



We are the link
between the real and
the digital world.

Protecting your Pocket – Device Authentication in Action

Infineon's virtual show 2020



Agenda

1 Security... Do we see the same picture?

2 Why & where OPTIGA™... Trust for all?

3 Support material

4 Summary – Call to action

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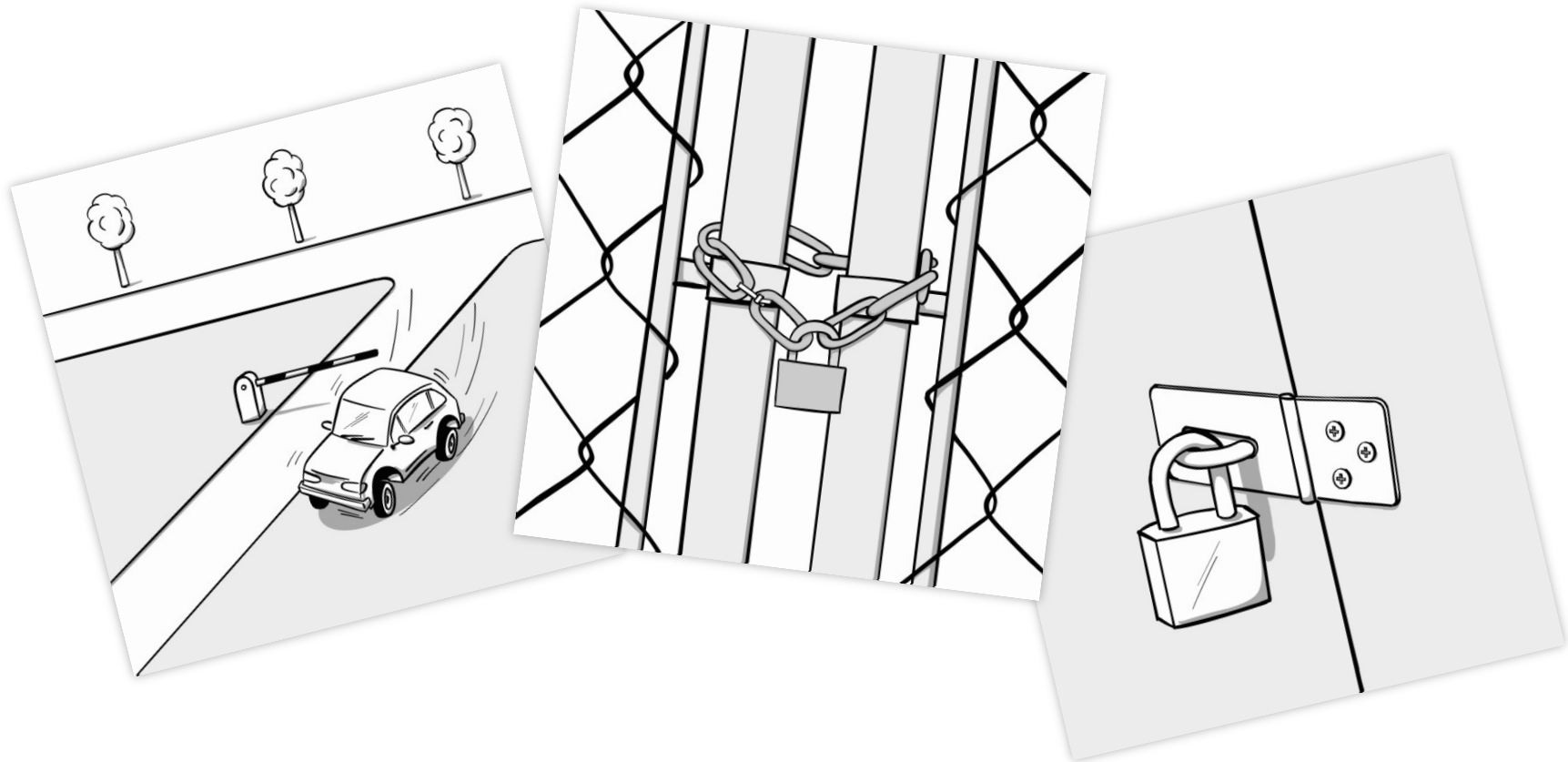
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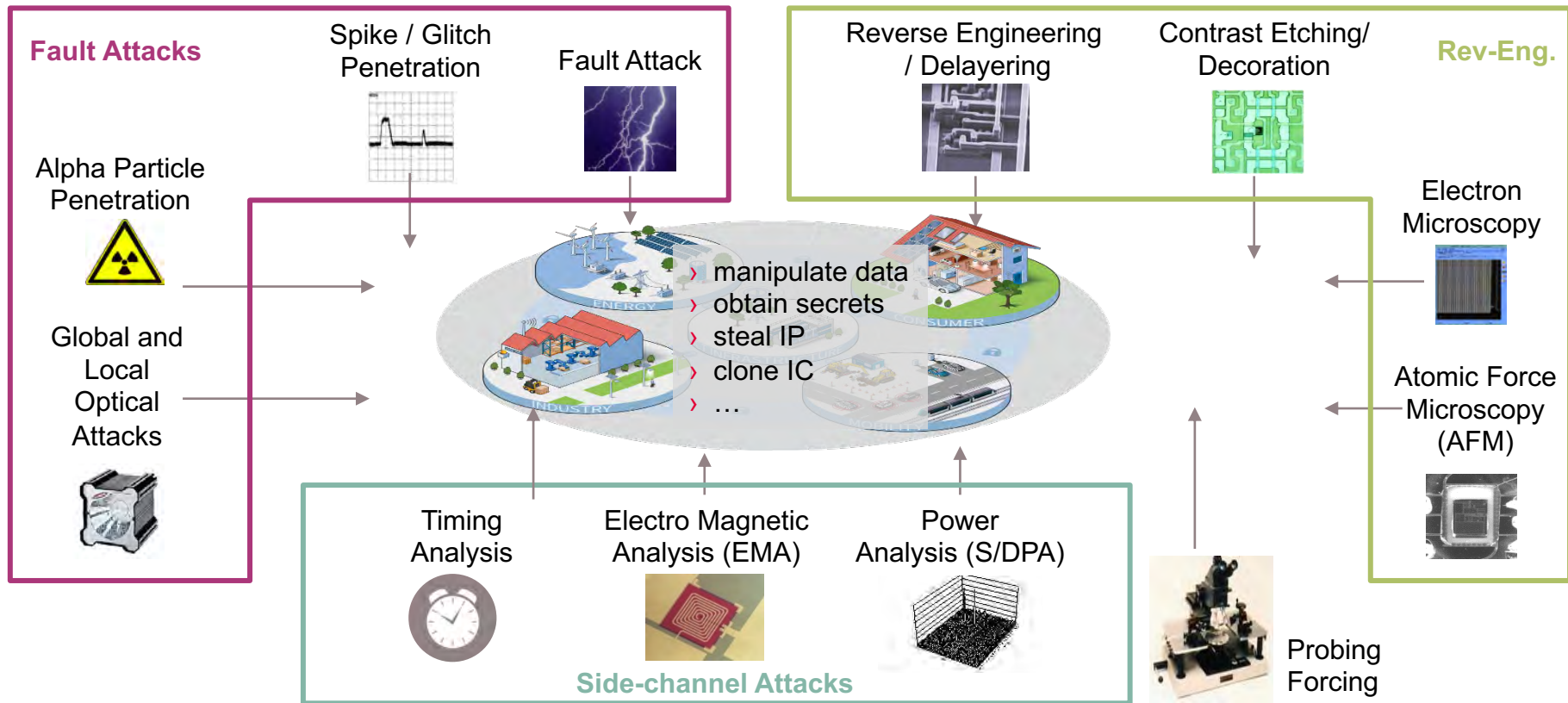
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Security... do we all see the same picture




Common attacks and reverse engineering



So of the headlines to why we need security?

Forbes
Billionaires Innovation Leadership Money Business Small Business

The rise of counterfeits

Counterfeiting is now the largest criminal enterprise in the world.  The trade in counterfeit and pirated goods is currently a **\$1.7 trillion per year industry**—that’s more than drugs and human trafficking—and is expected to grow to **\$2.8 trillion** and cost **5.4 million jobs** by 2022.

<https://www.forbes.com/sites/wadeshepard/2018/03/29/meet-the-man-fighting-americas-trade-war-against-chinese-counterfeits/#70bc2f4c1c0d>

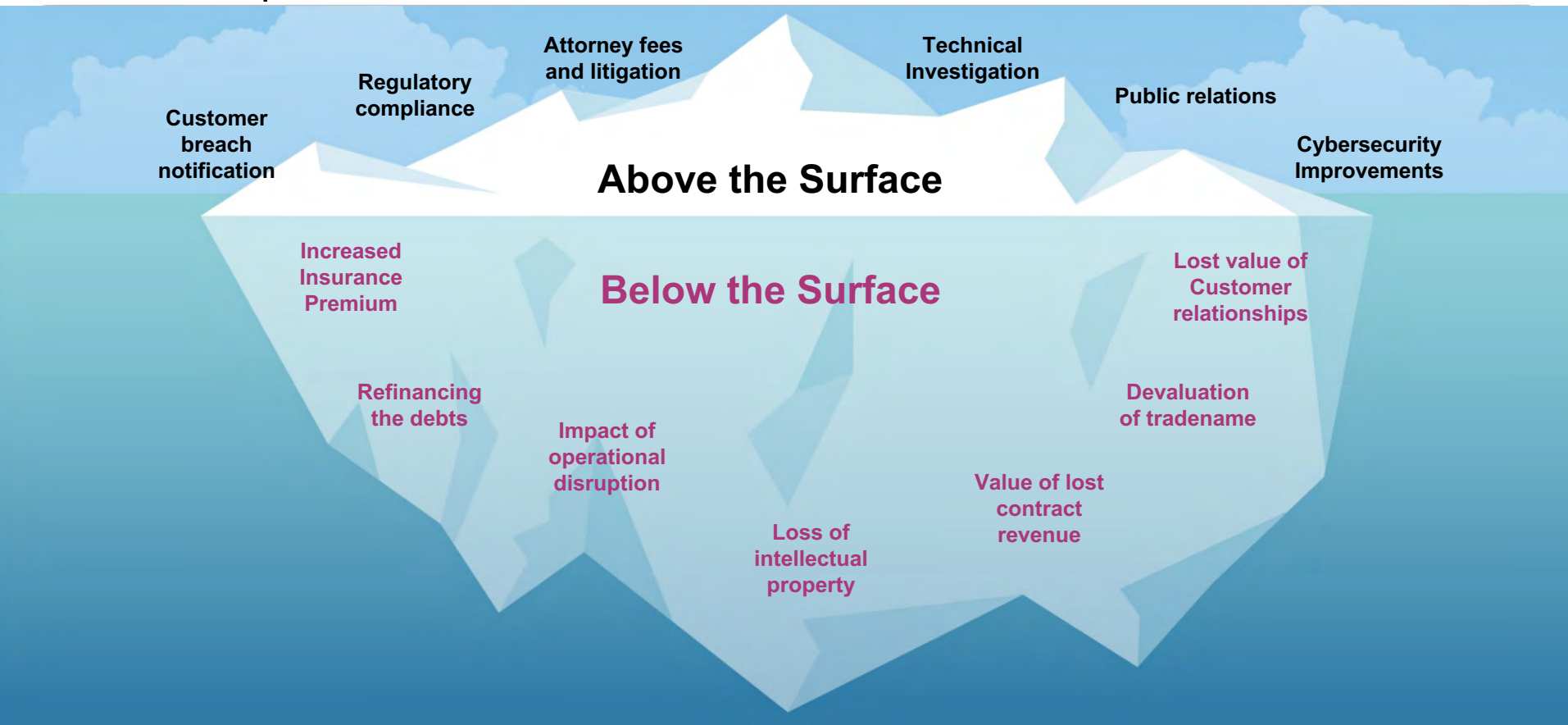
“The amount of total counterfeiting globally has reached to 1.2 Trillion USD in 2017 and is bound to reach 1.82 Trillion USD by the year 2020 which includes counterfeiting of all equipment/products from defence equipment's to counterfeiting of watches.”

<https://www.businesswire.com/news/home/20180515005775/en/Global-Brand-Counterfeiting-Report-2018-2020---ResearchAndMarkets.com>

The results are alarming. In 2016, counterfeit and pirated goods amounted to as much as 3.3% of world trade, and up to 6.8% of EU imports from third countries. These figure underscore once again the need for coordinated action against IP crime in general and trade in counterfeits in particular.

https://www.oecd-ilibrary.org/trade/trends-in-trade-in-counterfeit-and-pirated-goods_g2q9f533-en

Potential impacts of attacks and those headlines!



OPTIGA™ solutions for HW authentication

Protecting OEMs and Consumers by delivering Trust!



OPTIGA™ Trust delivers market leading solutions, delivering Confidentiality, Integrity, Authenticity, Right of Use etc.

Critical in this market is delivering turnkey solutions including full personalization service, allowing manufactures speed to market and confidence from potentially dangerous counterfeit products.



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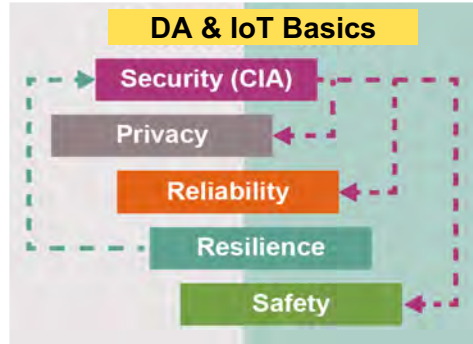
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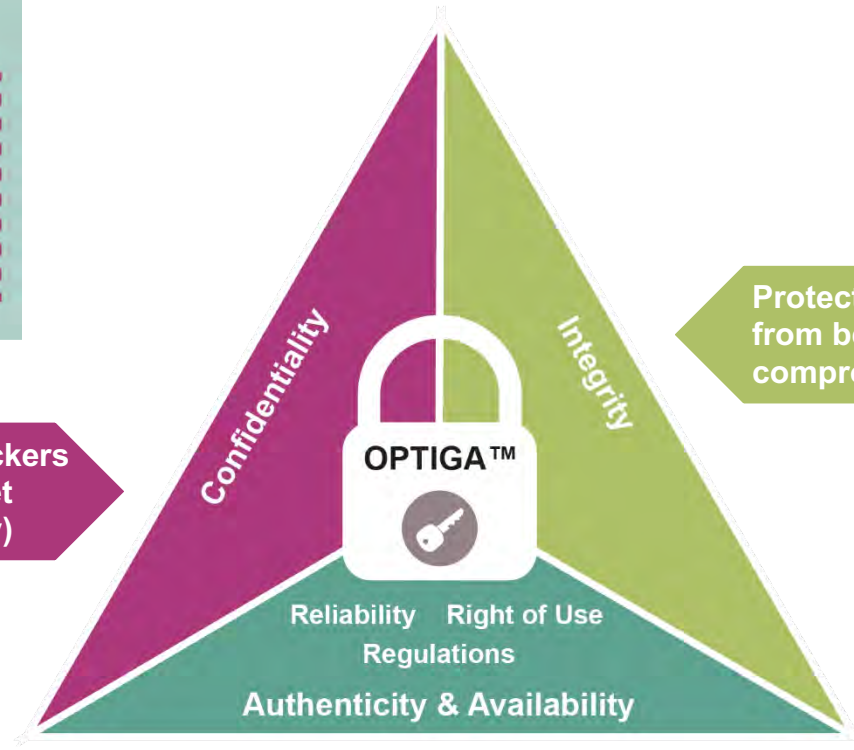
Authentication – The basic building blocks (CIA) and more...



Preventing attackers to decrypt secret content (privacy)

```

jch1) s1289b6 (1MND
b (16389ndn ("=") "3
nj/2869dnks82) "
nu2/"9e450d120HF
"937nKDnovva22) 3
COI ($8ndn5/%?="nc
RK ((=5hnd8375/%fj
/409ufm) $) /Wfj1j
    
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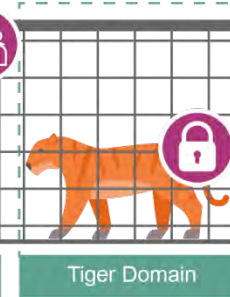
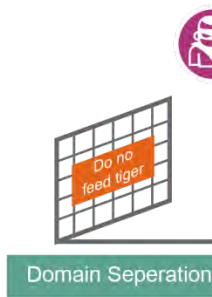
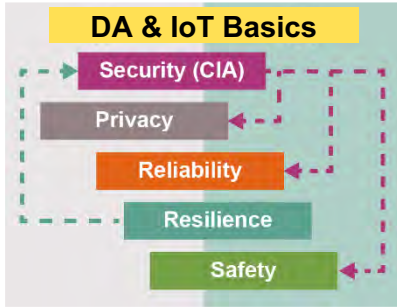
Protect devices from being compromised

Original

Communication devices are trustworthy

Why security hardware, why OPTIGA™ Trust...

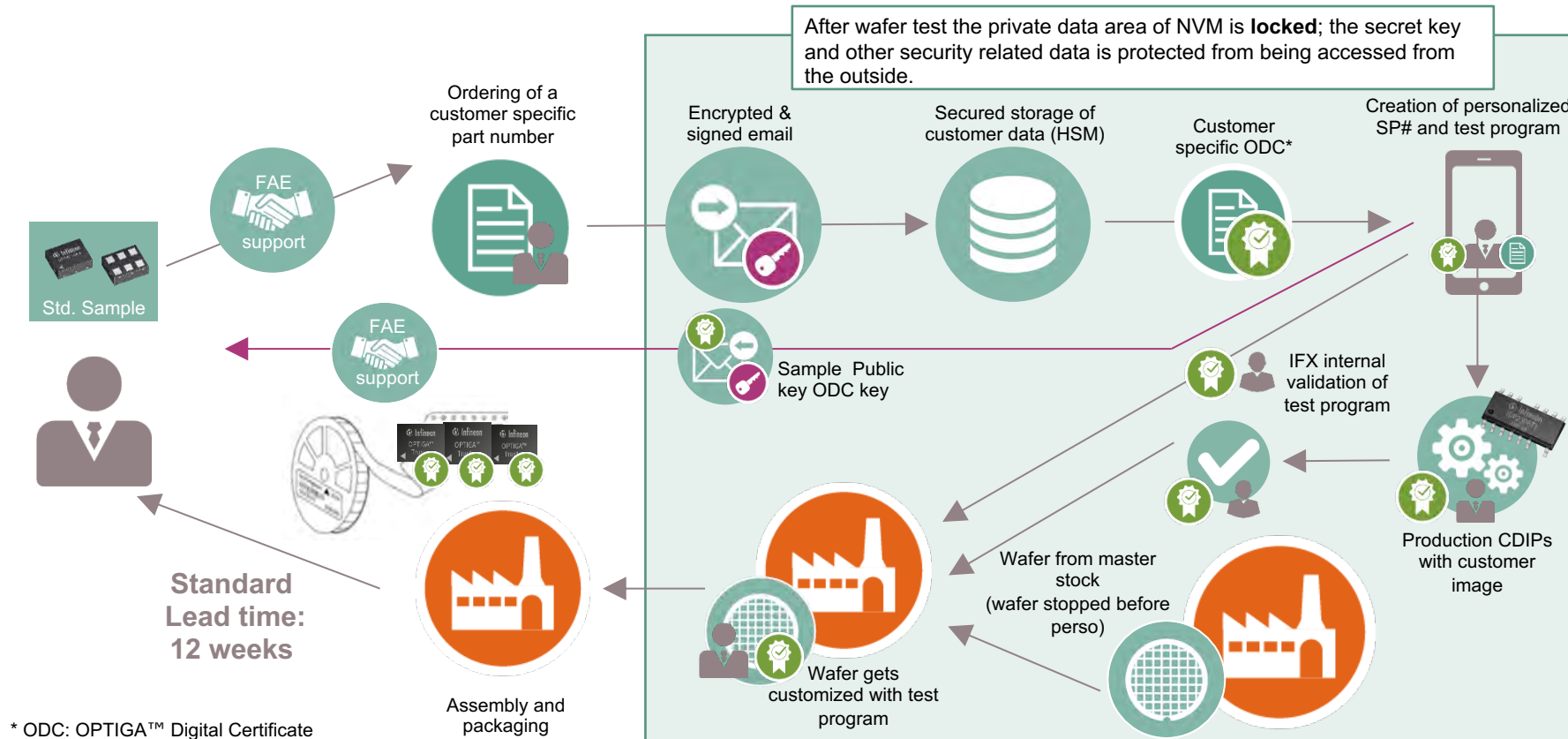
Simply → Security Domain Separation



Separation of Security Domains/Right of Use made simple!

1. Provides access to desired functionality
2. Restricts access to undesired functionality
3. Provides access to only authenticated entities
4. Ensuring you are the Tiger Master ...!

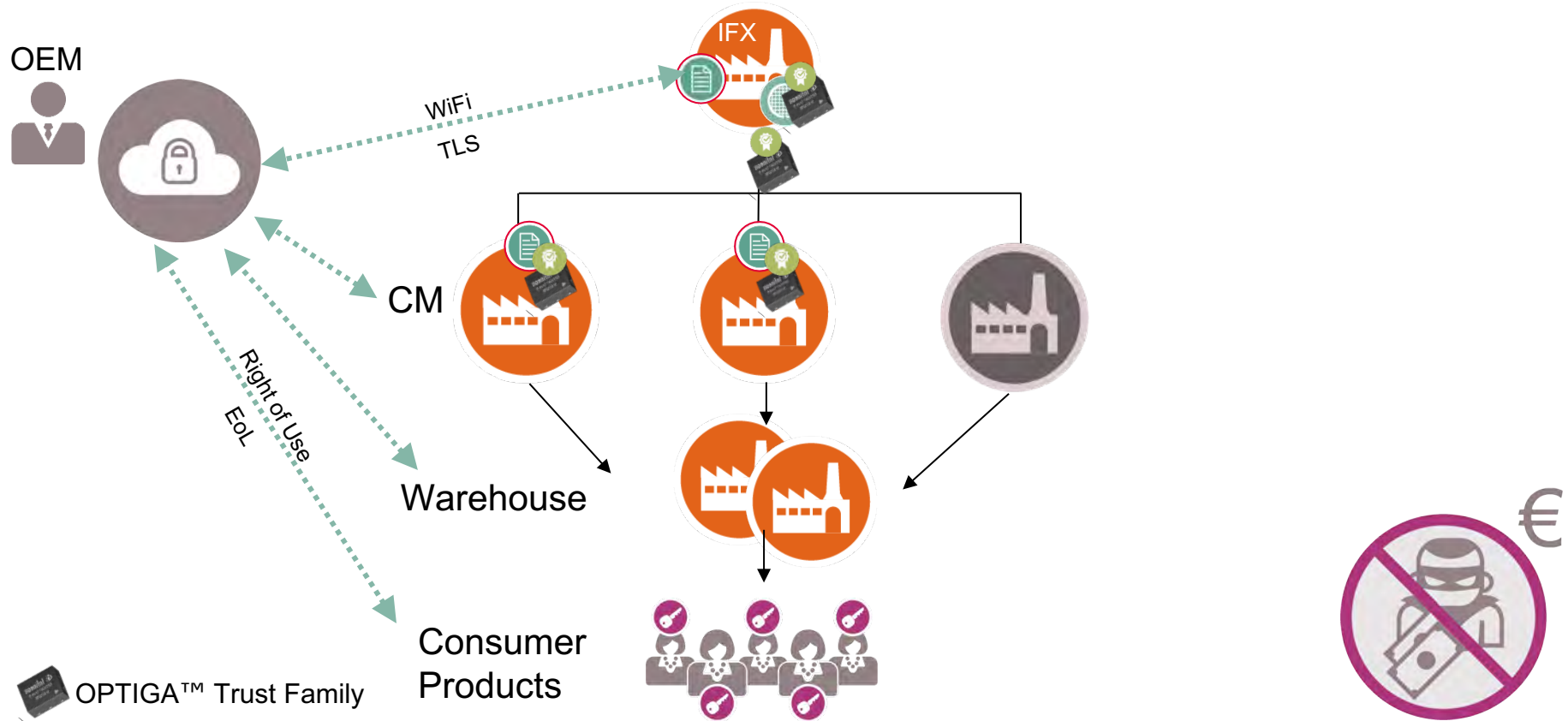
OPTIGA™ Trust; tailored security from birth



Where you can find Authentication today

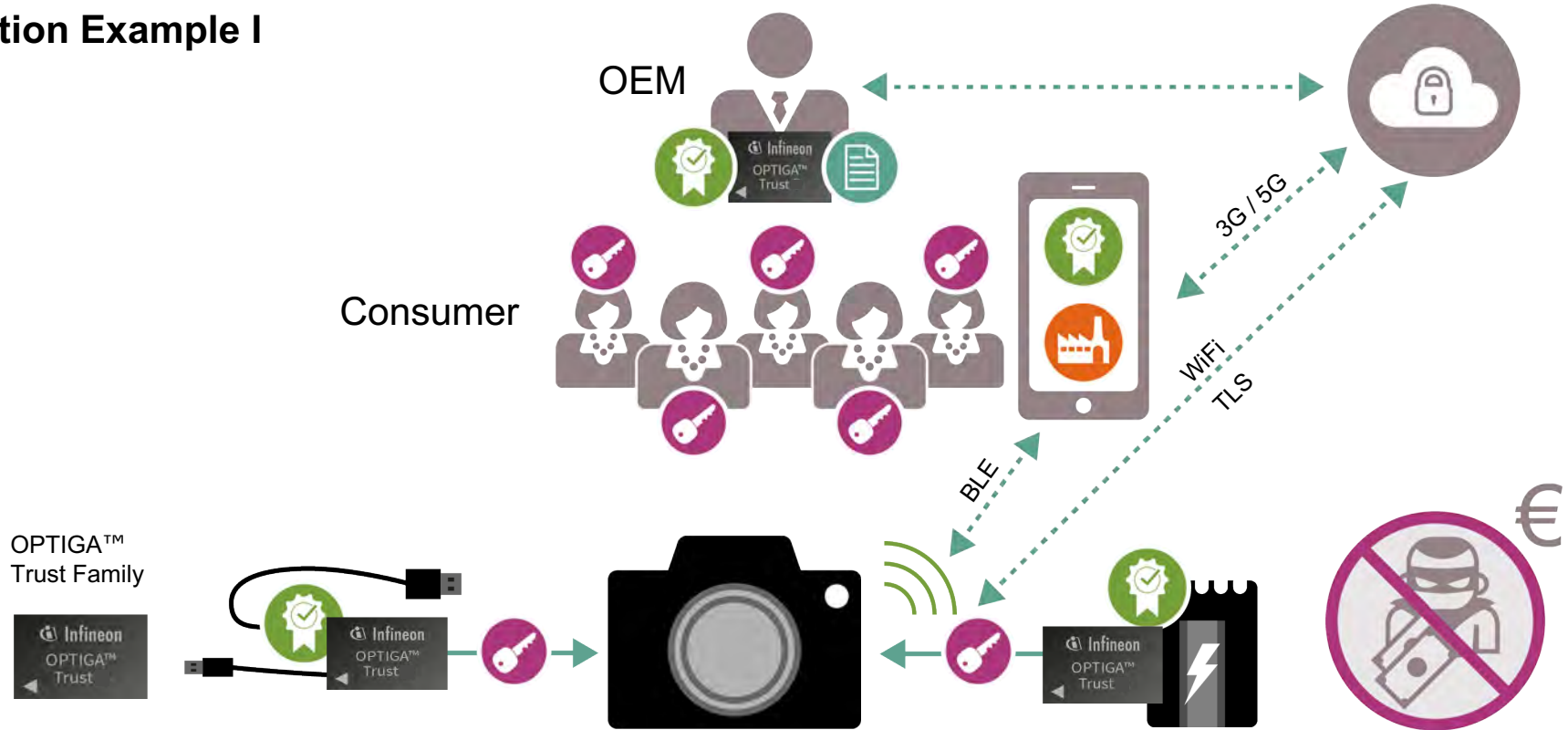


Supply chain management... OEM to CM to Consumer in confidence (Authentication with Track & Trace)



Solution(s) examples – OEM to Consumer (Authentication with Track & Trace)

Solution Example I



Solution(s) examples – OEM to Consumer (Authentication with Track & Trace)

Solution Example II



OPTIGA™
Trust Family



OPTIGA™ Trust Security for all



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Online Support material

www.infineon.com/optiga-trust

www.infineon.com/cms/en/discoveries/cybersecurity-basics/

Collaterals and Brochures



- › Product Briefs
- › Selection Guides
- › Application Brochures
- › Presentations
- › Press Releases, Ads

Technical Material

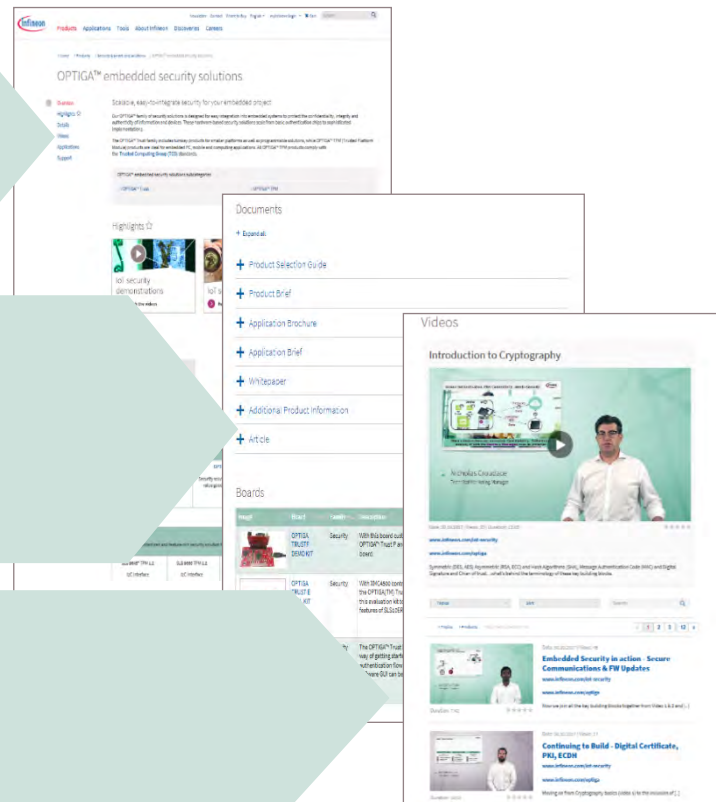


- › Application Notes
- › Technical Articles
- › Simulation Models
- › Datasheets
- › Infineon Security Partnership Network

Videos



- › Technical Videos
- › Product Information
- › Videos



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Our aspiration – Delivering the Trusted difference to our customers

- › Turnkey hardware Security is the corner stone for **Device Authentication**, also the enablement for Anti-cloning, consumer trust and security.
- › OPTIGA™ Trust is the easy to design and use solution, whilst remaining flexible and highly personalized to address the complex CIA for local and the bigger IoT Security world.
- › **Tiger (Trigger) points;**
 - Do you worry about loss of earnings or traceability via the increasing complex global manufacturing?
 - Are you thinking of a secured supply chain, from manufacturing through to the consumer and indeed end of life.
 - Critical to all business is the consumer trust... customer being king, discovery of clones normally comes via a customer failures at which time, control of supply chain and brand security is lost.
 - Customers desire simple, direct and zero touch confirmation of right of use... at the same time OEM values security, secured communications and perhaps even product analytics.

Be your own leader and control of your tigers...

Your Infineon team is ready to support, delivering the Trusted difference..!



Part of your life. Part of tomorrow.