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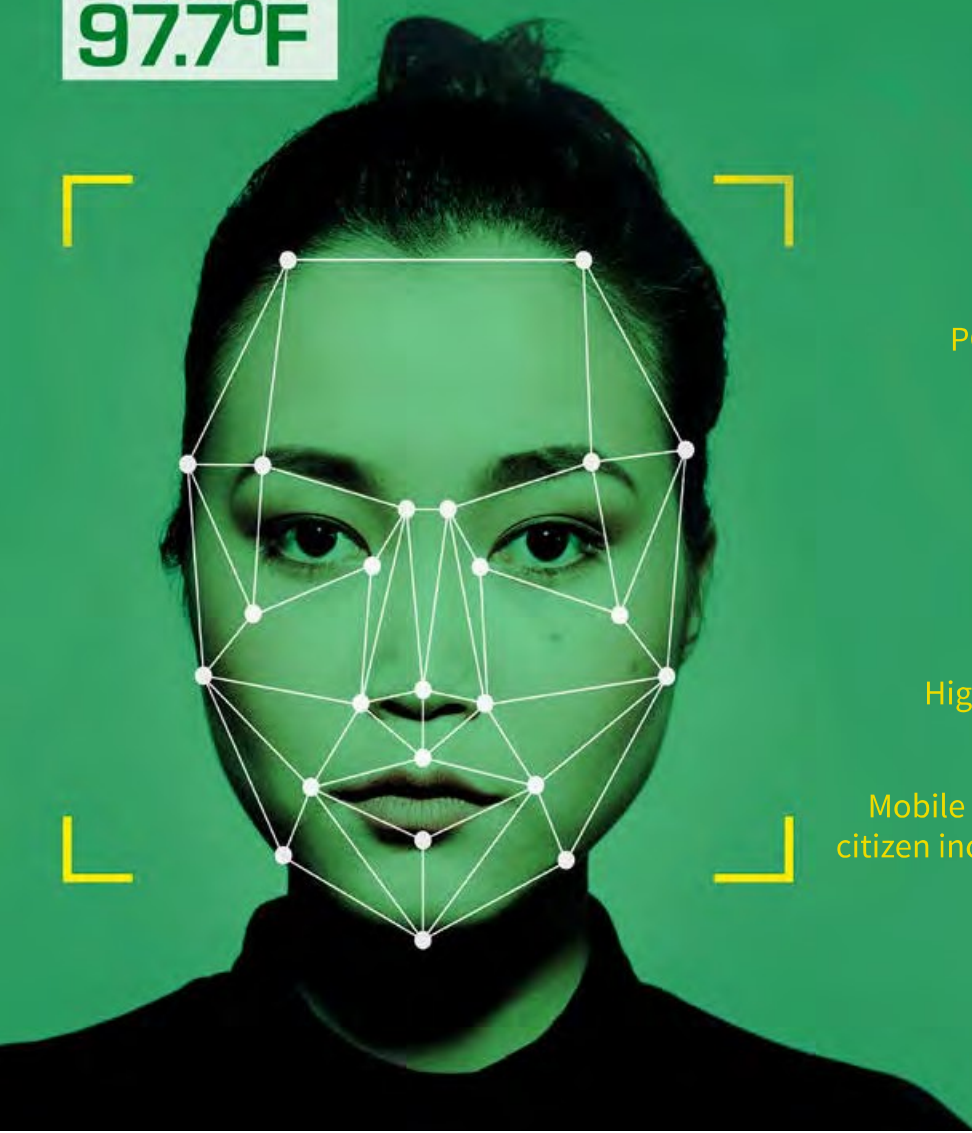
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Contents

Are you really Jane Doe? 4

Bernd Zwattendorfer, Infineon Technologies

Secured Blockchain access using Infineon's SECORA™ technology 10

Maurizio Skerlj & Markus Mosenbacher, Infineon Technologies

Introducing SIPUA Consulting - A focus on Africa 14

Sipua Alexander Ngnobamdjum, SIPUA Consulting

Full speed ahead with eID solutions 16

Markus Hoffmeister, cryptovision

Mobile strong authentication for better citizen inclusion into the digital economy 20

Uljana Belokrinicka, X Infotech

Highly-Secure Document Life Cycle 22

Dr. Mike Bergmann, Mühlbauer ID Services GmbH

PQC4MED Crypto-Agility for Post-Quantum Security In Medical Devices 26

Dr. Carmen Kempka, Wibu-Systems

Introducing The Silicon Trust 32

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Full SPEED ahead with eID *SOLUTIONS*

An interview with cryptovision's CEO Markus Hoffmeister

For over ten years, German security software specialist cryptovision has been excelling in the electronic identity document market. For CEO Markus Hoffmeister, the main reason for cryptovision's success is a customer-oriented market approach that relies on open standards and avoids vendor lock-ins. In order to meet the customers' needs even better, cryptovision has now launched "club cv" – a partner program best explained by Markus Hoffmeister himself.

“ *While our products continue to play a major role in our thinking, our new approach is to act in a more market-driven way – along our market segments IT Security, IoT & Industry, and eID.*

□ **VAULT:** *Thank you for taking the time for this interview, Markus. We would have loved to have this chat at the Mindshare, cryptovision’s annual eID and IT security event. Sadly, the corona crisis got in the middle.*

Hoffmeister: Of course, we are disappointed that we had to cancel this year’s Mindshare as an onsite conference. But we had a great Digital Mindshare instead – a two-hour webinar with interesting presentations and interviews. To our regret, there was no way to celebrate our highly popular Cryptonite party online.

Cryptovision’s new strategy

VAULT: *What were the highlights of the Digital Mindshare?*

Hoffmeister: Among other topics, my colleagues presented case studies of some of our most interesting projects, supported by guest speakers from all over the world. Our Latin American representative Fermín Vázquez connected from Mexico and spoke about cryptovision’s Ecuador project – an activity that includes both electronic citizen cards and electronic passports, as well as the required PKI. We also had interview partners reporting live from the Netherlands and spoke to Kim Nguyen, D-Trust’s CEO in Berlin.

VAULT: *Many of the virtual attendants were impressed by the innovative concept of the webinar ...*

Hoffmeister: Indeed. We presented the Digital Mindshare as

a fictive sports event we called “CryptOlympics”. We awarded gold medals and interviewed the CryptOlympic champions. The audience loved it.

VAULT: *Apart from your ability to organize great events, what makes cryptovision so successful in the eID market?*

Hoffmeister: Together with our partners, we create turn-key solutions for our customers; our portfolio covers the whole eID solution stack. As we are neither a card producer nor a system integrator, we focus on the customer’s needs and not on a certain technology we want to sell. This means, among other things, that we rely on open standards and thus avoid vendor lock-ins. And then, we have gathered a great deal of know-how in numerous eID projects in countries such as Malta, Uzbekistan, Ghana and Ecuador – just to name a few, especially with multi-application documents and highly customized eID cards.

VAULT: *You mention partners. Didn’t Infineon recently make an announcement with cryptovision?*

Hoffmeister: Yes, and this was a real milestone for us. Our Java Card based eID application framework ePasslet Suite is now available on Infineon’s Secora ID X – a new plug-and-play chip and operating system platform for realizing highly secured eID documents. ePasslet Suite has long been available on Infineon chip platforms via our partner and customer Veridos, but now, as an additional service, ePasslet can also be directly sourced from Infineon. This new option significantly increases flexibility when implementing card-based eID projects.



Snr. Product Manager Ben Drisch during the Digital Mindshare Interview with D-Trust CEO Kim Nguyen

VAULT: Did you make other announcements at the Digital Mindshare?

Hoffmeister: Yes. My managing director partner Marco Smeja and I introduced cryptovision's new business strategy. So far, our focus has been mainly on products. While our products continue to play a major role in our thinking, our new approach is to act in a more market-driven way – along our market segments IT Security, IoT & Industry, and eID.

VAULT: What are the benefits of a market-driven approach in the eID documents segment?

Hoffmeister: cryptovision is well positioned in the eID market. Our product portfolio contains an eID application suite, a personalization SDK, eID document middleware, and various infrastructure products such as PKI software. However, customers ask for solutions, not for products. As mentioned, cryptovision covers the whole eID solution stack in a customer-oriented way, and we believe that this strategy will be even more successful if we follow a more market-driven approach.

Introducing club cv

VAULT: What else happened at the Digital Mindshare?

Hoffmeister: At the Digital Mindshare, we launched our new partner program, “club cv”. Having a strong network of partners and currently facing a huge number of partnership inquiries, we founded club cv to structure our partner-related activities and to optimize cooperation. We know that only if our partners benefit from us the way we benefit from them, a long-term collaboration, including the sharing of leads, is possible.

VAULT: What are the benefits of joining club cv?

Hoffmeister: Club cv is ideal for small and medium eID technology providers, including, but not limited to, card producers, system integrators and state printing agencies. Our partner network enables us to jointly create solutions on the highest level, without an all-dominating, large-scale enterprise being involved. Our contributions are attractive sales benefits, early product releases, and the service of our excellent consultants.



“*Club cv enables us and our partners to jointly create solutions on the highest level.*”

Markus Hoffmeister,
CEO of cryptovision

VAULT: *Do all club cv partners have to commit to revenues?*

Hoffmeister: No. Club cv is meant to be more than a revenue generator; it is a platform to exchange ideas with like-minded people. We allow for putting the focus on mutual technical integration. Keeping our end customers in mind, we want to be able to support more tailor-made solutions and broaden our and our partners' portfolios.

VAULT: *When will club cv open for applications?*

Hoffmeister: The official start of club cv is scheduled for January 2021. However, we have already opened the Member Level. This means that all our partners have the opportunity to register online as club cv members.

VAULT: *Where can I learn more about club cv?*

Hoffmeister: You will find all necessary information at the club cv website: www.cryptovision.com/club-cv.

VAULT: *Finally, will there be an onsite Mindshare again in 2021?*

Hoffmeister: Nobody knows for sure what the situation will be next year. Obviously, many industries, companies and individuals will be longing to get back to normal. A big party may not be the most important thing, but we sincerely hope to make a Gelsenkirchen Mindshare and Cryptonite happen next year – the legendary firework finale may then even be twice as long! ☒

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Partners of the Silicon Trust are a vital element of the program. The partners represent all aspects of the value chain and are international representatives of the ID industry. They all share one common goal – to create awareness, to educate and to promote the need for silicon-based security technologies.

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<http://www.avtor.ua/>

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