Press Release

Secure IoT and Blockchain demonstration at the MWC

New technology for the Internet of Things (IoT):

- Secure IoT through strong cryptography and blockchain integration
- Worldwide data transmission with narrowband and GSM
- Live demonstration at the MWC

Cologne/Berlin, February 20th, 2017. At this year's Mobile World Congress (MWC) the Cologne-Berlin startup ubirch presents a new technology for the Internet of Things. ubirch developed a battery-operated sensor node, that is able to transmit data from all over the world. The use of asymmetric encryption ensures the utmost integrity and authenticity of the transmitted data.

The hardware developed by ubirch with a special processor for strong cryptography enables public key encryption signatures. Sensor data is globally transmitted into a cloud and the blockchain via narrowband (LoRa) or GSM. The sender's identity cannot be counterfeited, the integrity of the transmitted data is absolutely secure.

The new ubirch technology allows for an easy connection of things to the network and reduces IoT security risks to a minimum. The technology is particularly suited for data protection related scenarios such as in the healthcare sector as well as applications for condition-based maintenance, infrastructure, and insurance.

„IoT is one of the fastest growing market segments today" says Gesche Joost, design researcher and co-founder of ubirch, „and it has revolutionary application scenarios for almost all industries in store. As of now, lack of security and problems with the connectivity are slowing this expansion down." „Our technology", adds ubirch Managing Director Stephan Noller, „takes us a significant step closer to the resolution

of these problems. With our technology, sensors worldwide connect with each other and adhere to highest security standards."

ubirch at the Mobile World Congress 2017

ubirch presents its new IoT technology as part of the MWC at the international startup event 4YFN (Four Years From Now):

- Monday, February 27th until Wednesday, March 1st
- Altes Messegelände, Hall 8, Booth B 3.2

After the official program of the MWC ubirch will demonstrate the functionality of the new technology during a short sailing trip. The 90-minute event starts March 1st at 5.00 pm on the Yacht of seed investor Karim Attia in Port Vell, the historic marina of Barcelona. During the cruise, ubirch sensors will transmit the current depth information live into the ubirch cloud. Space is limited but interested parties are cordially invited to register with founder Stephan Noller for the demonstration.

ubirch GmbH
ubirch is a manufacturer of technology for the Internet of Things. With a specially developed hardware and a matching cloud backend, the startup with locations in Cologne and Berlin enables innovative applications for the Internet of Things. The team consists of specialists for design, gamification, technology and data-driven business models.

More information via:
www.ubirch.com
info@ubirch.com

Press contact
Palmer Hargreaves GmbH
Thomas Heinen
Vogelsanger Straße 66

D-50823 Köln
Phone: (+49 221) 933 22 249
Fax: (+49 221) 933 22 8 249
e-Mail: theinen@palmerhargreaves.com