Press Release – 16 September 2026

Wibu-Systems German Roadshow 2026: From Software Protection to New Digital Business Models

- **Full-day Roadshow stops in Hamburg on October 20 and Stuttgart on October 27, 2026.**
- **Practical insights into software protection, automated license management, token-based licensing, cloud and embedded licensing.**
- **Cyber Resilience Act and post-quantum cryptography add the long-term security perspective.**
- **Live demonstrations and expert exchange show how CodeMeter connects protection, licensing, and digital business models.**

Hamburg and Stuttgart events connect security, licensing, monetization, and compliance

Karlsruhe, Germany – **Wibu-Systems is bringing its German Roadshow 2026 to Hamburg on October 20 and Stuttgart on October 27, with a full-day program dedicated to the growing strategic role of software in modern products and business models. Through expert presentations, practical examples, and live demonstrations, the Roadshow will show how CodeMeter helps manufacturers and software publishers protect digital assets, automate licensing, introduce flexible monetization models, extend licensing into cloud and embedded environments, and address evolving cybersecurity requirements.**

Protecting Software and Supporting Long-Term Security

The program begins with the relationship between software protection, licensing, and digital sovereignty. With **CodeMeter Protection Suite** and the broader CodeMeter ecosystem, Wibu-Systems will demonstrate how manufacturers can protect valuable code against reverse engineering, manipulation, and unauthorized use while retaining control over how software functionality is licensed and commercialized.

The Roadshow will also address the **Cyber Resilience Act (CRA)** from the software manufacturer's perspective, examining how technical security mechanisms can

contribute to meeting cybersecurity requirements throughout the product lifecycle. The session will also consider the growing relevance of **post-quantum cryptography** for products and digital assets that need to remain secure over the long term.

Automating the License Lifecycle and Expanding Business Models

With **CodeMeter License Central** and **CodeMeter License Portal**, participants will see how license creation, delivery, renewal, customer self-service, and integration with existing back-office systems can be coordinated and automated.

A dedicated session on **token-based licensing** will explore different usage-oriented models, including consumable units, reusable shared value, and periodically replenished quotas. These approaches can complement established perpetual, subscription, floating, or feature-based licensing models and give manufacturers additional options for aligning commercial models with actual software usage.

From Cloud Applications to Embedded Devices

As software architectures evolve, licensing must adapt as well. With **CodeMeter Cloud** and **CodeMeter Cloud Lite**, the Roadshow will examine licensing scenarios for SaaS and cloud environments where users, applications, and entitlements are no longer tied to conventional local installations.

At the other end of the spectrum, **CodeMeter Embedded** extends software protection and licensing to embedded and resource-constrained devices, allowing common licensing principles to span environments from PCs and industrial computers to microcontrollers.

CodeMeter is industry-agnostic by design, making these capabilities relevant wherever software creates value. Particularly important fields include **industrial automation and control systems, machinery and engineering software, medical technology, automotive and smart mobility, embedded and IoT devices, additive manufacturing, and machine vision and sensing**.

One Roadshow, One Connected Software Strategy

The Roadshow brings together topics that are often considered separately. Software protection safeguards intellectual property; licensing enables monetization; automation simplifies entitlement management; cloud and embedded architectures create new deployment models; and regulatory and cryptographic developments increase expectations for long-term software security.

> *"Software increasingly determines what a product can do, how manufacturers differentiate their offerings, and how they generate recurring digital value," said* ***Stefan Bamberg, Director Sales and Key Account Management, Wibu-Systems****. "The Roadshow brings the different pieces together. Our goal is to give participants practical ideas for protecting their software, simplifying licensing operations, introducing new business models, and preparing their products for changing security requirements."*

The **Wibu-Systems German Roadshow 2026** will take place at:
Hamburg – October 20, 2026
Holiday Inn Hamburg – HafenCity
Überseeallee 15
20457 Hamburg, Germany
Stuttgart – October 27, 2026
Parkhotel Stuttgart Messe-Airport
Filderbahnstrasse 2
70771 Leinfelden-Echterdingen, Germany
Registration opens at **9:15 AM**, followed by the get-together at **9:30 AM**. The first technical session starts at **10:00 AM**, and the event concludes at **5:30 PM**.

Participation is **free of charge**, but advance registration is required.



Software protection, automated licensing, new digital business models, and long-term security come together at the Wibu-Systems German Roadshow 2026, with stops in Hamburg on October 20 and Stuttgart on October 27.

Additional Dedicated Resources

- Further information, complete agenda, and registration: https://www.wibu.com/roadshow.html

About Wibu-Systems

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Wibu-Systems is a global leader in cutting-edge cybersecurity and software license lifecycle management. We are committed to delivering unparalleled, award-winning, and internationally patented security solutions that protect the intellectual property embedded in digital assets and amplify the monetization opportunities of technical know-how. Catering to software publishers and intelligent device manufacturers, the interoperable hardware and software modules of our comprehensive CodeMeter suite safeguard against piracy, reverse engineering, tampering, sabotage, and cyberattacks across mainstream platforms and diverse industries.

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