## **Member Company Quotes**



"This is a major inflection point for the IoT. As we become more connected and break down the walls between the digital and physical world, we need to work together to make those connections meaningful. Matter and our membership are tackling this challenge head-on," said Tobin Richardson, President and CEO of the Connectivity Standards Alliance. "With collaboration, inclusiveness, and a deep sense of responsibility to the market and consumers, Matter has the power to create a more connected, safe, and useful Smart Home."

"The promise of Matter is the accelerated proliferation of connected things by bringing simplicity and interoperability to consumers who can now mix and match products from different ecosystems with greater ease and reliability. And the foundation of Matter's interoperability begins at the silicon level," said Matt Johnson, CEO of Silicon Labs. "Silicon Labs is proud to have contributed our breadth of protocol support, depth of wireless expertise, and focus on the IoT to Matter's development."

"As a global specialist in energy management and automation, we believe open standards, technology and interoperability of connected products are essential in bringing energy to all, making our homes more sustainable, and energy efficient," said YiFu Qi, Executive Vice President, Home & Distribution Division, Schneider Electric. "We are innovating to bring Matter-ready technology to help homeowners globally achieve net zero homes, by making it easier to utilize the full power of sustainable home energy management systems."

"Tuya Smart is committed to breaking down barriers between different smart product brands and categories and creating a more open and neutral IoT ecosystem for the global intelligence market," said Alex Yang, Co-Founder and COO of Tuya Smart. "As a Board member of the Alliance, Tuya participated in Matter's early development, application, and promotion. We also believe that with our extensive and growing partnerships in the IoT industry, the era of connecting everything in a smart way will come soon."

"As services like Alexa continue driving rapid smart home adoption, Matter presents a new opportunity to further simplify development for device makers and add to the customer experience of smart home devices from a range of different companies and brands," said Marja Koopmans, Director of Smart Home & Health at Amazon. "As an Alliance board member, founding company and long-time contributor to Matter, we look forward to introducing this open standard to over 100 million Echo and eero devices to make it easier for customers to set up and control their Matter-certified smart home devices."

"From the start Google has been committed to Matter and making the smart home easier for more people. In addition to developing this open standard, we're also launching Fast Pair for millions of Android devices and are working hard to make our Nest devices Matter controllers," said Karen Yao, Director of Product Management, Google Home. "As we look to what's next, we're excited to work with our partners across the industry to help make the smart home as simple as turning on a light switch."

## **Member Company Quotes**



"We believe Matter is a game-changing standard that will eliminate current complexities and contribute significantly to added value for all of us, which simplifies the switch to smart systems and drives forward the intelligent use and saving of energy or other human assistance," said Thomas Rosteck, Division President Connected Secure Systems, Infineon Technologies. "By collaborating with the Alliance and the other 280+ company members working on Matter, we will make the next-generation smart home a reality, while enabling it to be easy to use, interoperable, secure, and sustainable for consumers."

"Today's launch of Matter is a significant step toward mass smart home adoption of Connected Living solutions," said Mark Tekippe, VP of Product, SmartThings. "As a pioneer in the smart home industry, we have always been committed to user choice and believe Matter will become the de facto standard in every smart home in the world. We're proud to be a founding member of Matter and look forward to working in partnership with other members of the Connectivity Standards Alliance to shape the future of IoT and give consumers the opportunity to experience true interoperability across devices."

"Philips Hue has shaped smart lighting over the past decade. As an early adopter of Matter, we're staying ahead of the curve once again. Matter allows us to build new smart home integrations easier and faster, and it allows users to experience lower latency and better security. By upgrading the Hue Bridge to support Matter, we can make all Philips Hue products — past, present, and future — compatible with all Matter-enabled smart home products." - George Yianni, Head of Technology, Philips Hue at Signify.

"Matter is here! ST is engaged within the Connectivity Standards Alliance to promote and support it natively on the STM32 ecosystem, offering a wide portfolio suitable to design any kind of Matter device in an easy manner. Thanks to data privacy and better interoperability, Matter is the best path to support smart home and smart building markets growth, hence easing end-user experience." Hakim Jaafar, General Manager - Bluetooth LE/802.15.4 MCU, STMicroelectronics.