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NFC Forum press release

KeeeX unveils D3P, latest-generation solution for digital product passport

On October 8, 2024, at the NFC Forum's NFC Vision event, KeeeX will demonstrate D3P (Digital Protected Product Passport), its latest-generation solution that accelerates the implementation of the Digital Product Passport (DPP) and promotes the emergence of a European industry

Marseille, Paris, October 1, 2024 - KeeeX, the French software publisher of the first universal suite for the certification, tracking, and authentication of files and business processes, has announced D3P, a solution that simplifies the issuance and update of the digital product passport, compatible with the ST25TA-E NFC tag from STMicroelectronics.

KeeeX takes up the challenge of DPP implementation

The digital product passport requirement, a key regulatory element of the European Commission's Ecodesign for Sustainable Products Regulation (ESPR), is to come into force starting in 2027 and gradually expand to a wide scope of product groups. Despite a relatively close deadline, current technologies suffer from a lack of security and simplicity.

The combination of TraaaX traceability software solution from KeeeX and the ST25TA-E NFC tag from STMicroelectronics provides an efficient solution for presence detection and authentication of a connected object, thereby meeting the needs of this market.

The new ST25TA-E NFC tag, developed by STMicroelectronics, is the first solution to offer enhanced security thanks to the ECDSA contactless signature running on its on-board asymmetric cryptographic engine. The TruST25 Edge ECC-based signature is natively supported by blockchain technology.

Based on the patented traceability solution TraaaX from KeeeX, D3P allows any object to be traced by creating a tamper-proof two-way link between a file and the register on which its history will be recorded.

"For KeeeX, the use of the NFC tag ST25TA-E from STMicroelectronics is a no-brainer. We combine our software expertise with world-class technology from a semiconductor leader. In addition, with the chip ST25TA-E, we benefit of an excellent way for broadcast our technology internationally. We share a common DNA, this desire to work for the transparency, traceability, sustainability and circularity of objects, materialized by our unique solution." says Cyprien Veyrat - Deputy General Manager of KeeeX.

Traceability for sustainability and the fight against counterfeiting

Particularly suitable for the luxury, retail, and industrial sectors, D3P makes it easy to implement the digital product passport. In concrete terms, a simple "Tap" of the chip with a smartphone will allow the general public to access the main information of the object's digital passport (origin, composition, instructions for use, warranties, history, maintenance, recycling instructions, etc.). Authorized players will be able to read the content of the NFC chip from a dedicated application including additional information (supply chain, maintenance, repair, recycling).

It thus provides stakeholders across the entire value chain with very easy access to data, and it ensures:

- The presence on the product of a "future-proof" element allowing access and updates of the digital passport
- The authenticity and origin of the product in order to fight against counterfeiting and the grey market
- Proof of the actual presence next to the object by a signature of the chip to avoid fraud during maintenance, recycling or distribution.
- A single gateway for all future traceability needs and Web3 experiences
- The implementation of a sustainable solution facilitating the circular economy.

"TraaaX is one of the most mature authentication and traceability solutions on the market. Its flexibility allows it to be adapted to many contexts, which is one of the major advantages of this solution. The combination of KeeeX's and STMicroelectronics' expertise in software and hardware is a guarantee of quality and future success of our solution," says Romain Pardo, NFC Tags marketing manager at STMicroelectronics.

About KeeeX

Founded in 2014 in Marseille, KeeeX publishes a complete software suite that certifies, traces and makes verifiable all files and business processes thanks to a universal process unique in the world. The company was born from the valuation of two patents held by the University of Aix Marseille and the CNRS of which Laurent Henocque, Founder of KeeeX, is the author. The company provides the first universal technology that allows companies to protect their digital assets easily and efficiently. The KeeeX suite is now used in 51 countries and has already made it possible to authenticate more than 65 million files of companies in all sectors. For more information, please visit: https://keeex.me/