



PRESS RELEASE

Meeco is winner of the IDentity Innovation award 2016.

15 June 2016, Meeco wins the identity innovation award 2016. The price for the best new concept or product was awarded during the Trust in Digital World event in The Hague. Meeco is a new and easy way to manage your life and the data inside your personal cloud. Meeco's beautiful dashboard means one click to your favourite brands, bill payments, travel, banking and shopping. Meeco gives you a private browser so you control, manage and track your own habits, providing you with rich insight.

Opinion of the jury: "What the jury finds interesting is that privacy is becoming important these days. Meeco stepped in their design and use privacy not only as a design principle but also as their unique selling point. This differentiated them from the other nominees"

Skidentity, MobileID and Knowhow information were the other nominees for the Identity innovation award 2016. **SkIDentity** (Mobile eID as a service) integrates various technical innovations in order to bridge the gap between existing and emerging eID and cloud services, solving an important practical problem on the path towards a "Trusted Cloud Europe". **Consentua** is a new Consent Management Service from KnowNow Information. It is an innovative service that puts personal data in the users' control. And has been created to ensure that citizen privacy is at the forefront, while recognizing that in a smart city, consensual information exchange will be of benefit. **Asan İmza** ("Easy Signature" in Azeri) makes the lives of everyone in Azerbaijan easier and more secure. It offers citizens opportunities that didn't exist earlier, introducing them to the area of digital ID that leads to more innovation-driven society. Asan İmza was brought to life on the basis of user needs, giving users comfort and security.

Good digital identity solutions are essential enablers of digital trust. We need solutions that are easy-to-use, privacy-friendly, cost-efficient and secure. This requires technological and business innovations in the world of digital identity. With this award, IDnext, EEMA and TDL recognize and support new innovations that shape the future of digital identities.

The identity innovation award jury consists of Nick Smaling (secretary IDnext), Roger Dean (director special projects EEMA), Frank Mulder (Chief Privacy Officer ABN AMRO), Jon Jones (President Trulioo), Marijke Salters (eIdentity expert), Amardeo



Sarma (Manager Social Solutions Research Division NEC Laboratories) and Hubert Welleman (New Business Manager SIDN).

More information about the identity innovation award is available via this link: <http://digitalidentityaward.com/>

The award is part of the annual Trust in Digital World event organized by IDnext, EEMA and TDL, which each focuses on developments in digital identity. **The TDW event is a unique and once-only opportunity**, where three highly respected and successful, international, non-profit industry organisations combine their resources, knowledge and information to create an exceptional, independent, two-day conference focussing on European public and private trust related to cyber-security, privacy, identity and Cloud.

Trust in the Digital World is organized by EEMA, TDL & IDnext. It is supported by the Municipality of The Hague (Gemeente Den Haag, GDH), DG CONNECT (European Commission) and ENISA and will contain the highest quality content.

More information is available via this link: <http://trustindigitallife.eema.org/>