



# Driving Smart Home Innovation Through Matter Adoption



## **eWeLink: Driving Smart Home Innovation Through Matter Adoption**

eWeLink, a brand under CoolKit Technology, is a leading smart home ecosystem provider delivering turnkey IoT solutions trusted by both manufacturers and consumers worldwide. Their comprehensive approach includes solutions spanning the device side, cloud services, control interfaces, and seamless integration with major third-party AI and voice assistants. With recognition from Google Home as an authorized solution provider and recognized by Amazon for its integration with Amazon Alexa, eWeLink enables brands to develop smart, interconnected products.

## **Building a Connected Future Together**

eWeLink joined the Alliance in 2020, driven by a desire to help shape a more unified smart home landscape. As an early provider of turnkey solutions, the company quickly recognized the importance of cross-ecosystem compatibility. Firmly believing that interoperability and compatibility are essential to the future of smart home development, the company recognized the Alliance as a leading organization making meaningful progress in these areas. By becoming a Member, eWeLink reaffirmed its commitment to collaborating with other industry leaders to drive innovation and move the industry forward together.

## **Powering the Path to Matter Certification**

With the adoption of [Zigbee](#) in 2020, eWeLink stepped up its engagement and actively began contributing to the development of Matter. They participated in early Matter Test Events and collaborated with leading industry players to ensure robust cross-functionality. When Matter officially launched at the end of 2022, eWeLink emerged as one of the first providers in the market with a complete Matter-ready solution. To date, they have successfully supported the certification of nearly 200 Matter products, underscoring their commitment to the next generation of smart living.

In addition, eWeLink's capabilities go beyond hardware, offering certification transfer services and serving as an Alliance-certified VID-scoped Product Attestation Authority (PAA), enabling them to issue device certificates directly within their Vendor ID (VID) scope. Manufacturers such as SONOFF, QIACHIP, QIHANG, and PINXUAN have all leveraged eWeLink's solutions—in

conjunction with the Alliance's Certification Transfer Program (CTP)—to bring dozens of Matter-certified devices to market efficiently and successfully.

### **Delivering Interoperability at Scale**

eWeLink's dual focus on technical innovation and interoperability has helped to ensure manufacturers can confidently deliver products and meet consumer expectations. With over one million Matter-enabled products already delivered, CoolKit's Smart Home brand and OEM partners continue to expand their reach through Matter Bridges and supported sub-devices, helping to amplify eWeLink's influence across the market. By enabling manufacturers to bring certified, interoperable devices to market with speed and confidence, they are not only supporting the growth of the Matter ecosystem but helping to shape a smarter, more connected future.

### **The Value of Membership**

As a Member of the Connectivity Standards Alliance, eWeLink's active role and early adoption of Zigbee and Matter technologies demonstrate their deep commitment to advancing the smart home industry. Their continued shared vision and collaboration within the Alliance underscores 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 eWeLink**

eWeLink, developed by CoolKit Ltd., is a leading IoT platform offering turnkey solutions across hardware, cloud, control interfaces, and third-party integrations. Supporting Matter, Wi-Fi, Zigbee, eWeLink has empowered over 2,000 brands with rapid smart upgrades and serves 40 million users in 176 countries.