



# Zigbee Direct Branding Recommendations

## 1 Overview

Zigbee Direct is a new feature of Zigbee that lets users seamlessly interact with their Zigbee networks using a smartphone, or other Bluetooth Low Energy ("LE") device. It offers a number of key use cases, including 1) **Commissioning** – set up Zigbee network/device using Bluetooth LE; 2) **Control** – send/receive Zigbee data using Bluetooth LE.

Zigbee Direct is an optional feature of Zigbee and not a separate technology and creating a separate brand would require building new brand awareness as well as a new brand mark that could further confuse users. Utilizing the existing Zigbee brand maintains familiarity and takes advantage of the established brand.

Because there is no separate brand mark for Zigbee Direct, there needs to be a standardized approach to messaging and communicating to the end users so they can easily identify devices that support Zigbee Direct and also remain consistent across many Zigbee product brands.

This branding recommendations guide is intended to provide guidance for product and app developers around Zigbee Direct branding. **Note:** this document is an extension to the approved and published Connectivity Standards Alliance Brand Name, Trademark, and Logo Usage Guidelines to cover specific recommendations for the Zigbee Direct feature.

For more information, please see the Connectivity Standards Alliance Brand Name, Trademark, and Logo Usage Guidelines and Terms:

[https://csa-iot.org/wp-content/uploads/2022/10/Alliance-Brand-Trademark-Logo-Usage-Guidelines\\_09.30.2022.pdf](https://csa-iot.org/wp-content/uploads/2022/10/Alliance-Brand-Trademark-Logo-Usage-Guidelines_09.30.2022.pdf)

## 2 Zigbee Direct Certification

Zigbee Direct components must be certified in accordance to the Connectivity Standards Alliance certification guidelines: <https://csa-iot.org/certification/why-certify/>

There are three types of Zigbee Direct Certification:

- Zigbee Direct Device (ZDD) – is a fully-capable Zigbee Direct device that is both Zigbee Direct-certified and supports Bluetooth 4.0 or later, as qualified by Bluetooth SIG.
- Zigbee Virtual Device (ZVD) – Zigbee Direct Component Certification to, for example, integrate ZCP into an app. A ZVD “app” in itself is effectively a User Interface Component (UIC) as listed under “Software Component” in <https://csa-iot.org/certification/why-certify/>

## 3 Zigbee Direct Branding Recommendations

This section details specific recommendations for each type of Zigbee Direct device.

### 3.1 Zigbee Direct Device Branding Recommendations

A Zigbee Direct Device is a device, such as a light bulb or a hub, capable of concurrently running Zigbee (e.g., End Device, Router, Coordinator, Trust Center) and Bluetooth Low Energy stacks, implementing server-side of the Zigbee Direct defined Bluetooth Low Energy services that enable the exchange of data between certain Bluetooth-based devices (ZVDs) and a Zigbee device or network.

- A Zigbee Direct Device must be Zigbee-certified, so it will **bear the Zigbee logo**
- A Zigbee Direct Device must also support Bluetooth 4.0 or later as qualified by the Bluetooth SIG, so it should **bear the Bluetooth logo**
- Zigbee Direct Support text (see **section 3.4** below). This text is needed because Zigbee + Bluetooth logos alone do not mean the device is Zigbee Direct-capable.

### 3.2 Zigbee Virtual Device Branding Recommendations

A Zigbee Virtual Device (ZVD) is a Bluetooth Low Energy device, such as a phone or a smart speaker, with the Zigbee Direct feature performing a certain role (e.g., Trust Center, commissioner) or adopting a certain device type on a Zigbee network (e.g. End Device, Router, Coordinator, Trust Center). The software stack of a ZVD may be constituted of the ZVD application, Zigbee PRO network stack and the client's implementation of Zigbee Direct defined Bluetooth Low Energy services.

A Zigbee Virtual device must follow Zigbee Direct Component Certification.

- A Zigbee Virtual Device must be Zigbee Direct-certified under Software Component certification, so it will **bear the Zigbee logo**
- A Zigbee Virtual Device also supports Bluetooth 4.0 or later as qualified by the Bluetooth SIG, so it should **bear the Bluetooth logo**
- Zigbee Direct Support text (see **section 3.4** below). This text is needed because Zigbee + Bluetooth logos alone do not mean the device is Zigbee Direct-capable.

### 3.3 Zigbee Direct-Aware Coordinators Branding Recommendations

For Zigbee Direct-capable Zigbee Coordinators, it is recommended to use the Zigbee Direct Support text (see **section 3.4** below).

### 3.4 General Recommendations

It is recommended that products (whether ZDD, ZVD, or Zigbee Direct-capable Coordinators) follow the certification and branding requirements as outlined by the Connectivity Standards Alliance. In addition, it is encouraged to use the following standard language on product, product packaging, and product marketing materials (brochures, flyers, website, etc.):

- Short version: **“Supports Zigbee Direct”**
- Longer (explainer) version: **“Supports Zigbee Direct. Onboard and control your Zigbee network directly from your Bluetooth Low Energy device.”**

### 3.5 Component Requirements Recommendations

Ecosystem providers and product manufacturers should communicate the required components on the packaging and other descriptions to ensure the end user is aware of what he/she needs in order to use the feature. For example:

- Zigbee Virtual Device (e.g., an app on a phone, a smart speaker):
  - Requires a Zigbee device that supports Zigbee Direct.
- Zigbee Direct Device:
  - Requires a Zigbee Virtual Device to use Zigbee Direct feature.

## 4 Branding Q&A

1. Can a Zigbee Direct-certified product include both Zigbee and Bluetooth logos?
  - a. **Yes**
2. Does my Zigbee Direct Device need to also be Bluetooth-certified?
  - a. **Yes**
3. Should Zigbee Direct be trademarked?
  - a. **Trademarks are beneficial for being officially identified and preventing the use of the name by others. Such concern is low for Zigbee Direct, so a trademark is not currently considered for this feature.**
4. Is Zigbee Direct backward compatible?
  - a. **Zigbee Direct is supported on three classes of existing Zigbee networks as long as at least one ZDD is added to the network:**
    - **Distributed security networks (i.e. networks without a central Trust Center).**
    - **Centralized security networks (i.e. networks with a Trust Center) that either use install codes or do not use install codes for joining devices**