Profanity Filter

CLIENT	TYPE	
Microsoft	**Experimental - Live Public Engagement Event**	**WebPurify moderated live SMS from the public during a video stream, for an experimental high-altitude aircraft project.**

Background

Microsoft is mainly a household name because of its personal computers and far-seeing founder, Bill Gates. But, as one of world's most influential companies, it has a hand in many ambitious projects, including the Pegasus II.

The Pegasus II was an unmanned high-altitude balloon. Its purpose was manifold, including demonstrating the abilities of Microsoft's Azure IoT platform, streaming real-time video and atmospheric data to users on their phones and personal computers, and allowing users to send SMS messages to the craft itself.

The Challenge

Microsoft knew that public participation was key to the success of the project. For this reason, the public wasn't just invited to watch the launch and subsequent journey of the balloon, free, on a live feed. It was also encouraged to message the balloon, and said messages were overlaid against the live video, which in turn became a permanent part of Pegasus's flight recording. Needless to say, bad language was not an option.

"You can connect things with people and participate in unusual ways. Without the experience, the technology isn't interesting. If you can couple that technology to something that's really interesting, that's our goal, to do something nobody else would do and bring the user into an experience through the technology."

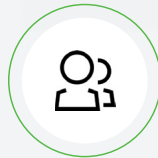**MATT LONG, MICROSOFT CLOUD ARCHITECT**

CLIENT

Microsoft

TYPE

Experimental - Live Public Engagement Event

WebPurify moderated live SMS from the public during a video stream, for an experimental high-altitude aircraft project.

10K+

People watched entire stream, live.

PRESS

Immense coverage, including mentions in:

Forbes TIME

GeekWire

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Reports of offensive content slipping past moderation.

The Solution

Microsoft retained WebPurify's profanity filter services to ensure Pegasus II's flight was 100% inspiring, and not marred by negative or offensive messages from the public. Thousands of people watched the mission in real time, and WebPurify was there every step of the way to moderate incoming texts, even the tough stuff (profanity misspelled with numbers, or hidden inside bigger words).