Tuya | Advancing AIoT Innovation in the Smart Home

Connectivity Standards Alliance Promoter Member Tuya Inc. is a global leader in AI cloud platform services and is on a mission to build an expansive AIoT developer ecosystem. The company has pioneered a purpose-built AI cloud platform incorporating cloud and generative AI capabilities, delivering a comprehensive suite of services including Platform-as-a-Service (PaaS), Software-as-a-Service (SaaS), and solutions tailored to developers working on smart devices, commercial applications, and industry-specific use cases. This approach has fostered a global community of over 1.4 million developers across more than 200 countries and regions, collaborating to create a more secure future.

Expanding Next-Generation Smart Technology

Tuya's journey with the Alliance began in 2018. Recognizing the importance of contributing to global standards and shaping the future of smart technologies, Tuya saw membership as a way to actively influence industry direction, ensure interoperability across devices, and expand its global ecosystem while reinforcing brand credibility among partners and end-users. In 2020, Tuya's commitment to advancing IoT innovation earned the company a seat on the Alliance's Board of Directors, cementing its leadership role in shaping the future of open IoT standards.

Since joining, Tuya has integrated several Alliance technologies into its offerings, starting with [Zigbee](#) 3.0, which it leverages to enhance device-to-device communication. In 2021, they embraced [Matter](#), the new industry-unifying standard, becoming a promoter and contributor to its development. Most recently, in 2024, Tuya became an active supporter of [Aliro](#), the Alliance's upcoming solution, aiming for secure, interoperable access control. Each step forward reflects Tuya's strategy to remain at the forefront of next-generation smart technology, ensuring its customers have access to the most reliable and future-proof solutions.

Scaling Matter with Real-World Impact and Adoption

Tuya's work with Matter is driving meaningful progress. The company not only participates in technical standard-setting but also delivers comprehensive Matter solutions, including hardware modules, software applications, cloud services, and other offerings. These solutions support multiple protocols, including Matter over Wi-Fi, Thread, Ethernet, and Bridge, giving customers

maximum flexibility. Tuya's Matter-compatible solution now supports over 20 different product categories, including lighting, smart plugs, sensors, window coverings, robot vacuums, and door locks. This robust product support has enabled more than 50 global brands to go from concept to market, helping them launch and scale Matter-certified products with confidence.

The impact of Tuya's investment in Alliance technologies is clear. Millions of Tuya-enabled Matter smart devices have now been deployed in residential homes, hotels, apartments, and commercial spaces. Compared to 2023, the volume of deployments in 2024 grew fivefold—a reflection of strong market demand and Tuya's ability to deliver scalable, interoperable solutions quickly.

Real-World Use Case: Tuya's Turnkey Matter Solution in Action

In the third quarter of 2023, Tuya transitioned from traditional Wi-Fi devices to a full Matter over Wi-Fi solution, completing the development of more than 20 Matter products within just one year. They provided a complete turnkey solution from development and testing to certification, drastically reducing both development cycles and costs. By the third quarter of 2024, Tuya's Matter products were reaching consumer homes, and model homes in numerous U.S. states had deployed Tuya-enabled whole-home solutions. With simplified installation, enhanced security, and more seamless interoperability, the Tuya AIoT Developer Platform helps users easily adopt smart technology while unlocking new business opportunities and market segments for customers. Most notably, this project helped the brand gain traction in the U.S. pre-installation smart home market, earning a strong reputation among developers and consumers alike.

The Value of Membership

As a Member of the Connectivity Standards Alliance, Tuya plays an active role in

shaping the future of IoT standards by contributing to its evolution, shaping a smarter, more secure, and interoperable future for everyone. Their continued collaboration and leadership within the Alliance underscore the value of open, global standards in advancing smart technology.

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 Tuya

Tuya Inc. (NYSE: TUYA; HKEX: 2391) is a global leading AI cloud platform service provider with a mission to build an AIoT developer ecosystem and enable everything to be smart. Tuya has pioneered a purpose-built AI cloud platform with cloud and generative AI capabilities that delivers a full suite of offerings, including Platform-as-a-Service, or PaaS, Software-as-a-Service, or SaaS, and smart solutions for developers of smart device, commercial applications, and industries. Through its AIoT developer platforms such as open-source development

framework TuyaOpen and the AI Agent Development Platform, Tuya integrates multimodal AI capabilities that reduce the barriers to AI development. This approach has fostered a vibrant global developer community comprising brands, OEMs, AI agents, system integrators, and independent software vendors who collaborate to create smart solutions ecosystems embodying the principles of sustainability, security, efficiency, agility, and openness.

As of March 31, 2025, the Tuya AIoT Developer Platform had over 1,417,000 registered developers from more than 200 countries and regions.