

A graphic consisting of the word "pressrelease" in a lowercase, sans-serif font. The text is centered within a light orange circle. To the right of the circle, there is a larger, faint orange starburst graphic.

## **Gemalto's Sentinel LDK selected by Shanghai TongZhu for protection and licensing on their Android devices**

Enables Shanghai TongZhu Information Technology to effectively license, manage and protect their software applications

**Amsterdam – Jan. 14, 2016** – Gemalto, the world leader in [digital security](#), today announced that [Shanghai TongZhu Information Technology Co., Ltd](#) has implemented Gemalto's comprehensive software monetization solution, Sentinel LDK, to protect and license its solutions deployed on Android devices.

[Sentinel LDK](#) enables businesses to license and protect their software applications designed for a wide range of environments including Android. Embedded software vendors, mobile device manufacturers and application developers are able to effectively provision and manage software features and licensing on Android applications and devices, protecting their intellectual property and maximizing their revenue.

Shanghai TongZhu Information Technology provides Building Information Modeling (BIM) software to architecture firms and building construction companies. The company deploys its software on Android –based hand held devices and was looking for a solution that will enable protection and licensing in the field. The company implemented Gemalto's [Sentinel LDK](#) and could then protect their IP as well as track and manage entitlements of their BIM application. By preventing unauthorized use of their software, organizations are able to maximize profitability while providing a flexible software solution that meets their customers' business needs.

"In order to remain competitive, we need to ensure that our software licensing and management can keep pace with the changes in technology," said Wang Zhuwei, chief product director at Shanghai TongZhu Information Technology. "It's crucial that we're able to effectively license and protect our software applications in an Android OS environment. As demand continues to grow, we need to be able to offer our customers flexible pricing which means providing a solution that can be easily tailored to their business. By using the Gemalto solution on our Android applications, we can effectively manage the functionality offered to our customers and at the same time protect our software from theft."

Sentinel LDK provides a comprehensive, out-of-the-box software monetization solution supporting the Android ARM platform with both hardware-based and software-based licensing.

"We are committed to helping software organizations worldwide manage their applications, while at the same time maximizing their operational efficiency and increasing their revenue," said Michael Zunke, vice president and CTO of software monetization at Gemalto. "In recent years, customer demand for mobility and 24/7 access to data has fuelled a boom in Android applications. We're seeing traditional business applications, such as Microsoft Office,

extend their product functionality to an Android environment, allowing end users to access these software tools through their tablets and smartphones. At the same time, the Internet of Things is driving the growing number of Android based control and media applications. Now customers like Shanghai TongZhu Information Technology can benefit from using one solution to manage their software licensing across both the Windows and Android OS environment.”

Gemalto, through its acquisition of SafeNet, is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded and cloud-based software vendors. Gemalto’s Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions.

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security, with 2014 annual revenues of €2.5 billion and blue-chip customers in over 180 countries.

Gemalto helps people trust one another in an increasingly connected digital world. Billions of people want better lifestyles, smarter living environments, and the freedom to communicate, shop, travel, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. In this fast moving mobile and digital environment, we enable companies and administrations to offer a wide range of trusted and convenient services by securing financial transactions, mobile services, public and private clouds, eHealthcare systems, access to eGovernment services, the Internet and internet-of-things and transport ticketing systems.

Gemalto’s unique technology portfolio - from advanced cryptographic software embedded in a variety of familiar objects, to highly robust and scalable back-office platforms for authentication, encryption and digital credential management - is delivered by our world-class service teams. Our 14,000 employees operate out of 99 offices, 34 personalization and data centers, and 24 research and software development centers located in 46 countries.

For more information visit [www.gemalto.com](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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