



Building a Secure Future.™

Irdeto and Conjure Put Vehicle Access and Safety In The Driver's Seat

Keystone solution enables OEMs to provide consumers with the convenience, flexibility and customization they expect to safely manage and operate today's connected cars and autonomous vehicles

LAS VEGAS, CES – 9 January 2018 – Irdeto, the world leader in digital platform security, and [Conjure](#) have announced the launch of [Keystone](#), the most secure, policy-based vehicle access and safety solution in the connected transport industry. Utilizing a mobile device with a companion application, the solution eliminates the need for physical keys to the car while also providing car and fleet owners with the ability to securely and intuitively provision and manage a host of new car sharing/car riding experiences. Keystone combines secure, tamper-proof policy management that prevents a multitude of potential vehicle hacks, including Man-in-the-Middle and Man-at-the-End attacks, remote and in-vehicle tampering, and reverse engineering. The solution enables OEMs to provide consumers with the convenience, flexibility and customization they expect to safely manage and operate today's connected cars and autonomous vehicles. Ultimately, consumers want simplicity in their lives. Keystone addresses this simplicity by combining their mobile phone, wallet/purse and car key into one smart mobile device that can also enable new policy-based car sharing/riding scenarios.

Keystone combines award winning, Conjure-designed HMI application and [Irdeto Cloakware™ Software Protection](#) for mobile app, ECU-side functionality and cloud services. This provides consumers with security, simplicity and flexibility to share keys with authenticated drivers, including teen drivers, family, friends, valets, parcel delivery people and many others while setting rules around the usage of the vehicle. The solution provides consumers with the ability to customize their driving experience by enforcing vehicle usage policies by authenticated user, including speed limit, time of use, geolocking, access to only the trunk or glove box, number of passengers in the vehicle, etc. Policies are controlled by the vehicle owner, while keys are issued to individuals and are tied to policies created by the owner.

“From new business models to improved safety, connected cars as digital assets are creating more opportunities for OEMs and tier 1 suppliers,” said **Daniel Thunberg, Global Head, Connected Transport, Irdeto**. “However, as seen in other industries, poorly implemented and inadequately protected usage policies are often bypassed easily, resulting

in an ineffective solution. Keystone ensures that vehicle keys and their associated policies are always functional and protected even without an internet connection. This provides peace of mind for consumers and teen parents while also empowering OEMs to develop new business models.”

As cars become autonomous at different levels, the OEM’s business model will shift from personally-owned vehicles to a fleet model. Keystone allows OEMs to implement secure mobility-as-a-service and transportation-as-a-service business models. Keystone gives OEMs the freedom to implement these business models by ensuring their ability to securely manage and control the services offered in the vehicle. The solution also provides OEMs with the ability to protect data as it interacts with the vehicle, protect policies assigned to the vehicle and prevent tampering of vehicle software to enforce these additional revenue streams.

“Keystone offers an intuitive and elegant app and IVI design with a proper threat analysis done from the start,” said **Chris Tingley, CTO, Conjure**. “The user-centered design of Keystone, combined with advanced software protection, provides OEMs and tier 1 suppliers with a cost-effective solution that is faster to implement than developing a proprietary system. This security approach puts vehicle owner safety first without impeding usability or flexibility of the solution.”

To learn more about Keystone, please visit: <https://irdeto.com/keystone/>

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About Irdeto

Irdeto is the world leader in digital platform security, protecting platforms and applications for media & entertainment, automotive and IoT connected industries. Our solutions and services enable customers to protect their revenue, create new offerings and fight cybercrime. With nearly 50 years of expertise in security, Irdeto’s software security technology and cyber services protect over 5 billion devices and applications for some of the world’s best-known brands. Our unique heritage as a subsidiary of multinational media group Naspers (JSE: NPN) means that we are a well-established and reliable partner to help build a more secure future. Please visit Irdeto at www.irdeto.com.

About Conjure

Conjure is a digital experience company with a strong track record developing daring, original applications for emerging technology platforms, harnessing the opportunities they present to our global client base of major brands and disruptive startups. We don’t just create apps, we also develop and maintain back-end and content management systems, as well as analytics tools that measure business return. Through multiple programs for the automotive and motorcycle industry, we have developed a class-leading HMI design and development process.

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