



FOR IMMEDIATE RELEASE

Wibu-Systems to Expand its Presence at Embedded World 2019 in Close Collaboration with Solution Partners

The company to focus on secure license management and IP protection

January 24, 2019 - Edmonds, WA – Wibu-Systems will exhibit at Embedded World 2019, the iconic event for Europe’s embedded community, hosted in Nuremberg, Germany, from February 26 to 28. The company will focus on secure license management applied to electronic systems, distributed intelligence, the Industrial Internet of Things, e-mobility, and energy efficiency. Wibu-Systems’ will exhibit in its main booth (Hall 4/Booth 360) in addition to a presence at the Open Source Automation Development Lab (OSADL), SD Association, Trusted Computing Group, and Wind River exhibits.

At Wibu-Systems’ main stand, company security experts will focus specifically on IP protection as a way to prevent attempts to pirate or reverse engineer crucial code and to ultimately ensure the lasting commercial success for global businesses. They will also share several case studies where IP protection was skillfully integrated into modern business models to multiply revenue streams.

At the collective exhibit of OSADL, (Hall 4, booth 168), embedded software developers will lay out the importance of monetizing digital know-how and raise the quality of their code. Wibu-Systems, who affiliated with OSADL a couple of years ago, will join forces with them to provide their combined expertise and services to the entire OSADL community.

Together with ATP, Delkin, GRL, Hagiwara, JMicron, Micron, Phison, Swissbit, Toshiba, and WD, Wibu-Systems will also present some of its many hardware secure elements at the SD Association’s group exhibit (Hall 3A, booth 524). Guenther Fisher, Wibu-Systems’ Senior Consultant, Licensing and Protection, will hold a daily in-booth seminar, “Enabling new business models with industrial grade CmCards and CodeMeter security”, Tuesday through Thursday, 2.00 to 2.30 pm. During the seminar, he will elaborate on how CodeMeter secure memory cards, namely CmCard/SD and CmCard/microSD, couple industrial-grade flash memory with a hardware secure element to provide intelligent device manufacturers with software IP protection, cyber security features, and monetization capabilities through software licensing. The hardware secure elements can be used in any device equipped with an SD card slot and suitable for both brownfield and greenfield applications.

At the Trusted Computing Group exhibit (Hall 3A, booth 528), the TCG member companies OnBoard Security, Wibu-Systems, and Wind River will demonstrate solutions for IoT and embedded security, based on TCG specifications and technologies equipped with a root of trust. On Feb. 26 and 27, 11 am to 1 pm, Guenther Fischer will explain how to manage licenses with CodeMeter using Trusted Platform Modules as alternative safe repositories for encrypted code keys.

As the cooperation between Wibu-Systems and Wind River (Hall 4A, booth 320) continues to evolve, the two companies will combine to offer a comprehensive turnkey solution for VxWorks that encompasses



integrity protection, authenticity, IP and copy protection, certificate management, license and entitlement management, and hardware, software, and cloud-based key storage.

Stefan Bamberg, Senior Key Account and Partner Manager for Wibu-Systems, has woven several key collaborations with the company’s strategic solution partners. Stefan stated: “Technology and commercial partnerships go hand in hand: the more we develop a holistic view about the use cases for our CodeMeter, the all-in-one technology for IP protection and secure license lifecycle management, the more we are able to provide specific tools to the embedded community that are easy to integrate with the environments they have already selected and continue to trust.”

To learn more about how Wibu-Systems technology can boost security and revenue, visit the exhibit at Embedded World 2019 Hall 4 – Booth 360.



Photo caption: Wibu-Systems’ hardware and software secure elements enable security features and monetization opportunities at Embedded World 2019.

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About Wibu-Systems

Wibu-Systems, a privately held company founded by Oliver Winzenried and Marcellus Buchheit in 1989, is an innovative security technology leader in the global software licensing market. Wibu-Systems' comprehensive and award-winning solutions offer unique and internationally patented processes for protection, licensing and security of digital assets and know-how to software publishers and intelligent device manufacturers who distribute their applications through PC-, PLC, embedded-, mobile- and cloud-based models.

Media graphic resources available at: <http://www.wibu.com/photo-gallery.html>

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