



PRESS RELEASE

Trusted Objects introduces its personalization tool kit for IoT Secure Element prototyping and testing

Trusted Objects, a security expert for the Internet of Things (IoT), is transforming IoT end-to-end security development with a new personalization tool kit designed for Secure Element. This tool kit brings flexibility and reactivity to systems integrators, design houses, application developers and OEMs as it allows them to set up a POC (Proof of Concept) within a few days.

AIX EN PROVENCE, FRANCE, November 22, 2017 – In the Internet of Things industry, many systems integrators and application developers are facing obstacles when developing and testing security solutions in their applications. Due to IoT market fragmentation, the personalization of a small volume of Secure Elements can be challenging for an industry used to deal with billions of devices in a consolidated market.

To solve this issue and allow application developers to be totally reactive to market demands Trusted Objects is introducing its personalization tool kit that allows systems integrators to effortlessly personalize Secure Elements in order to easily set up a Proof of Concept whenever they want to address new markets, develop new applications, or simply test new features.

Trusted Objects personalization tool kit includes hardware equipment dedicated to initializing and personalizing small quantities of Secure Elements. The kit is delivered with user-friendly software that allows application developers to start personalizing their Secure Elements with just three clicks, and an installation guide. Security is a very serious matter at Trusted Objects, so while the tool kit usage is limited to downloading standardized test keys within the Secure Elements; it has to be operated in a secure environment compliant with Trusted Objects security guidelines.

When the application developers are ready to evolve from the POC to real-size applications, Trusted Objects and its partners propose their services to

adapt personalization procedures to large batches of Secure Elements with diversified keys, generated under secure conditions in a certified secure environment.

Trusted Objects personalization tool kit will be available from January 2018 onwards.

Sami Anbouba, CEO of Trusted Objects, declares: "As security is now on top of the agenda of the IoT market, our aim is to facilitate the adoption of Secure Elements for end-to-end solutions. With our personalization tool kit, application developers can start their POC within a very short time frame, and then, get our dedicated support when switching to a real life secure application."



Trusted Objects will be exhibiting at Trustech, a major event for the secure transactions industry, taking place in Cannes, France, on November 28 – 30, 2017. Come and visit us on booth Lerins C 006.

About Trusted Objects

Trusted Objects is a leading independent supplier of security solutions dedicated to Internet of Things (IoT) applications. Its offer includes security firmware embedded in hardware Secure Elements optimized for the IoT. Trusted Objects offer also includes services: security expertise, prototyping and personalization that simplify and accelerate the development and Implementation of complete solutions. With the deployment of LPWANs (Low-Power Wide Area Networks), namely LoRaWAN and Sigfox, Trusted Objects paves the way for bringing enhanced security fitting with the most stringent requirements of IoT application developers. In addition, Trusted Objects flexibility and reactivity allows the company to answer any specific requirement to bring solutions that fit the best the needs of IoT markets.

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