古のスマートフォン」を持たせている方が多くいらっしゃいました。子ども向けに設定された端末ではなく、大人が使用していたのと同じ設定のままお子さまに使用させているケースが多いようです。



Screen Shot from *A Guide to Parenting and Smartphone*  
(Japanese only)

Information on this website is also available as a PDF file that can be handed out on various occasions. Go to *Download Learning Resources* on the Digital Arts website and enter your information to download this and other Digital Arts resources that are provided free to enhance information ethics (available in Japanese only).

Digital Arts continues to promote awareness on effectively raising digital literacy from a young age and provide latest information on smartphones and the benefits of web filtering in easy-to-follow materials for people of all ages to enjoy a safe and secure smartphone/internet environment.

**【Link for *A Guide to Parenting and Smartphone*】**

(Japanese only)

<http://www.daj.jp/cs/filtering/preschool/>

**【Link for *Download Learning Resources*】**

(Japanese only)

<http://www.daj.jp/cs/filtering/materials/>

**【Additional Material】** (Japanese only)

◆ *A Guide to Parenting and Smartphone*



**Screen Shot from *A Guide to Parenting and Smartphone* (Japanese only)**

**■ About Digital Arts, Inc.** <http://www.daj.jp/en/>

Digital Arts, Inc. is a manufacturer of information security products with a unique patented web filtering technology at its core. It plan, develops, sells and supports internet security products on its own, while also delivering added value as the first Japanese manufacturer to launch a web filtering software in the industry. Digital Arts is highly recognized for its most comprehensive domestic web filtering database and its unique filtering technology patented in 27 countries and regions around the world. Digital Arts has become the top domestic supplier of web filter software i-FILTER (corporate and pulic-sectors), i-FILTER for Consumer, and i-FILTER Browser & Cloud. Other product lineup includes m-FILTER, a gateway email security software for corporations, m-FILTER MailAdviser, a client email anti-misdelivery software, D-SPA, a secure proxy appliance solution, and FinalCode, the ultimate password-less file encryption and tracking solution.

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