



Press Release

ubirch joins the Trusted IoT Alliance

- Trusted IoT Alliance: The strategic alliance of industry partners and IT companies supports the creation of a secure and trusted IoT ecosystem
- ubirch brings IoT devices with blockchain protection to the alliance

Cologne, July 23, 2018. ubirch has joined the Trusted IoT Alliance, where its expertise in the area of blockchain-based IoT security will be a welcome addition to the corporate and IT network. Together with industry and technology partners, ubirch is working on the further development of a secure, scalable and trusted IoT ecosystem. In particular, the Cologne-based start-up will contribute its technological specialization in the area of the blockchain-based signature of data in the sensor, which enables trustworthy communication between machines.

"We are convinced that trust, especially in the B2B sector, is an important lever for enabling IoT-based business models in the first place. Therefore cooperation with the Trusted IoT Alliance is an important step to position us as a specialist for trusted communication on the Internet of Things. At the same time, it is important for us to work with partners to transfer the Internet of Things from the so-called playground to the real world," explains Stephan Noller, founder and CEO of ubirch.

The Trusted IoT Alliance is an association of commercial enterprises, IT developers and technology companies with the common goal of establishing a trust model for the secure networking of physical goods on the Internet of Things. The board of management consists of representatives of well-known companies such as Bosch and Cisco. Via an open platform, members can exchange information about the progress of projects and collaborate on a range of different proof of concepts.

"The members of the Trusted IoT Alliance share a common goal: to jointly drive the future of our economy through innovative business models on the Internet of Things. 'Trust, innovation and collaboration' come first. We benefit from the expertise of technology start-ups like ubirch, as they bring

the technological know-how in the area of blockchain-based data signature in the sensor and thus add an essential solution component to our partner ecosystem," explains Zaki Manian, Executive Director of the Trusted IoT Alliance.

ubirch GmbH

ubirch is a specialist in blockchain-based IoT technology with locations in Cologne and Berlin. The team consists of experienced specialists in the areas of cryptography, blockchain and data-driven business models. With its product, "The Blockchain for Things," consisting of an extremely lightweight client for sensor firmware and a corresponding cloud backend, the start-up enables new business models for the Internet of Things. Innovative cryptography and blockchain technologies are used to make IoT data trustworthy. ubirch focuses on customers from the finance & insurance, automotive, production & logistics/Industry 4.0 and energy/utility sectors.

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