

## Irdeto and VOXX Automotive Bring Simple and Secure Key Management to Fleet Owners

*New partnership puts the power of key management in the palm of fleet customer's hands.*

**NACV, ATLANTA – 28 October 2019** – Fleet owners, new car dealers and ride sharing companies are embracing digital transformation. The implementation of connectivity has provided numerous ways to solve real business pain points associated with car sharing. Lost keys, driver authentication and other challenges are quickly becoming a thing of the past. However, the lynchpin to successfully eliminating these challenges is security. With [Irdeto](#) and [VOXX Automotive](#), fleet owners, dealers and ride share companies now have a simple and secure solution that gives their customers the power of vehicle access (including vehicle start and drive) and key management on their mobile device.

The first-to-market solution combines [Keystone by Irdeto](#) with VOXX's innovative [eFob technology](#) to enable new fleet business models for vehicle access and key management, by eliminating the need for the key and fob completely. An important value-added feature for consumers, eFob technology is also critical for fleet owners who want to implement innovative features such as no-key/no-fob vehicle start and drive, digital key sharing, tracking and controlling multi-user vehicles and more. However, fleet owners also know that security is crucial to enabling these features. Irdeto's security expertise coupled with VOXX's five-decades of delivering state-of-the-art technologies to the automotive OEM's offers a premium key management solution with security built-in, ensuring that new fleet business models remain intact.

"Continuing to innovate is critical in today's highly competitive automotive market," said **Edward Mas, President, VOXX Automotive**. "Consumers not only want the latest and greatest features and functionality, but they also want to control various car features through their mobile devices. VOXX is committed to developing next-generation technologies that bridge the gap between content, devices and connectivity. With over 50 years of innovation, we were looking for a like-minded company that shared our innovative spirit. Irdeto is the perfect partner, bringing its own 50 years of security innovation to enable new fleet business models as well as new car dealers and ride sharing companies."

Combining secure, tamper-proof policy management that prevents a multitude of potential vehicle hacks, Keystone is a secure system that allows vehicle owners to create and control policies around multi-user vehicle access, settings and usage. Irdeto utilizes its own security in-depth architectures, best practices and technologies to ensure that Keystone cannot be compromised. The solution also includes ECU-side functionality and cloud services, as well as a complete back-end management system with analytics. VOXX Automotive's award-winning eFob technology provides fleet customers with control over all functions of traditional factory keyless entry/exit key fobs now available on most cars and trucks simply by approaching their vehicle with their smartphone. Together, these solutions provide the most secure and feature-rich key management solution on the market.

"The importance of security in today's digital world cannot be understated," said **Niels Haverkorn, General Manager of Connected Transport, Irdeto**. "New fleet and connected car business models are revolutionizing the automotive space. However, if security is not built-in from the ground up then these innovative business models are destined to fail. VOXX Automotive recognizes this importance and by coming together we are making it easy for fleet owners, new car dealers and ride sharing companies to implement a secure and robust key management solution."

To learn more about Keystone, please visit: <https://irdeto.com/keystone/>

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#### **About Irdeto**

Irdeto is the world leader in digital platform security, protecting platforms and applications for video entertainment, video games, connected transport and IoT connected industries. Irdeto's solutions and services enable customers to protect their revenue, create new offerings and fight cybercrime. With 50 years of expertise in security, Irdeto's software security technology and cyberservices protect over 5 billion devices and applications for some of the world's best-known brands. With a unique heritage in security innovation, Irdeto is the well-established and reliable partner to build a secure future where people can embrace connectivity without fear. Please visit Irdeto at [www.irdeto.com](http://www.irdeto.com).

#### **About VOXX Automotive**

VOXX Automotive, headquartered in Orlando, Florida and with OEM and aftermarket operations in Auburn Hills, Michigan, is a global automotive designer, manufacturer and supplier of a broad range of consumer visible electronic products for the world's automakers on an OEM basis. The Company is an innovative leader in rear-seat infotainment solutions, vehicle security and seamless access systems, remote start systems, car sharing systems, smartphone telematics applications and more. VOXX Automotive counts among its customers FCA, Ford, GM, Hyundai, KIA, Lincoln, Mazda, Nissan, Subaru, and Toyota, among others. For more information, please visit <https://www.voxxintl.com/automotive/>.

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