

## **Wibu-Systems Joins the Association for Advancing Automation (A3)**

- **A3 is North America's leading trade association committed to advancing automation technology**
- **Member companies encompass diverse technologies such as robotics, machine vision, motors and motion controllers, and AI**
- **Wibu-Systems will contribute its expertise in industrial software protection and licensing**
- **Company leaders will actively engage in seminal events and meetings that are defining the future of the automation industry**

### *Elevating IP and Digital Asset Security Solutions for the Worldwide Automation Community*

Edmonds, USA – **Wibu-Systems USA, subsidiary of WIBU-SYSTEMS AG, a leader in the software protection and licensing market, has announced its membership in the Association for Advancing Automation (A3), North America's preeminent automation trade association and a global advocate for advancing the benefits of automation. A3 unites an array of stakeholders, including nearly 1,200 manufacturers, component suppliers, system integrators, end users, academic institutions, research groups, and consulting firms, all driving automation's advancement globally across robotics, machine vision, AI, additive manufacturing, and related fields.**

Wibu-Systems USA has joined the association to share its specialized knowledge in industrial software security solutions, helping manufacturers address the significant challenges presented by the digital transformation of the industry. The task of safeguarding invaluable digital intellectual property and diligently managing software security risks has become paramount, requiring ongoing vigilance as malicious threats evolve. Moreover, by employing creative software licensing and entitlement management strategies, manufacturers can implement innovative business models and

leverage new software monetization opportunities like subscription, pay-per-use, or try-before-you-buy schemes.

Since 1989, Wibu-Systems has been steadfast in its mission to deliver the pinnacle of protection, licensing, and security for digital assets and intellectual property in a world undergoing a dramatic shift towards digital transformation. Within the industrial automation domain, Wibu-Systems continues to forge partnerships with industry leaders like Rockwell Automation and CODESYS. These collaborations infuse Wibu-Systems' award-winning CodeMeter® software licensing and protection technology into global manufacturing, empowering novel, software-driven, intelligent machines. CodeMeter further augments revenue streams by enabling the monetization of industrial machinery through cutting-edge, software-centric business models. Companies like B&R Industrial Automation – a member of the ABB group, MvTec Software, and Artiminds Robotics use CodeMeter to both protect and license their software-driven solutions.

*"We are excited to welcome Wibu-Systems as an A3 member," said Alex Shikany, Vice President of Membership & Business Intelligence with A3. "Software is a critical piece of the growing automation industry, and we are looking forward to getting the Wibu-Systems team involved with our passionate membership community."*

*Marcellus Buchheit, President and CEO of Wibu-Systems USA, added: "Joining A3 is a significant stride for us, and we look forward to dynamic participation in vital events and discussions that are shaping today's automation industry landscape. Our commitment will be manifest through a variety of channels, including thought-provoking use cases, white papers, webinars, blog posts, and timely updates on product innovations."*



Wibu-Systems USA has joined the Association for Advancing Automation (A3), North America's largest automation trade association and global advocate for advancing the benefits of automated machinery.

#### Additional Dedicated Resources

- Press release as audio file  
[https://www.wibu.com/fileadmin/Audiofiles/press\\_releases/WIBU\\_A3-Association\\_EN.mp3](https://www.wibu.com/fileadmin/Audiofiles/press_releases/WIBU_A3-Association_EN.mp3)
- Press release images for download ready for print and online publications:  
<https://wibu.sharefile.com/d-s8b11a9a7feb3498cb1022d95a032cd87>

#### About Association for Advancing Automation

A3 is North America's largest automation trade association representing more than 1,200 organizations involved in robotics, artificial intelligence, machine vision & imaging, motion control & motors and related automation technologies.

#### About Wibu-Systems

Daniela Previtali, Global Marketing Director  
Phone +49 721 9317235 / +39 035 0667070  
[daniela.previtali@wibu.com](mailto:daniela.previtali@wibu.com)  
<https://www.wibu.com/>

Wibu-Systems, a privately held company founded by Oliver Winzenried and Marcellus Buchheit in 1989, is an innovative security technology leader in the global software licensing market. Wibu-Systems' comprehensive and award-winning solutions offer unique and internationally patented processes for protection, licensing, and security of digital assets and know-how to software publishers and intelligent device manufacturers who distribute their applications through PC-, PLC, embedded-, mobile- and cloud-based models.



Media graphic resources available at: <https://www.wibu.com/photo-gallery.html>.

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