

## JOINT PRESS RELEASE

### **Bloonn and charismathics® team up with a joint market proposition** ***Keepod® and CSSI are the turnkey solution to any PKI scheme***

*Munich (Germany), Milan (Italy) – 24 January 2012* – **Bloonn, the international startup awarded for its prestigious innovation named Keepod, the new device that unifies all user digital identities, and charismathics, the world leader in agnostic PKI computer clients bridging the gap between proprietary solutions and user convenience, have joined forces.**

Keepod provides users with a unique pass entry to their multiple digital identities which are usually spread over various systems and locations - each requiring management, backup and synchronization. With this reliable device, designed to fit the wallet, the user can work on any laptop, desktop or kiosk PC he comes across; regardless of the operating system installed, he can launch his own environment and his custom applications without leaving any footprint and in total security thanks to the Keepod embedded smart card chip and hardware encryption features.

With the same unit, he can also gain physical authentication (to systems such as access gates, payment, kiosks, ticketing and more) thanks to the built-in NFC technology. All the user's actions can be backed-up so that even in the worst circumstances, the user can just take a new device to be immediately operative again. With several gigabytes fully secured in his pocket, the computer as we know it becomes redundant.

On the other hand charismathics has revolutionized the identity management arena with a living middleware that keeps integrating over the years with more and more smart card operating systems, card profiles, computer platforms and third party applications. Such unique piece of software can thus represent a wide minded investment for enterprises whether it comes to a green field, as much as for those having to merge different schemes still preserving the expenses borne that far. In a world that is moving at a faster pace in technology and is thus subject to constant software and hardware changes, the introduction of a flexible element in the PKI equation is essential to have the chance to shape the infrastructure in total freedom for now and later.

"Keepod and charismathics smart security interface are the answer to a proliferation of hardware devices and software solutions out there in the market; together they offer both legacy support and an independent concept to cover the most diversified scenarios. charismathics is excited to cooperate with Bloonn and is absolutely convinced that this common strategy to market will help companies reducing their IT security costs, without having to sacrifice their assets in a time of crisis.", states Daniela Previtali, Director Product Marketing of charismathics.

"We are delighted that charismathics CSSI will now support the Keepod device. This new partnership strengthens our commitment to the enterprise market, offering customers with a business solution to increase security and manage their digital identity in a smart and transparent way. Together we enable customers to choose a solution that best meets their application needs and allows them to remain focused on their infrastructure operation", said Nissan Bahar, CEO of Bloonn.

Press contacts:



charismathics GmbH  
Sendlingerstrasse 47, 80331 Munich, Germany  
Daniela Previtali  
Director Product Marketing  
Tel.: +39 348 3836293  
[daniela.previtali@charismathics.com](mailto:daniela.previtali@charismathics.com)  
[www.charismathics.com](http://www.charismathics.com)



charismathics has been pioneering the global identity management arena since 2003. With iEnigma<sup>®</sup>, the company re-invented the smart card and decade-old visions of designing screens and keyboards onto smart cards finally become reality. Only one set of credentials serves all needs for a digital identity, whether in the office or on the road. The user is in full control of his credentials, not only visually, but is able to manage his digital identities himself and directly on the phone.

The charismathics Smart Security Interface CSSI<sup>®</sup> is a comprehensive and agnostic PKI client framework. Extremely versatile, it supports all computer platforms, myriads of smart card operating systems and token profiles, various technologies (including Trusted Platform Modules, RFID tokens, GSM SIM modules) and third party applications. Unparalleled flexibility translates into tremendous independence for enterprises from hardware lifecycles and proprietary software schemes, empowering them to combine different vendors of token management systems and hardware simultaneously, thus dramatically reducing their financial investment in PKI infrastructures.

charismathics is offering security products and services for a variety of industries ranging from corporate to finance, from e-government to health services, from e-education to telecommunications.

For graphics media resources, please visit: [www.charismathics.com/media](http://www.charismathics.com/media)



Bloonn Srl  
Largo Settimio Severo 3, 20144 Milano (MI), Italy  
Tel: +39 02 36562089  
Francesco Imbesi  
Marketing Manager  
[franky@bloonn.it](mailto:franky@bloonn.it)  
Guido Jarach  
Director of Sales and Channels  
[guido@bloonn.it](mailto:guido@bloonn.it)  
[www.keepod.it](http://www.keepod.it)



Milan based Bloonn Srl was founded in March 2010 by a team of international experts in the fields of Information Technology, Information Security and Product Marketing to create unique products under the Keepod brand for both business and retail markets.

The Keepod product was acknowledged by market leaders such as IBM and VMware for its innovative approach and was selected to represent Italy in the Shanghai Expo 2010 in the "Hall of innovation" initiative.

© All trademarks, trade names, service marks, and logos referenced herein belong to their respective organizations and companies.

charismathics