

## LoginWall Launch

### Full Protection - No CAPTCHA

The word `CAPTCHA` can be associated with many definitions. However, a search on Twitter reveals what people really think of CAPTCHA: “Annoying”, “Disturbing” and “impossible to read”, are just a few examples.

The term CAPTCHA (Completely Automated/Automatic Public Turing Test to Tell Computers and Humans Apart) was coined in 2000, and since then the application can be found almost everywhere. Every website wants to ensure that the information sent to it is generated by a person and not by a machine.

#### **CAPTCHA for Email Spam:**

A ubiquitous phenomenon associated with the advent of the Internet is, unfortunately, e-mail spam. Email-collecting robots tirelessly search every website and collect every email address to be subsequently used by spammers. As a consequence, many companies refrain from displaying correct emails on their websites, and instead use replacements that they hope will be understood only by humans. For instance, instead of publishing “[contact@sample.com](mailto:contact@sample.com)”, you often find an address written in the following way: “contact AT sample.com”, or instructions such as “contact+sample.com, please replace the + with @”. The problem, of course, is that robot developers are familiar also with these methods...

For many years, the best way to avoid spam was to include a “contact us” form. The user has the option to write his input in a form, which is then sent by the server to an undisclosed email address. In this case, the spam robots can’t find email addresses and the email box owner is protected against spammers. Yet, as with all tit-for-tat games, the robots became smarter, and today they know how to send the spam via web forms, for example, by filling in the relevant text boxes with spam. As a result, even this system does not succeed in eliminating the spam, because it ends up arriving from trusted source.

The only effective way to deal with this problem –until recently– was to use CAPTCHA. Most of the current robot versions can’t (yet) recognize CAPTCHA characters, and so they are not able to obtain the authorization necessary to send a form. Today, some of the CAPTCHAs are easily read by spam bots that use advance OCR tools to understand CAPTCHAs easily, and then send spam information to the website.

While it is becoming easier for hackers to crack CAPTCHAs, websites are opting to use more complicated CAPTCHAs, making it very difficult for human users to read and understand them, not to mention the difficulty they pose for elderly people and for users with visual or auditory disabilities, for whom it simply might be impossible. Ironically, not only does the CAPTCHA application fail to completely eliminate all spam, it creates a new problem that users have to deal with. For many users, the “solution” is simply to avoid filling in the information on a form protected by CAPTCHA. At that point they usually abandon the website.

**A simple and highly effective solution for blocking spam, which can replace CAPTCHA, is LoginWall.**

LoginWall offers a new method for spam blocking and password protection. The LoginWall system checks the time it takes to enter a password or text in a form; if it is too short, the LoginWall system classifies the text as originating from a robot, and automatically blocks the sending of the form or password. For example, if a form was filled in less than 10 seconds, it probably was not done by a human, and the system will automatically block it. The specific time setting and other associated parameters are set by the site administrator.

The LoginWall app is a server-side code only, which can't be manipulated by the user. An obvious question is “what will happen if robots fill in forms slowly – just like humans?” The answer is that slowing down would in fact mean abandoning the robots' greatest advantage, which is directly related to their speed. Robots can search thousands of pages and send hundreds of spam forms per minute; if robots will begin to delay their input to seconds or maybe even dozens of seconds in every form, their effectiveness and subsequently their harmful impact will be significantly reduced.

LoginWall installation is simple, accomplished by the site administrator with only rudimentary knowledge.



*LoginWall offers a simple and highly effective solution instead of CAPTCHA for the following applications and more:*

- *Protecting website registration (sign up & sign in pages)*
- *Preventing e-mail spam*
- *Preventing spam comments on blogs and forums*
- *Preventing dictionary attacks*
- *Eliminating/Preventing online polls*

Author: Netanel Raisch, CEO LoginWall