SalamWeb app

HALAL BROWSER PROVIDES MUSLIM-FRIENDLY INTERNET

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SalamWeb offers curated news and filtered internet sites to 1.8 billion Muslims

Spotted:

Malaysian-based SalamWeb has created a Muslim-friendly internet experience. The company calls itself the "world's first Shariah certified web browser." SalamWeb doesn't block content, according to Managing Director Hasni Zarina Mohamed Khan. Instead it provides tools to help users filter illicit or unwanted content. SalamWeb will also flag sites that violate Islamic law (known as Shari'ah), such as pornography and gambling sites.

The mobile and desktop browser offers a customised news feed, a safe chat service, and other features including prayer times and a function that indicates the direction a Muslim must face for prayer.

The company's goal is to get more Muslims online and to offer an alternative to mainstream browsers. The products are certified compliant by the independent Amanie Shariah Supervisory Board.

The company is planning to invest $15 million in SalamWeb over the next two years.

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Takeaway:

SalamWeb is tapping into growing demand for a more positive internet experience. The company is targeting 10 percent of the 1.8 billion Muslims in the world. It is also eyeing non-Muslim web users with services available in English, Urdu, Arabic and Bahasa Indonesian. Other companies are exploring alternative browsers too, as well as simple apps that prioritise positive content. Springwise recently featured an app that finds positive websites for you. The European Commission is part of a campaign to promote positive internet content for children. The trend has a dark side, however. Alternative browsers can be shorthand for censorship. China and Iran have both taken steps to create national versions of the internet, closed off from the global web. The Russian government is experimenting with something similar.