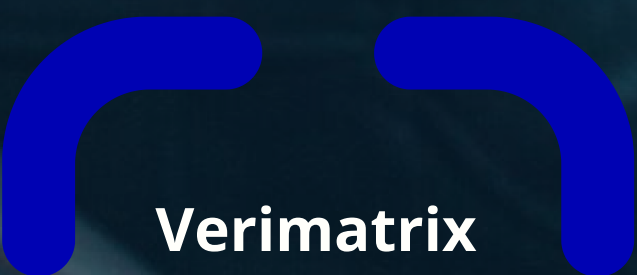


Confidence is key for the connected car.

Proven cybersecurity solutions protect drivers as well as their data and digital systems.



**Verimatrix
Automotive**

MARKET BRIEF

A MARKET SNAPSHOT

BY THE NUMBERS

28.5 million

In 2019, worldwide sales of connected cars with embedded telematics are estimated to have hit 28.5 million units.

76.3 million

Projected worldwide shipments of connected cars by 2023.

\$81.1 billion

Projected worldwide revenue for in-car connected services by 2030.

\$166 billion

Global market size for connected cars by 2025.

Source: Statista, September 15, 2020





AUTOMOTIVE SECURITY DONE RIGHT: CONNECTED CARS ARE ONLY AS SAFE AS THEY ARE SECURE

Safety is Security in Connected Cars

Cybersecurity incidents in the automotive industry are increasing every year. As more connected cars hit the road, security by design is the only way to ensure that data, digital systems, and drivers are protected from cyber attacks.

Verimatrix offers robust, automated, and intelligent security solutions to keep connected cars safe. Verimatrix solutions for the connected car include:



Whitebox

Build secure architectures and protect valuable data while maintaining total control of your cryptographic keys.



Code Protection

Secure code and stay on track with your product roadmap by implementing intelligent and automated tools.



Embedded DRM

Utilize point-to-point protection and safeguard content for online and offline video playback on any device.

Lock the Door on Hackers

One third of all cyber attacks in the automotive industry involve keyless entry. If cryptographic keys are left exposed, criminals

can steal and clone them almost instantaneously. Give drivers the sleek, convenient keyless entry they expect without added security risk. Protect keyless entry and dissolve the threat with Verimatrix Whitebox.

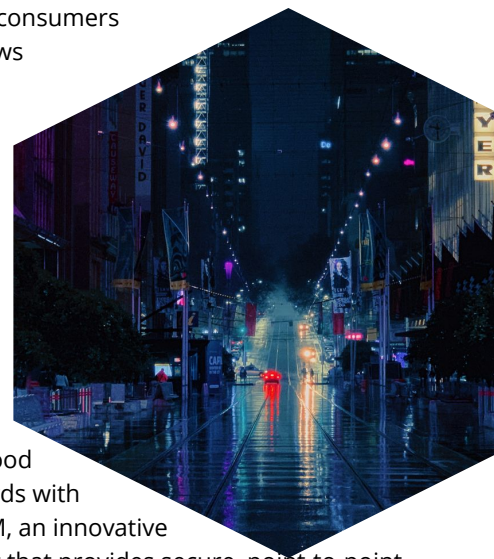
Secure In-Vehicle Infotainment Systems

Vulnerable in-vehicle infotainment (IVI) systems leave you open to data breaches, compliance fines and costly recalls. Reduce risks and vulnerabilities with layered protection that makes your applications self-defending and safeguards your code. Verimatrix Code Protection secures the attack surfaces that are introduced with in-vehicle infotainment systems.

Protect Video Content to the Endpoint

Vehicles are like traveling movie theaters – nearly all wired cars allow consumers to play movies and TV shows through video players. Failure to encrypt the ‘handshake’ from the player to each display can be a compliance violation and a content protection gap.

System integrators and device vendors can ensure premium content distribution meets Hollywood studio-compliance standards with Verimatrix Embedded DRM, an innovative automotive security toolkit that provides secure, point-to-point protection of premium video content from the car player to each display.



Monetize Auto Cybersecurity

Thanks to the cloud, 5G and evolving consumer preferences, the auto industry is deploying new types of in-car experiences every day. Service providers and technology integrators are playing critical roles in enabling trusted experiences:

- Transforming mobile phones into car keys and control systems
- Bringing wi-fi connectivity to each passenger seat
- Streaming eSports, high definition movies & video games to the car

Every point of vehicle contact expands the potential threat surface. Leading service providers weave security solutions into their automotive workflows early in the development cycle to ensure compliance as well as protect consumers from harm. Pave the way to automotive cybersecurity success by partnering with Verimatrix. Boost your revenue and your reputation.

Protecting Hundreds of Millions of Mobile Devices

Verimatrix provides proven tools to protect the technology that drives connected cars, from safety-critical systems to in-vehicle infotainment. With Application Shielding technology deployed in hundreds of millions of devices and unparalleled support, leaders in the toughest industries trust Verimatrix to protect their content, equipment, technology and data.

About Verimatrix

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications, and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications. We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams, and win new business. To learn more, visit www.verimatrix.com.

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