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PRESS RELEASE

IoT Security: Swissbit collaborates with Micron to expand reach of Authenta IoT edge-to-cloud security solution

Swissbit integrates Authenta root-of-trust secure element technology into selected storage solutions

Bronschhofen, Switzerland. November 29, 2022 – Swissbit, an industry leader in memory and storage solutions, today announced a technology collaboration with Micron designed to expand the reach of Micron's Authenta technology for IoT security. Swissbit will integrate Authenta technology into select security and storage solutions, making the unique root-of-trust secure element features available to its customer base in the industrial automation, automotive, NetCom, and medical technology sectors. The first Swissbit storage product with integrated Authenta technology will be a microSD card, perfect for retrofitting IoT systems. Swissbit and Micron plan to additionally introduce an embedded product in the form of an e.MMC. Further details will be announced by both companies when the products become available.

Providing a unique level of protection for the lowest layers of IoT devices, Micron's Authenta technology adds secure element features to flash memory to strengthen system-level security directly on the component that gives billions of IoT devices their identity. By combining unique device-specific identity that only a hardware root-of-trust can provide and the measurement capability necessary for in-memory secure boot, Authenta technology offers the ingredients necessary to authenticate IoT devices directly with a host — whether in the cloud, at the edge, or on the device. Utilizing existing standard flash memory sockets, developers can strengthen system-level cybersecurity without adding additional hardware components, leading to a more affordable and robust IoT solution. Authenta enables improved system-level cybersecurity, simplified zero-touch onboarding deployments, and future device management capabilities for a wide range of IoT end points and edge devices that use standard flash memory chips.

"As the IoT market expands, improved cybersecurity at the intelligent edge is becoming even more critical to broad deployment," said Luis Ancajas, director of the Authenta product line at Micron. "Collaborating with Swissbit allows us to extend the market reach of our unique silicon root-of-trust solution and provides easier access to the hardware security needed for a secure global IoT ecosystem."

The integration of Authenta's secure element features in Swissbit's flash storage modules also gives Swissbit customers the ability to use Micron's newly launched

Authenta Cloud Platform for its simple silicon-to-cloud onboarding and authentication capabilities. Authenta Cloud Platform enables real-time, in-field device authentication across customers' supply chains and throughout the device lifecycle, building trust and offering an open, scalable foundation to power end-to-end cloud services across the IoT ecosystem.

"IoT systems and applications are processing more and more sensitive data and therefore require the highest level of security. By integrating Micron's Authenta root-of-trust security features into Swissbit storage products, we are expanding our security solutions even further, providing customers with an easy-to-integrate hardware foundation to best protect IoT environments and edge devices," explained Claus Gründel, General Manager Embedded IoT Solutions at Swissbit. "This step also perfectly fits into our strategy of working with partners to offer hardware-based security solutions for a wide range of IoT applications, thereby sustainably reducing integration efforts and enabling new cloud-based service models."

Available images

The following images are available for download in printable format at:

https://kk.htcm.de/press-releases/swissbit/

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About Swissbit

Swissbit AG is the leading European manufacturer of storage, security and embedded IoT solutions for demanding applications. Swissbit combines its unique competences in storage and embedded IoT technology with its advanced packaging know how. This expertise allows our customers to reliably store and protect data in industrial, NetCom, automotive, medical and fiscal applications as well as across the Internet of Things (IoT).

Swissbit develops and manufactures industrial-grade storage and security products "Made in Germany" with high reliability, long-term availability, and custom optimization.

Swissbit's storage range includes SSDs with PCIe and SATA interface such as mSATA, Slim SATA, CFast™, M.2 and 2.5" as well as CompactFlash, USB flash drives, SD Memory Cards, micro SD Memory Cards and managed NAND BGAs like e.MMC. Security products are available in various application specific editions as USB flash drives, SD Memory Cards, and micro SD Memory Cards.

Swissbit was founded in 2001 and has offices in Switzerland, Germany, USA, Japan and Taiwan. Swissbit owns the registered trademarks Swissbit® and Hyperstone®. Since 2020, the independent investment firm Ardian is holding a majority stake in the company to support its growth.

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