Educating Consumers on

matter | THREAD
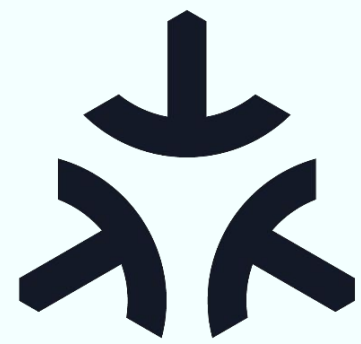
Content Developed by:
Connectivity Standards Alliance + Thread Group
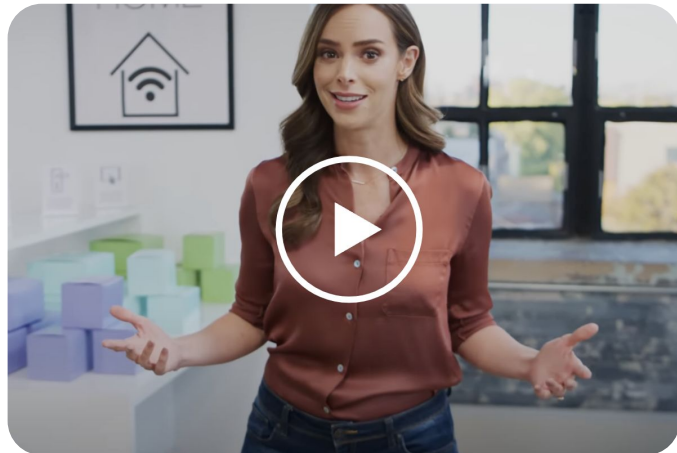
What is Matter?

An open, universal standard for the smart home, developed by over 300 industry-leading companies.

Click play to view Matter launch explainer

Simple

Easy to purchase, takes out the guesswork.

Makes it easy to setup and control your smart devices with multiple ecosystems.

Interoperable

Devices and ecosystems with the Matter mark are compatible by design.

Customers can choose which devices and ecosystems to connect.

Reliable

Consistent and responsive local connectivity that still works if your Internet connection is down.

Secure

Authenticated before joining the network, using encryption to transfer data.

Addressable market
The entire industry is invested.

The **300 members of the Matter Working Group** have brought their technology, best practices, business models — **and commitment**.

Forbes

Matter And Thread Win The IoT Connectivity Wars

CNN

Smart homes see big breakthrough in CES 2022

WIRED

Here's how it could change the smart home scene.

The New York Times

Smart Home's Biggest Problem Might Get Better

TIME

The Best Inventions of 2021

THE VERGE

Matter's plan to save the smart home

amazon · Apple · Aqara · COMCAST · Cync · EATON

Eltako · ESPRESSIF · eve. · Google · IKEA · infineon

INSTA · Johnson Controls · Kroger · Kwikset · LATCH · LEEDARSON

legrand · LEVITON · LG · LIFX Smarter Light. · LUTRON · mediola

meross · Midea · nanoleaf · Netatmo · NODON · NORDIC SEMICONDUCTOR

OPPO · Panasonic · PHILIPS hue · REALTEK · resideo · ST life.augmented

NUKI · NXP · SCHLAGE · Schneider Electric · sengled · SIEGENIA brings spaces to life

signify · SILICON LABS · SmartThings · somfy. · tado° · TEXAS INSTRUMENTS

tp-link · TRIDONIC · tuya · wemo · WiZ · Wulian

Yale · Ankon LIGHTING · YEELIGHT · ZYAX · +300 Matter Working Group Members

Addressable market
No chicken-and-egg adoption cycle.

Most new standards take time for device makers to produce — and users to buy — all new hardware. Often with uncertainty if it will succeed.

Software updates to devices in **millions of homes**, let people **use Matter with many devices they already have**. **Hundreds of devices have been certified!**

Other devices won't get left behind — Matter supports bridging to technologies like Zigbee and Z-Wave, and major ecosystems will support existing integrations.

*That means Matter is **on your shelves**, right now.*

Devices supported by Matter today

HVAC Controls

Safety & Security Sensors

Door Locks

Lighting & Electrical

Media Devices

Window Coverings & Shades

Controllers

Bridges

Device types & category support in development

Cameras

White Goods (Appliances)

Robot Vacuums

Energy Management

Air Quality Control

Smoke & CO Detection

Ambient Presence Sensing

Access Points

Easier setup means more confidence, less returns.

Setting up smart home devices can be challenging, with multiple complex steps.

Matter makes setup easy by standardizing the setup process with a consistent set of steps.

36% of consumers

experience difficulty during setup, reducing purchase confidence & increasing returns.*

*Source: Parks Associates

Matter lets users connect devices to their network, favourite apps, and smart home platforms, all with just a few steps.

Matter devices use Bluetooth Low Energy and numeric, QR, or NFC setup codes to make this process consistent, easy, and secure.

See the **Matter Setup Video** for more on setting up Matter devices.

How does Matter connect devices?

Matter-enabled smart home devices will run on Wi-Fi, Thread and/or Ethernet networks

Wi Fi®

Universal **wireless** networking technology connecting many devices in the home today.

High Bandwidth & Real-Time: Wi-Fi supports applications such as streaming video and audio, in addition to traditional smart home categories like light bulbs and thermostats.

THREAD

An energy-efficient **wireless mesh network** that enables smart home devices such as door locks, lighting, and sensors to securely, reliably, and simply integrate into the smart home.

- **Reliable:** Thread is dependable.
- **Instant Control:** Thread is fast.
- **Extended Range:** Thread is well connected.
- **Years of Battery Life:** Thread is efficient.

Ethernet

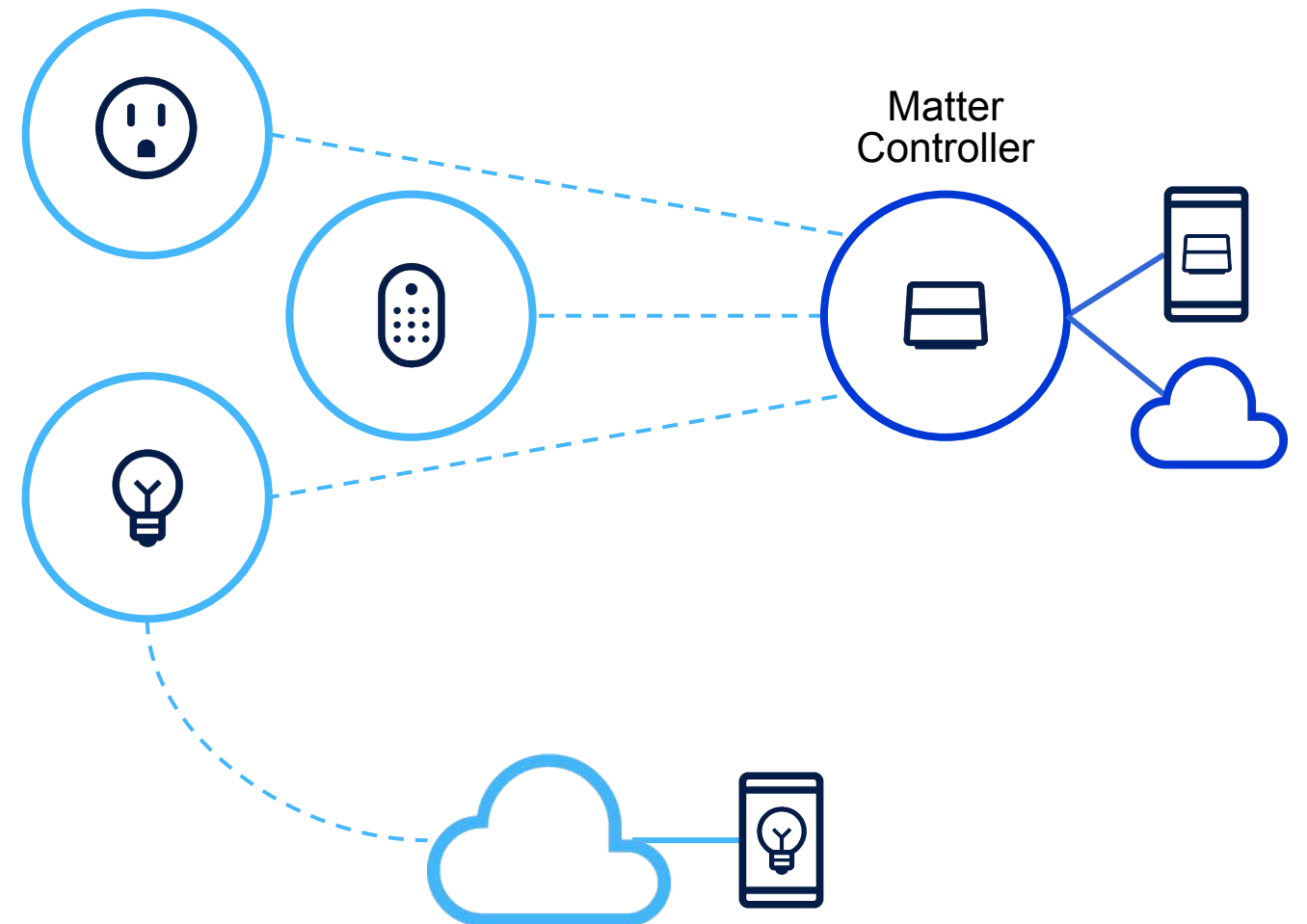Ubiquitous **wired** networking technology connecting many devices in the home today.

High Bandwidth & Real-Time: Ethernet supports applications such as streaming video and audio

Do you need a hub?

Matter is a local technology, so devices require a Matter Controller — such as those built into smart speakers and smart home hubs. Controllers that are Internet connected can also enable control when away from home.

Most controller devices will offer an app, or have a voice, screen, or web interface to control Matter end devices.

Some Matter devices may also have a direct connection to the Internet, enabling that device maker to provide cloud–based services, analytics, updates, and even control of that device from outside the home using the device maker's app.

Matter
Controller

Matter Network Components

Platform

A smart home system from a specific vendor, that is capable of connecting to and controlling Matter devices from multiple vendors.

Border Router (Thread)

A Thread Border Router enables Thread devices to connect to the local network, so that they are able to communicate with other devices built on IP-based technologies such as Wi-Fi or Ethernet. Thread Border Routers may be built into existing products, such as Wi-Fi access points, smart speakers, and more.

Mesh Extender (Thread)

A Mesh Extender is an AC powered device that repeats signals and extends the range or coverage of the Thread network to far corners of homes and buildings. The Thread network expands automatically as more mesh extenders are added, thus building a stronger, more reliable network.

Home Gateway (e.g. Wi-Fi Router, Access Point)

Interface which allows IP communications to flow between the local smart home network and the Internet.

Matter Device Roles

Device

A smart home hardware product that supports Matter, so that it can be connected to and controlled by a Matter Controller.

Controller

A Matter Controller is a device or app that can control Matter devices the user has connected to it. It can be built into many types of hardware devices like phones, always-powered smart home hubs that provide local and remote control, or even mobile apps.

Bridge

Matter bridges translate from one protocol to another, allowing non-Matter devices (such as Zigbee or Z-Wave) to participate in a Matter ecosystem. These bridges can be built into a number of devices like controllers and hubs, providing a seamless user experience across existing devices and new Matter devices.

Thread Border Routers

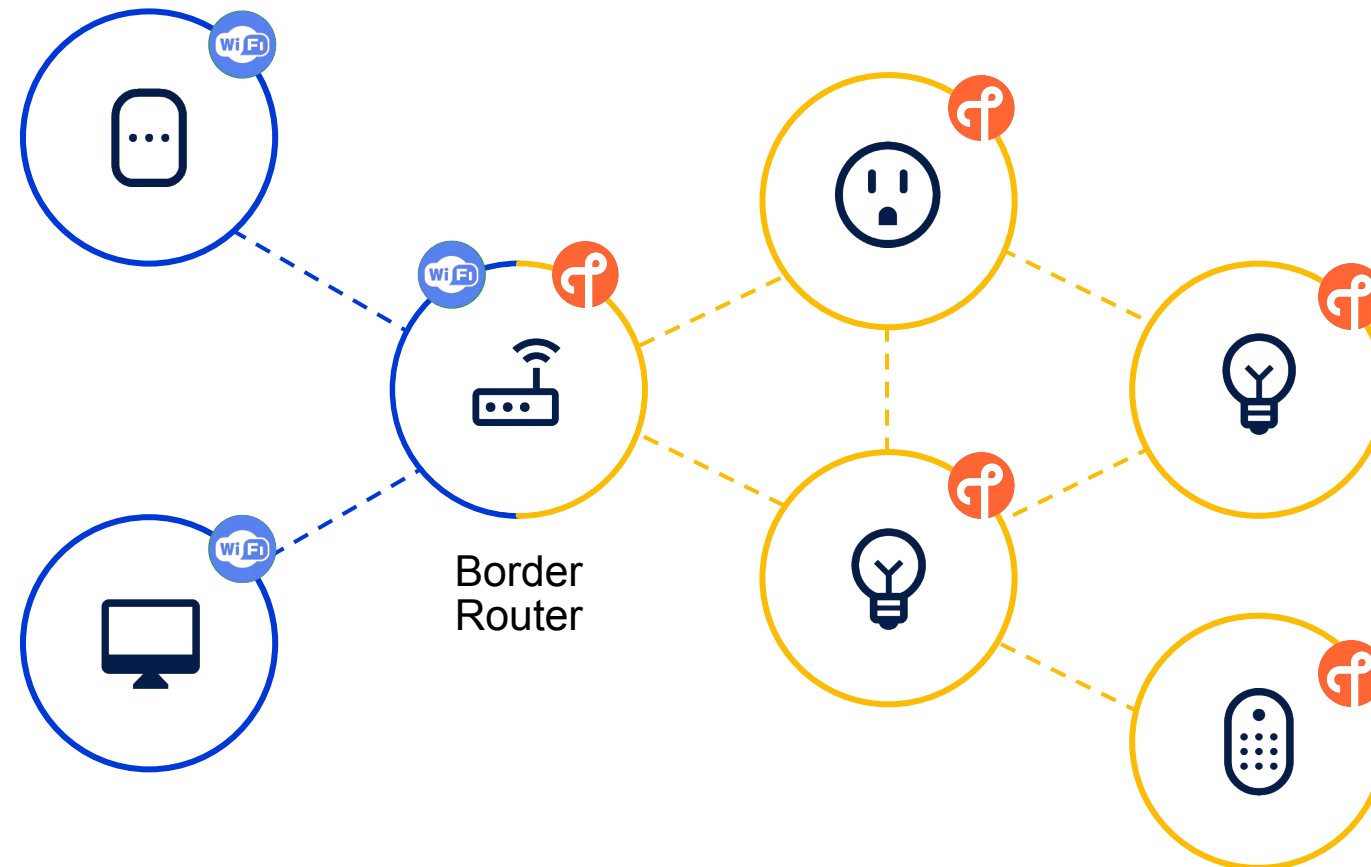BUILT ON THREAD / BORDER ROUTER

What does a Border Router do?

Connects Thread devices to the local network, other devices built on IP–based technologies such as Wi–Fi or Ethernet, and the Internet.

Many platform providers include Thread Border Routers with devices already in millions of homes today, e.g.:

- Amazon Echo (4th generation)
- Apple HomePod (2nd gen) and HomePod mini
- Apple TV 4K
- eero Wi–Fi routers
- Google Nest Hub Max
- Google Nest Hub (2nd generation)
- Google Nest Wifi
- Samsung SmartThings hubs and Station
- ...and more expected soon (see Thread Certified Products listing)

Border Router

How does Matter benefit your customers?

Matter is the seal of approval that says smart devices work reliably together — taking the guesswork out of the purchasing process.

That trust allows consumers to choose from a wider range of the brands they love and brings them the comfort of a secure and seamless connected home.
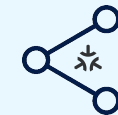
Easy, intuitive, and secure setup
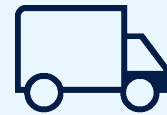
More responsive and reliable

Devices work with major smart home platforms

Easy to share devices across multiple apps and platforms

How does this benefit you as a retailer?

As a universal, interoperable standard, Matter drives smart home category growth, simplifies the purchasing process, improves consumer experiences, and lowers training and operational costs.

Reduces / minimizes returns

Streamlines SKUs/Supply Chain/POS

Simplifies training for sales associates

Enables in-category-aisle merchandising

Creates opportunity for retailers to build house brands

What do your customers need to know?

How do I know if a smart home device is Matter enabled?

Most Matter certified devices will carry the Matter logo.

Many existing smart home products can and will be updated to support Matter via software updates. Product makers do this either by updating those devices or in some cases the bridges they are connected to. Many brands have already announced that their devices will support Matter. Keep an eye out for communications from your favorite device manufacturers on when your device may support Matter.

How do Matter–enabled smart devices connect to each other?

Matter devices connect to each other over the home network, either wirelessly using Wi–Fi and/or Thread, or wired via Ethernet.

What is a Thread Border Router?

A Thread Border Router is key to supporting Matter with Thread devices:
Like an access point does for Wi–Fi, a Thread Border Router connects Thread devices to the local network, and to the Internet. Thread Border Routers from any brand can be used to connect Thread devices, and many are built–in in to devices like smart speakers and lighting, eliminating the need for new, proprietary hubs.

How do I set up a Matter device?

Matter standardizes setup, with a consistent set of steps. So users can get most Matter devices to the network, smart home platforms, and your favourite apps, in a single simplified process. All Matter devices use a setup code, usually provided on the device, in the packaging, or in an app. Users can start the setup process from the device maker's app or their favorite smart home platform, by scanning the QR code, tapping on the NFC tag (when present), or manually entering the setup digits.

Will my existing smart home devices be able to work with Matter devices?

Matter devices work with other existing, already installed devices in smart homes connected through commonly used smart home platforms or bridges. A bridge is a function that can be built into a number of devices like hubs. Many existing smart home products will be upgradable to Matter via software updates so keep an eye out for communications from your favorite device manufacturers on when your device may support Matter.

What smart home platform do I need to use Matter devices?

Matter is supported by most major smart home platform providers. Check your favorite platform's website to learn more about their Matter support.

Smart Home Device Badges

Compatibility badges are a quick and easy way for consumers to gain confidence that the devices they're buying will work with each other.

As Matter rolls out, you'll start seeing some new badges alongside the familiar ones consumers are used to. Here's a quick guide for what they mean.
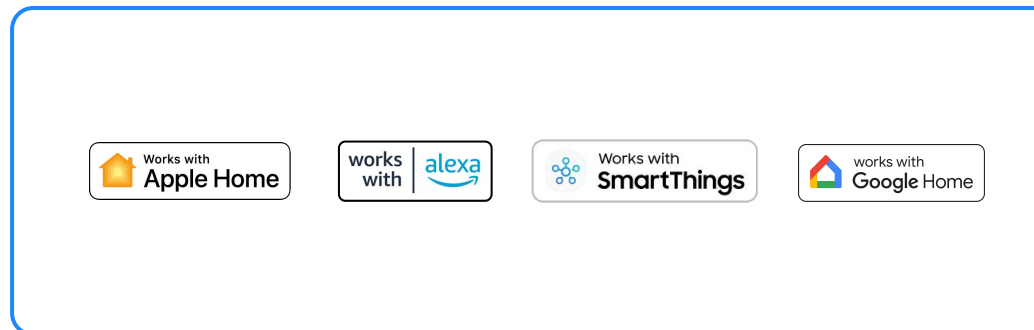
Many existing products will be updated to support Matter and Thread before new packaging with these badges is rolled out. Keep up to date with compatible products [here](#) or with the manufacturer.

All Matter Devices
Nearly all Matter devices will carry the badge or logo to indicate they are compatible with Matter controllers, hubs, and other devices that have support for that device type.

Thread–based Devices
Matter devices connect to users' networks and each other using Wi–Fi, Ethernet, or Thread. Those using Thread carry the Thread badge, many with the "Requires Border Router" mark to help consumers know they'll need a Thread Border Router, often built into many smart home hubs and devices.

Smart Home Platform Badges
Matter devices work with any compatible smart home platform, but many devices will still carry familiar "works with" badges. This provides additional confidence those devices work with their favorite platform(s), or have features specific to that platform.

Thank you!
Questions / Feedback?

For more info visit: csa-iot.org

Appendix:
Additional Resources

Planned assets that can be used by members for retailers or to create retailer-facing materials

- Matter One-Pager (explainer sheet)
- Messaging Guide, FAQs, & Glossary
- Alliance Certified Device List Page
- PPT of this Presentation
- PDF of this Presentation
- Video of this Presentation (Coming Soon)
- Alliance Website "Resource Page" with links to assets (Coming Soon)