

Wibu-Systems presents new solutions preventing product piracy for machine and plant engineers at the Hannover Messe

Immobilizer protects against product piracy: Wibu-Systems presents new protection hardware at the Hannover Messe

Karlsruhe – During the Hannover Messe the German software protection expert Wibu-Systems AG presents new solutions for protecting and licensing software at the group pavilion product protection in Hall 17, Booth C14/1. The focus are the new plug-in cards based on the CodeMeter technology which has been especially designed to meet industrial requirements and act as immobilizers protecting both machines and plants. They encrypt digital information, such as, embedded software, production data, machine logs, or service documents. Only the matching CodeMeter hardware decrypts the digital information making it accessible. Since engineering industry uses special interfaces, the new CodeMeter hardware comes in the form factors CompactFlash Card, SD Card, and MicroSD Card. CodeMeter is the proven technology for software protection and licensing preventing product piracy. The protection hardware combines the top secure licensing system in the smartcard chip with the reliable and fast flash memory on SLC basis. This allows to retrofit the solutions for thousands of industry PCs and embedded systems.

A presentation will complement the trade fair presence: the visitors will learn more on the protection options using CodeMeter. On April 22nd, 4:00 p.m. at the Robotation Academy in Pavilion 36, CEO Oliver Winzenried will lecture at the conference "Industrial Embedded" on "Solutions protecting and licensing Embedded Software". He will detail industrial requirements and the results of the project "Pro-Protect" where engineers from wood and textile machining have integrated the solutions.

Says Oliver Winzenried, CEO and founder of Wibu-Systems AG, convinced: "The focus of companies on the challenge of product piracy and the necessity for protection measures is increasing.

Press Release of April 14, 2010

According to a Germany-wide VDMA survey more than 75% of the manufacturers use or plan technical protection measures: a necessary measure since the sales shortfall in percentage caused by counterfeiting shows a further increase. No one can afford the loss of know-how, the reputational damage by plagiarism, or the threat to the economic existence by drop of sales. At the Hannover Messe we show how secure and flexible our protection concept takes effects: in design, for the machine itself, and later during production – using CodeMeter offers manufacturers a universal solution to effectively prevent product piracy."

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Image: New hardware of the CodeMeter technology protects industry PCs.

WIBU-SYSTEMS AG

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WIBU-SYSTEMS AG was founded in 1989 by Oliver Winzenried and Marcellus Buchheit. The main focus is in the fields of Digital Rights Management, software protection, license management, document protection and access control. The company located in Karlsruhe has distributors all over the world, offices in Seattle, USA, as well as in Shanghai, China, and sales offices in Belgium, Great Britain, Portugal, Spain and the Netherlands.

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