



Pioneering Matter Adoption in Smart Appliances



Since joining the Connectivity Standards Alliance (Alliance) and becoming a Board Member in 2022, Midea Group has been committed to promoting the adoption of the Matter standard in the home appliance industry, painting a picture of the future smart home for consumers.

Matter, a global standard aimed at breaking down brand barriers and achieving seamless interoperability of smart home devices, is becoming the "common language" of the smart home. Midea Group is a proactive promoter and leader in this transformation. To date, Midea Group has played a key role in advancing the Matter standard, contributing expertise and R&D investment to develop over seven major home appliance categories, including air conditioners.

Midea's Matter-enabled air conditioners have set a benchmark for Matter adoption, delivering outstanding performance and compatibility. With over 2 million units shipped worldwide, they showcase Matter's potential. In 2025, Midea will expand its Matter lineup to include fans, dishwashers, robotic vacuum cleaners, washing machines, and dryers.

As a key member of the [Matter Full House Demo](#) Task Team within the Connectivity Standards Alliance Member Group China (CMGC), Midea Group has not only contributed several Matter-enabled products, including smart air conditioners, fans, robotic vacuum cleaners, and dishwashers, but Midea is also collaborating with ecosystem partners. Midea has helped create a futuristic smart home experience for this project.

While interacting with the Matter Full House Demo, consumers can experience the convenience and fun made possible by the Matter standard, witness how smart homes can cross brand boundaries, and achieve seamless interconnection between devices.

As Midea expands its Matter-supported product lineup, the range of appliances featured in the Matter Full House Demo Room will continue to grow.

Midea Group's journey is not just about technology and standards—it's about vision, innovation, and the future.

Imagine stepping into a smart home where every device seamlessly operates within the Matter ecosystem. With just your smartphone or voice assistant, you can adjust the

lighting, regulate the temperature, and control appliances effortlessly. This unparalleled convenience and comfort are precisely the future Midea Group is striving to create.

Midea Group sees smart homes as more than just a collection of machines and devices—they are an integrated ecosystem, built by passionate individuals dedicated to enhancing quality of life through technological innovation. This network not only connects devices but also connects people and services to transform technological advancements into meaningful, everyday experiences that bring greater comfort and happiness to the home.

It is this vision of the future that drives Midea Group not only to advance the adoption of the Matter standard but also to collaborate closely with leading global ecosystem partners like Amazon Alexa, Google Home, and Apple Home. Together, they are working to create an open, inclusive, and interconnected smart home ecosystem.

Midea Group's journey is far from over. As the smart home market continues to evolve, Midea will expand its efforts in the Matter standard and introduce more innovative and intelligent home appliances. At the same time, Midea is committed to enhancing interaction with consumers, continuing to listen to their feedback and needs through social media, surveys, and other channels, to offer more personalized and thoughtful services.

Midea Group will continue to lead the way, collaborating with partners and consumers to draw a new blueprint for the future of smart homes.

About Midea and Midea Group

Midea is one of over 10 brands within the Smart Home Business of Midea Group.

Midea Group, established in 1968, is a leading global high-technology company ranked #277 on the 2024 Fortune Global 500 list, and one of the world's largest home appliance manufacturing companies with businesses that go beyond smart home appliances. In early 2021 the company streamlined its core units into five high-growth business pillars to pave the new future growth path: Smart Home, Electro-Mechanical, Building Technologies, Robotics & Automation, and Digital Innovation.

All businesses of Midea Group are striving for one credo: #HumanizingTechnology.

The Midea brand believes in providing surprisingly friendly solutions by adopting a consumer-centric and problem-solving approach. Going above and beyond for the future, constantly exploring and inventing to meet the ever-changing demand of our consumers – enabling them to “make yourself at home”.

Midea Group's globally 35 production centers and over 190,000 employees in more than 200 countries. Its 28 worldwide innovation centers and the strong commitment to R&D have resulted in more than 62,000 authorized patents to date.

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