



Pioneering Innovation in Smart Lighting and Beyond



LEDVANCE | Pioneering Innovation in Smart Lighting and Beyond

Connectivity Standards Alliance Member LEDVANCE is a global leader in general lighting, serving professional customers and end users across more than 140 countries. With a strong international footprint and subsidiaries in over 50 nations, the company is expanding its scope into renewable energy solutions, demonstrating its commitment to shaping a more sustainable and connected world. With a team built from diverse disciplines, LEDVANCE brings fresh ideas to the table, creating a modern, forward-thinking approach.

Interoperability as a Foundation for Growth

LEDVANCE became a Member of the Alliance early on, joining to certify its Zigbee-based smart devices to ensure they met robust interoperability and reliable standards. Recognizing the growing importance of the Matter standard and the value of an intuitive experience, they began expanding their portfolio to also include Matter-enabled products.

As a brand prioritizing openness and flexibility, LEDVANCE is committed to a multi-technology approach embracing Bluetooth, Zigbee, and Matter over Wi-Fi. This allows LEDVANCE products to fit into any smart home network, regardless of the underlying technology, making them accessible and versatile for consumers. Today, the company has extended its Matter portfolio and now supports 13 Matter-certified SKUs, with an additional 41 products scheduled for launch in the summer under the OSRAM brand. **These include smart plugs for energy savings and switches for everyday convenience, and all are designed to integrate easily into the Matter ecosystem.**

“Our overarching aim is to connect individual products, whether they be lighting, security-related products, or energy-saving products. We have a clear commitment to relying on Matter over Wi-Fi and significantly accelerating developments in the smart home sector,” said Martin Braun, Sales Director B2C DACH, LEDVANCE

The company’s implementation of Matter has streamlined the user experience, enabling products to be managed across platforms easily. By focusing on inclusivity in smart home design, LEDVANCE aims to bring connected living to homes not yet fully equipped with smart technology. Their Matter-enabled plugs allow traditional devices to be transformed into smart ones without consumers needing to commit to a specific brand or system. This approach empowers users to modernize their homes confidently, knowing their smart solutions will work within an open, standards-based framework.

What's Next for LEDVANCE

Looking to the future, LEDVANCE continues to innovate with a customer-first mindset, offering cutting-edge technologies designed to serve a wide range of needs. Its growing smart home portfolio reflects a keen understanding of the importance of interoperability, ease of use, and sustainability. By working closely with the Alliance and embracing open standards like Matter, LEDVANCE is keeping pace with the evolution of the smart home—and helping to lead it.

The Value of Membership

As a Member of the Connectivity Standards Alliance, LEDVANCE plays an active role in shaping the future of IoT standards by expanding its technology portfolios, streamlining interoperability, and delivering innovative, sustainable solutions for the modern world. Their engagement not only strengthens customer confidence in renewable energy products but also elevates brand visibility and positions LEDVANCE's offerings in a rapidly evolving market.

Looking to shape the future of the smart home? Learn more about [Matter](#) and explore the opportunity to collaborate with leading innovators across the Alliance.

[Join us!](#)

About LEDVANCE

Harness the power of light: Light is all around us. A beautiful and dynamic force, far more than a simple switch. Our mantra POWER THROUGH LIGHT reflects our mission to push the boundaries of what light can achieve, unlocking its potential to empower people in their daily lives. And this is just the beginning. What if we reimagined light as a fundamental force for change? Rethinking from the ground up and top down, we can create intelligent solutions that go beyond illumination, placing truly sustainable energy at everyone's fingertips.

<https://www.ledvance.com/en-int/home-lighting/smart>