



## PRESS RELEASE

Ubirch presents new IoT solutions together with Lufthansa Industry Solutions and Grenzebach digital at the HANNOVER MESSE 2019

April 1st, 2019, Cologne / Hannover. At the world's leading trade fair for industry HANNOVER MESSE 2019 from 1 to 5 April, Ubirch will be presenting new solutions around the topic of IoT security together with two strong partners. At the booths of Lufthansa Industry Solutions (Hall 6, Booth H17) and Grenzebach (Hall 17, Booth B42) visitors can experience, how the Ubirch IoT solution cryptographically seals data packets at the origin i.e. inside the sensor and links them up into the blockchain where they are anchored in a notarized register, forever immutable. In addition, Ubirch CEO Stephan Noller is invited to speak at various forums within HMI framework program.

Stephan Noller summarizes this year's Ubirch trade fair presence: "The time is right for Ubirch. We are at Hannover Messe this year to show what we can do. We are pleased to showcase how we enable strong partners in numerous industries to create new IoT business models."

### The digital handshake at Lufthansa Industry Solutions

Together with Lufthansa Industry Solutions, Ubirch shows how logistics and supply chain can work together in the digital age. The Blockchain in connection with the Internet of Things enables the digital handshake among business partners. Metrics of parts from the other end of the world can be used in the production process without further control or laborious re-measurements. Stephan Noller: "Together with Lufthansa Industry Solutions we show how companies can easily create trust across continents." A digital twin is created for each production step. The data is sealed by Ubirch and stored in the blockchain.

### Business models through digitalization platform SERICY by Grenzebach digital

At the Grenzebach booth, visitors can get an idea of how the solution from Ubirch in combination with the Industry 4.0 platform SERICY from Grenzebach enables digitally new business models such as a legally secure pay-per-use. Device-to-Infrastructure communication is brought to a secure and trustworthy level: "Data is backed up directly at the source of origin, for example with regards to an autonomous vehicle or to a Grenzebach digital customer machine. This creates smooth and traceable processes. This gives us an unprecedented level of confidence in IoT information." says Noller.



#### About Ubirch:

Ubirch is the specialist for blockchain-based technology in the field of IoT with locations in Cologne, Berlin and Munich. The team consists of experienced specialists in cryptography, blockchain and data-driven business models. Consisting of an extremely lightweight client for sensor firmware and the matching cloud backend, Ubirch's "Blockchain for Things" product provides military-grade data protection to deliver new business models for the Internet of Things. Innovative cryptography and blockchain technologies guarantee the trustworthiness of IoT data. Ubirch is aimed primarily at customers in the industrial, smart cities, insurance, IoT start-ups, energy supply and logistics sectors. For further information view at [www.ubirch.com](http://www.ubirch.com)

#### Ubirch on the HMI 2019:

Ubirch at Grenzebach: Hall 17, Stand B42

Ubirch at Lufthansa Industry Solutions: Hall 6, Stand H17

Panel Discussion Industrial Security Forum: "A little thing called trust: Which conditions are needed so that use cases can create real value": April 1st, 2019, 12:30 - 13:30, Hall 6 Booth F03

Panel Discussion Industrial Security Forum: "Are There Real Use Cases for Using Blockchain in the Industry?": April 4th, 2019, 11:00 - 12:00, Hall 6, Booth F03

Panel Discussion Women Power - The Women's Empowerment Congress: "Women's Empowerment - Digital Society for All": April 4th, 2019, 15:00 - 15:45, Hall 19/20, Hall New York 1