



Press Release

Gartner names ubirch a „Cool Vendor for Insurance“

Innovative and secure sensor technology for the Internet of Things (IoT):

- Data security by all means thanks to asymmetric encryption and blockchain
- New business models for insurances – Example: risk prevention
- Infrastructures and capital goods maintenance and operation

Cologne/Berlin, May 17th, 2017. Gartner names the technology startup ubirch in the research „Cool Vendors for Insurance, 2017“. The worldwide leading IT market research and consulting company annually includes companies in this list which develop innovative technologies and support new business models – such as insurance products based on the Internet of Things (IoT). ubirch's solutions address two topics that are of great importance for the industrialization of the IoT: security and connectivity.

New encryption method addresses security and connectivity

The company based in Cologne and Berlin developed a process that enables a continuous chain of security and confidentiality for the collection, handling, and storage of data. This chain begins with battery operated sensors developed by ubirch. Each ubirch sensor has a private key that generates a digital signature for a public key encryption method. Thereby it receives an unforgeable identity and cannot be hacked. „Our cryptographic process makes for an all-over security chain for data transmission from the sensor to the business process – without the necessity for a complex VPN connection“, emphasizes ubirch Managing Director Stephan Noller.

Countless scenarios for IoT-based business models

The ubirch solutions enable a wide range of IoT applications for infrastructures, buildings, machines, and devices. By means of the sensors, the measurement of the weight of much-frequented bridges or the vibrations of turbines in factory halls is possible. Beyond the predictive maintenance, ubirch modules are capable of triggering direct actions and, for instance, protecting solar panels from hail or windmills from strong winds. Since all data of

these procedures is transmitted forgery-proof and stored via mobile networks, the plant operators and insurances receive a legally compliant evidence that the necessary provisions for the protection and risk prevention are executed.

“We are excited that Gartner named us as a ‚Cool Vendor for Insurance‘. We will continue to develop innovative technologies for the Internet of Things and the Industry 4.0 that offer a benefit for the insurance business, public institutions and industrial establishments” says Stephan Noller.

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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