Bringing forward innovation that is ubiquitous to all industry verticals

Wibu-Systems Presents the Latest Industrie 4.0 Technology Advances at the IoT Solutions World Congress

Karlsruhe, Germany – For the upcoming IoT Solutions World Congress, the leading IoT industry event taking place in Barcelona, Spain, October 16th to 18th, Wibu-Systems, a global powerhouse in secure software license management, exhibiting in hall 2 - booth D411, has created a daily program jam-packed with interactive initiatives that are sure to engage the international audience.

The strategic position of its exhibit inside the Industrial Internet Consortium pavilion underlines strong ties within the IIC ecosystem that over the past year have brought about pioneering discussions around the future of monetization in industrial systems and the foundational concept of trustworthiness in the industrial realm. These two studies show Wibu-Systems' commitment to support comprehensive frameworks that apply modern business digital models and top-notch security mechanisms to all markets, be it manufacturing, healthcare, or connected transport.

Together with TRUMPF, a leading manufacturer of machine tools, lasers, and electronics for the industrial domain, Wibu-Systems will offer a live demonstration of a secure technology data marketplace throughout the entire event. Attendees visiting its stand won't just be served a refreshing drink, but will also learn how a cocktail mixer is securely connected to a license management system in the cloud; this platform as well as the machine itself are powered with CodeMeter, Wibu-Systems flagship technology offering a complete license and entitlement lifecycle management, hardware and software based key storage elements, and the strongest encryption algorithms and methods. In the IoT age, the intellectual property is bound to digital

assets that can be monetized once they have been adequately protected, can be personalized by melding inventors' ideas with customers' real-time demands, and can be distributed globally with SaaS platforms connected to the local back-office systems.

Wibu-Systems is also partnering with the Trusted Computing Group; at their exhibit D485 in hall 2, on October 16th, 10 am to 12 pm, and on October 17th, 2 pm to 4 pm, the company is going to showcase Trusted Computing-based IP Protection. While IP protection is typically associated with a hardware container in the form factor of a USB dongle, a memory card, or an ASIC, it is also possible to leverage the TPM, in this case an Infineon OPTIGA™ TPM, that is often present on the target device where the software is running.

One of the top highlights of the IoT Solutions World Congress, however, remains its forum, where thought leaders share their latest breakthroughs across seven different tracks. Wibu-Systems and its partners will address the avid learning crowd during two sessions:

- On October 17th, 11.30 am to 12.15 pm, in room 5, Niklas Kuczaty, Project Manager at the VDMA's Working Group Medical Technology, will host the panel Embracing the Challenges Posed by Modern Connected Medical Devices; Roland Chochoiek, Executive VP at HEITEC, Georg Heidenreich, Siemens Healthineers, and Oliver Winzenried, CEO and Founder of Wibu-Systems, will speak about the need to never compromise on security when lives are at stake. For hospitals and medical device makers, the safety of patients and confidential patient data, the software operating critical medical equipment, and the IP invested by medical technology specialists are always at risk. In a global marketplace, a new approach to designing medical devices can also serve to increase market share and generate recurring revenues for the producers.

- On October 18th, 10.25 am to 11.10 am, in room 1, Dana Spataru, IOT security leader, EMEA Region, Cyber Risk Services, Deloitte, will moderate the panel [Secure Grip for PLCs on the Road to Enhanced Security in the Connected Age](). Antoon Laane, European Product Business Manager, Controllers and Design Automation at Rockwell Automation, Johan Korte, Structuring Engineer Software at VMI Group, and Oliver Winzenried will join in a discussion on the need to protect IP in an environment of fully connected computers, embedded systems, PLCs, and microcontrollers. The VMI Group, a leading provider of machines and services for the tire and rubber industries, will demonstrate the integration of Wibu-Systems' source code protections into Rockwell Automation Studio 5000 Logix Designer to keep these highly sensitive assets under control.

"We are delighted with Wibu-Systems participation in IOTSWC and in the IIC," said Dr. Richard Soley, Executive Director, IIC. "By exhibiting with other members and speaking about IoT in several sessions, Wibu-Systems is helping to demonstrate the power of IIoT across industries to IOTSWC attendees."
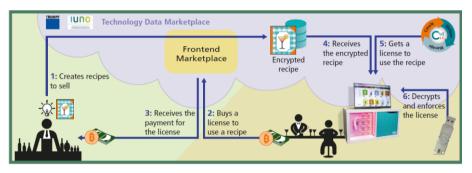
"Wibu-Systems innovative use of the TPM and strong root of trust provides strong protection of mission-critical IP," said Thorsten Stremlau, Lenovo, TCG marketing work group co-chair.

Oliver Winzenried sees the Internet of Things, and in particular the Industrial Internet of Things, as the gateway to a real global economy without borders: "As humans push their social and personal limits with the help of technology, technology itself redefines our lives, fosters new perspectives for our future, and challenges us in new ways. Embracing the true international collaborative spirit of the IoT Solutions World Congress, Wibu-Systems is eagerly participating in the show to provide

new stimulus for constructive thinking and tangible results."

In the digital age, technology data are assets to monetize in a fully protected lifecycle.

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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