



PRESS RELEASE

DMEXCO 2019: Ubirch presents IoT and Blockchain to touch

September 5, 2019, Cologne. The Blockchain-Startup Ubirch from Cologne presents exciting showcases about the Internet of Things at this year's DMEXCO in Cologne. In Hall 9, Stand F-010 on September 11 and 12, 2019, visitors will have the opportunity to experience blockchain technology solutions for the Internet of Things live.

At the Ubirch stand, DMEXCO visitors can expect the blockchain scooter from T-Labs, which is part of the new XRIDE platform, a decentralized mobility ecosystem from Telekom. With its vaginal sensor, the Bonn-based startup trackle, which is already using the Ubirch solution, will also be present. As a further showcase, Ubirch presents an application in the energy environment: an intelligent socket enables smart energy and load management.

DMEXCO sees itself as a community and a central meeting point for all important decision-makers from the digital economy, marketing and innovation. Industry leaders, marketing and media professionals as well as technology and innovation drivers meet at a central location to jointly define the digital agenda.

Ubirch CEO Stephan Noller will be at DMEXCO on 11 and 12 September 2019. trackle CEO Katrin Reuter will also be present. Stephan Noller will be speaking here on Thursday (12 September):

10:00 – 10:45 Uhr, Seminar 1

"Human, Morality, Machine - Digital Ethics, Algorithms & Artificial Intelligence"

15:30 – 15:50 Uhr, Hall 9

"The future of mobility using the example of the blockchain scooter"

More Information:

www.ubirch.com

<https://laboratories.telekom.com/blockchain-scooter/>

<https://trackle.de>

<https://dmexco.com>



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 enables 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 segments.