

# KEYSTONE

by **icdeto**

# KEYSTONE

by **irdet**



Discover Keystone, a secure system that allows vehicle owners to create and control policies around multi-user vehicle access, settings and usage.



### SECURE

Defense in depth security to ensure that digital vehicle keys and policies cannot be compromised



### FLEXIBLE

Securely create, transfer and revoke an unlimited number of digital keys and their associated policies at any time



### SIMPLE

Intuitive user experience, designed by award-winning HMI and mobile specialists Conjure



## A STRATEGIC PARTNERSHIP BETWEEN CONJURE AND IRDETO

When Irdeto and Conjure set out to create a vehicle access and safety system, the mandate was clear. It should make full use of Irdeto's background and technologies in defense in depth to create an inherently secure mobile app. It should also be a joy to use, incorporating Conjure's award-winning HMI design expertise.

The result is Keystone, a beautiful and easy to use mobile app that integrates securely with the vehicle's settings and allows vehicle owners to apply detailed usage policies to each digital key. The app is part of a complete solution including ECU-side functionality and cloud services, as well as a complete back-end management system with analytics.

C O N J U R E





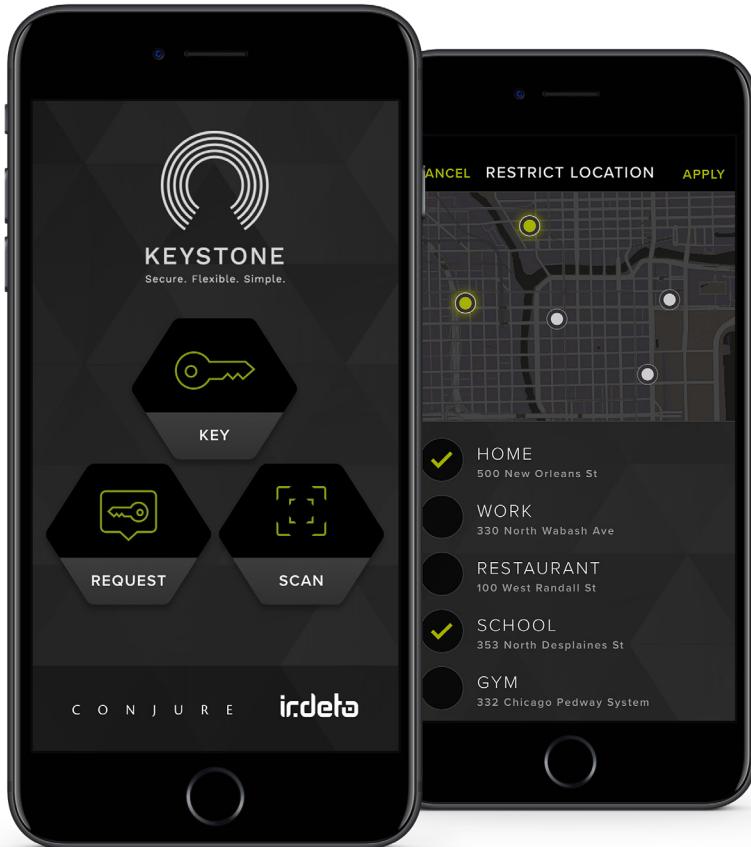
## SECURE

Irdeto has architected Keystone from first principles, utilizing its own security in depth architectures, best practices and technologies to ensure that the vehicle access and safety system cannot be compromised. Irdeto's technologies are used extensively in hostile environments across different industries.

## FLEXIBLE

Keystone is designed for flexibility. Users can create and revoke multiple profiles whenever and wherever they want. This flexibility ensures that the key is always functional, even when no phone coverage or internet access are present. NFC smartcards or key fobs can be used as a backup when the phone battery is depleted or when initially pairing a new mobile phone.

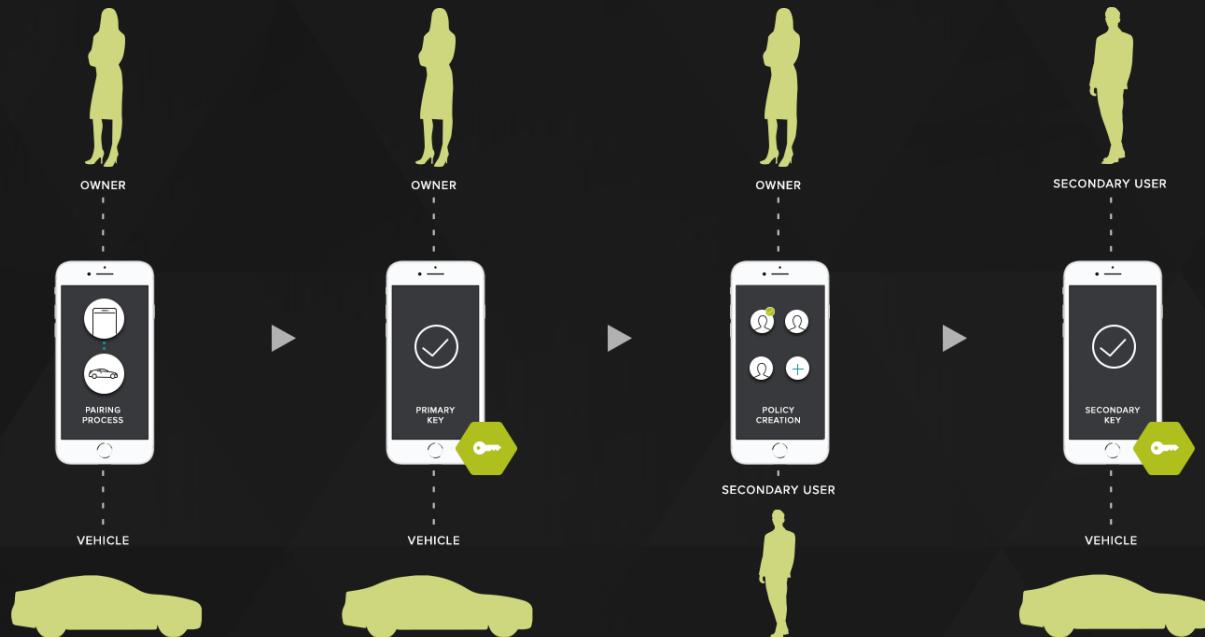




## SIMPLE

The beautiful and intuitive app is designed by Conjure, an award-winning digital experience agency with great credentials in the automotive industry. Vehicle pairing and key sharing is simple, requiring no complicated setup. Keystone cloud APIs are easily integrated with pre-existing third-party infrastructure to provide a complete solution for fleet management and dealership provisioning.

## CREATING, TRANSFERRING AND REVOKING KEYS IS EASY



## KEYSTONE FOR PRIVATE VEHICLE OWNERS

- Lock and unlock your car based on your proximity
- Create, transfer and revoke digital keys whenever and wherever you want
- Create policies for other drivers around when, where and how they can use the vehicle
- Customize your vehicle settings for each authenticated user
- Enforce insurance rules and prove at any time who is driving
- Use the app with or without Wi-Fi or cellular coverage
- Available for Android and iOS smartphones and smartwatches



## KEYSTONE FOR VEHICLE OEMS & TIER-1 SUPPLIERS

- Benefit from defense in depth-based security that allows the app to withstand any attempt at reverse engineering or tampering
- Support emerging business models by making vehicle sharing among multiple drivers more convenient
- Use as a turn-key solution for faster time to market or integrate it with existing connected vehicle solutions
- Integrate cost-effectively with ECU
- Choose between on-premise or managed SaaS deployment
- Use Keystone cloud APIs to easily integrate with pre-existing third-party infrastructure





## KEYSTONE FOR FLEET MANAGERS

- Provision and revoke keys easily and efficiently
- Delight your customers by automatically activating preferred car settings based on their profile
- Exercise more control over where, when and how your vehicles are used
- Integrate driver profiles with your fleet management system for easy reporting



WANT TO KNOW MORE ABOUT KEYSTONE?

# C O N J U R E

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.



WWW.KEYSTONE-SECURITY.COM



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.

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