



# Introduction to Matter Its Markets and the Alliance



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# Presenters



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# Presenters



JIM KITCHEN

VP of Product for Connected Home  
Devices & Platforms at Comcast



MARK TEKIPPE

Director of Product Management



SmartThings

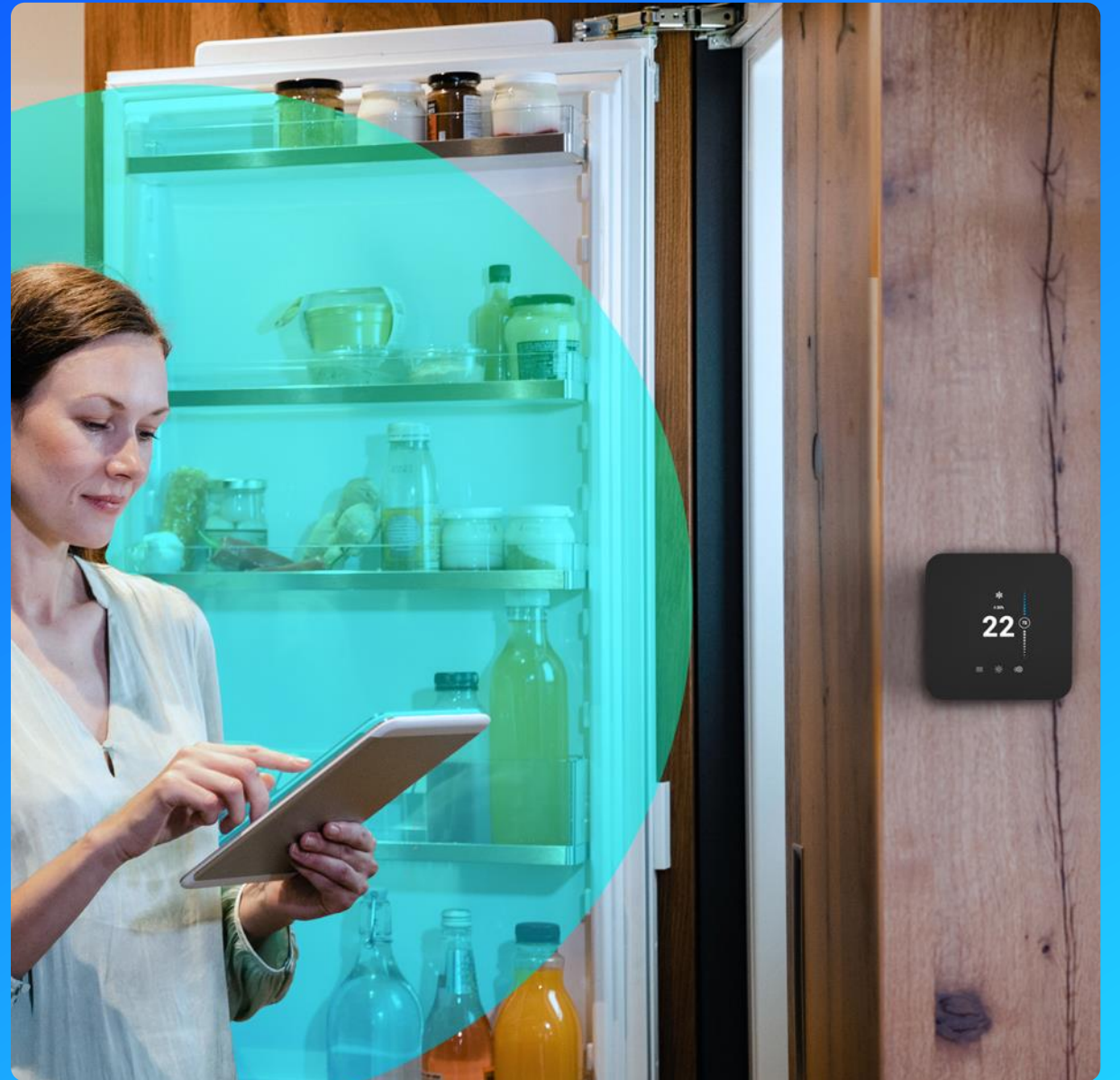


DANIEL MONETA

Product Marketing, Smart Home, Google  
Chair, Matter Marketing Sub Group



CSA



# Setting the Standard for Smart Home & Standards Development

**Matter is one protocol** to connect compatible devices and systems with one another; with a new approach to create a **rapid, transformative impact** on the market

- Addressing key pain points for interoperability, choice and ease of use
- Enabling easier, faster, less costly IoT product development and innovation
- Breaking new ground with our development approach
- Incorporating Real World Feedback - four test events completed with a record number of devices and participants
- Enabling accelerated adoption in smart home, building and commercial use



**Not just a Standard, a Toolkit: Specification, Open-source SDK, Test Tools & Cert Program**

**Community creating developer force multiplier**

**Over 200 companies from silicon to retailers**

Platinum Sponsor



# How Matter Stacks Up



Lighting, Electrical



Blinds/Shades



HVAC Controls



TVs



Access Control



Safety & Security



Access Points,  
Bridges



Controllers (in a variety  
of devices and interfaces)

## Common application layer + data model

Interoperability, simplified setup & control

## IP-based

Convergence layer across all compatible networks

## Secure

AES-128-CCM encryption with 128-bit AES-CBC

## Open-source development approach

Based on market-proven technologies

## Common protocol across device and mobile

Extendible to cloud

## Common data model

Core operational functions, multiple device types

## Low overhead

MCU-class compute, <128KB RAM, <1MB Flash

# Creating value with Matter

## Consumers

- More consistent set up experience
- Multi-Admin works across & with multiple ecosystems

## Developers

- Develop once / deploy everywhere
- Secure-by-design approach
- Community of support

## Retailers

- Simplified purchasing experience
- Minimized returns

## Commercial / Builders

- Future proofed ecosystem compatibility
- Flexibility for users



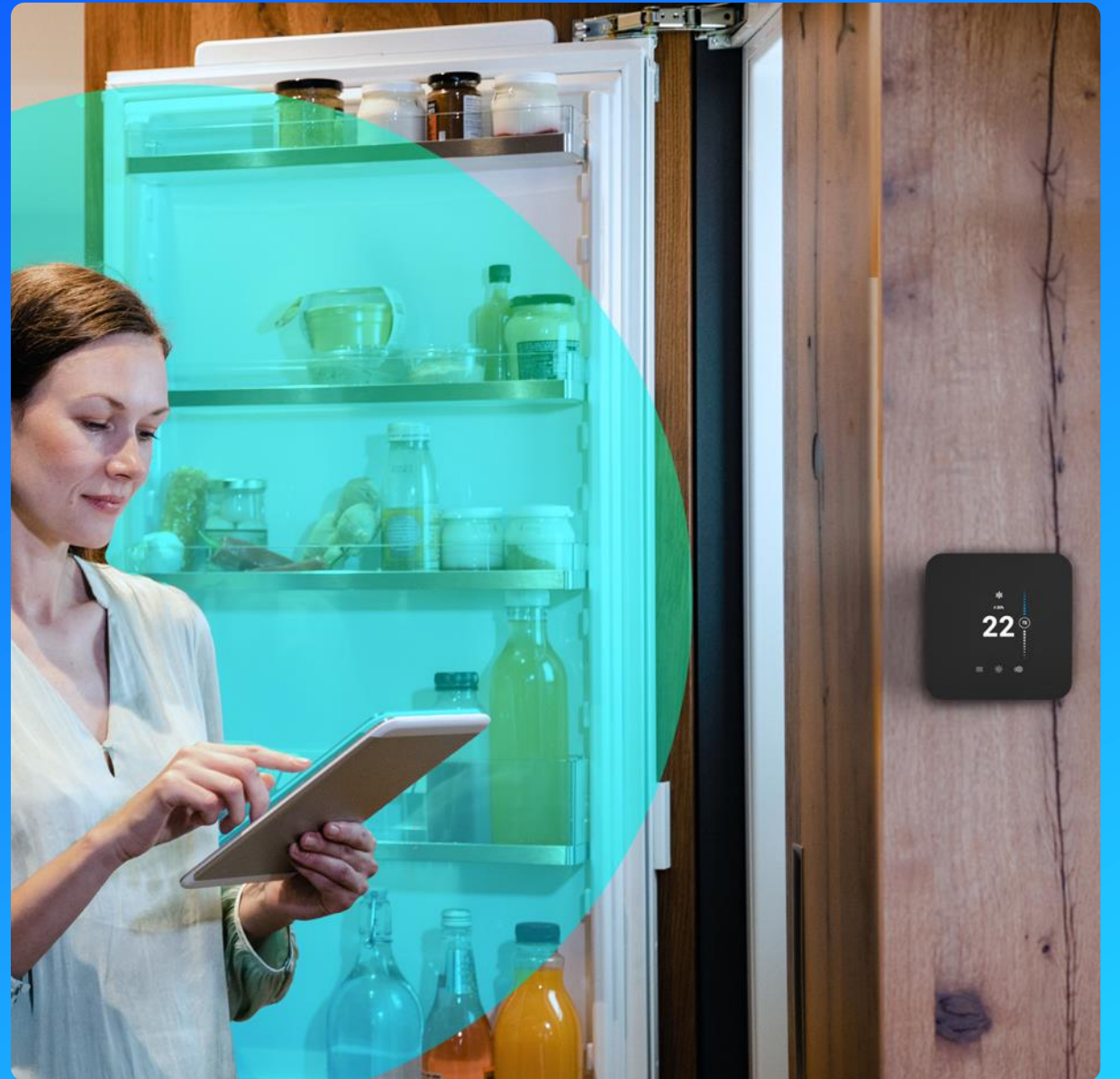
# Matter: Looking Ahead



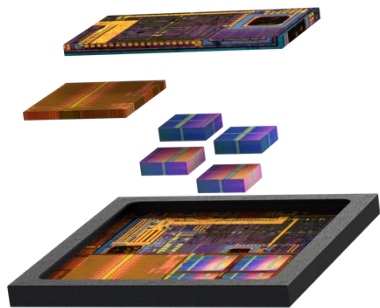
- **The foundation for connected things**
- **A seal of approval that devices will work seamlessly together today & tomorrow**
- **Simplifying development for manufacturers and increasing compatibility for consumers.**



# Silicon Labs

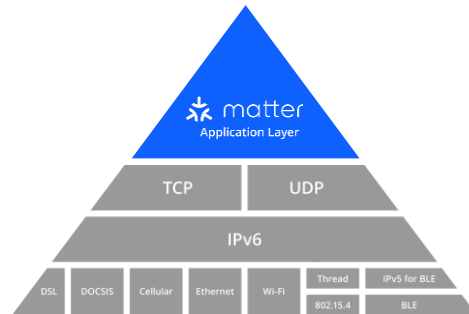


# Why Silicon Labs Matter?



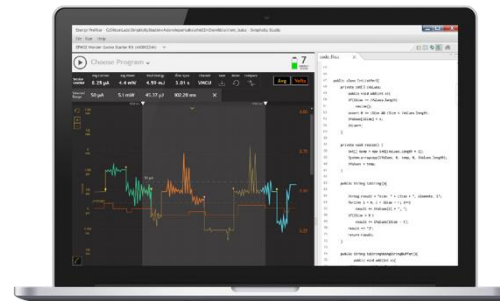
## HARDWARE

Field Proven SoCs & Modules  
Thread, Bluetooth & Wi-Fi  
Certified PHYs



## SOFTWARE

One-stop-shop for all software  
Full featured Matter solution  
Built on top of IP stacks



## TOOLS

Reference Applications\*  
Command Line Interface support  
LCD to display QR code

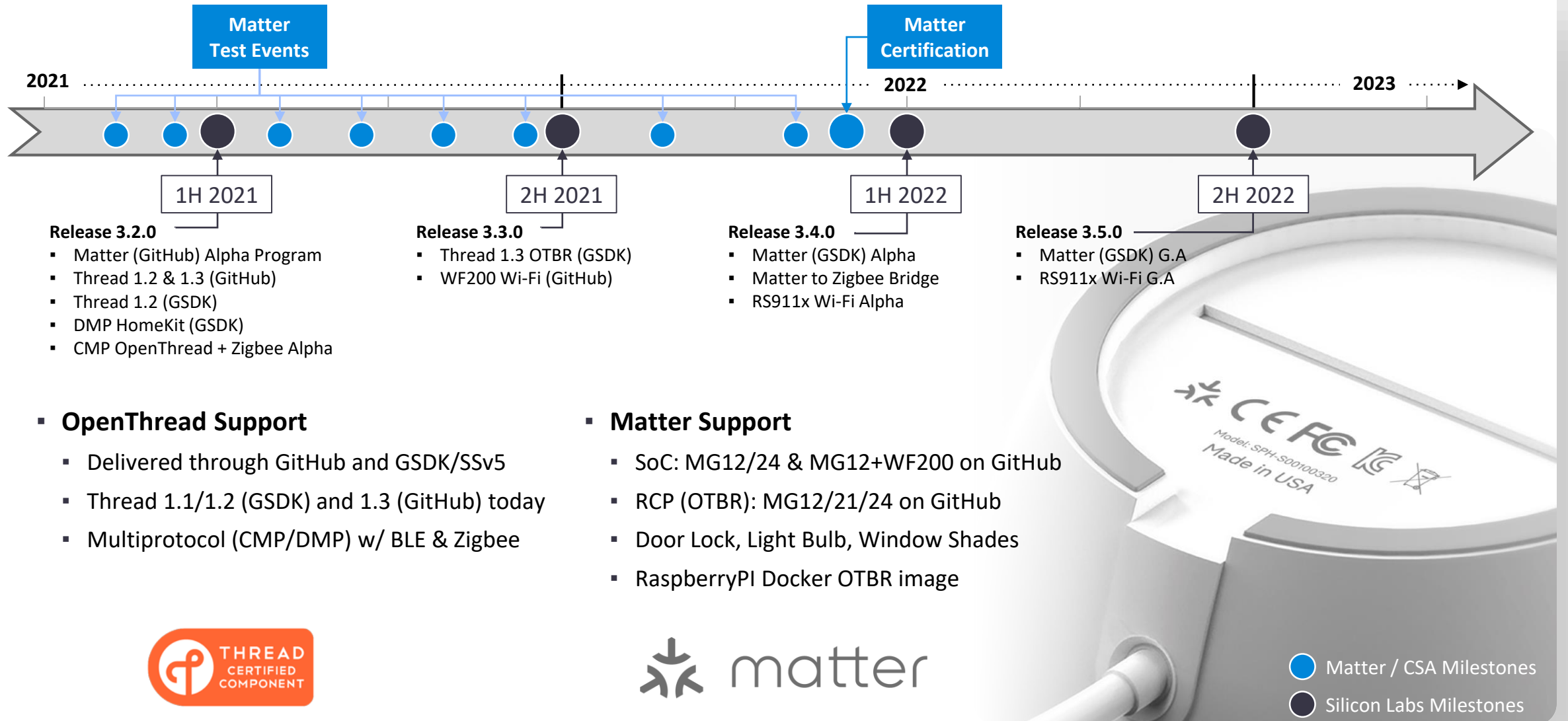
\* GSDK support targeted mid-2022



## CERTIFICATION

+50,000 Wi-Fi & 802.15.4 end products deployed  
Support for end-product certification  
Matter certification mid-2022

# Silicon Labs Matter Roadmap



Comcast



# Comcast: Connecting Matter for Consumers



## **Simplicity for Consumers**

- Existing equipment without the need to purchase new gear
- Whole-home connectivity focus enables devices to connect anywhere in the home
- Interact with multiple ecosystems across a single gateway (Multi-Admin)

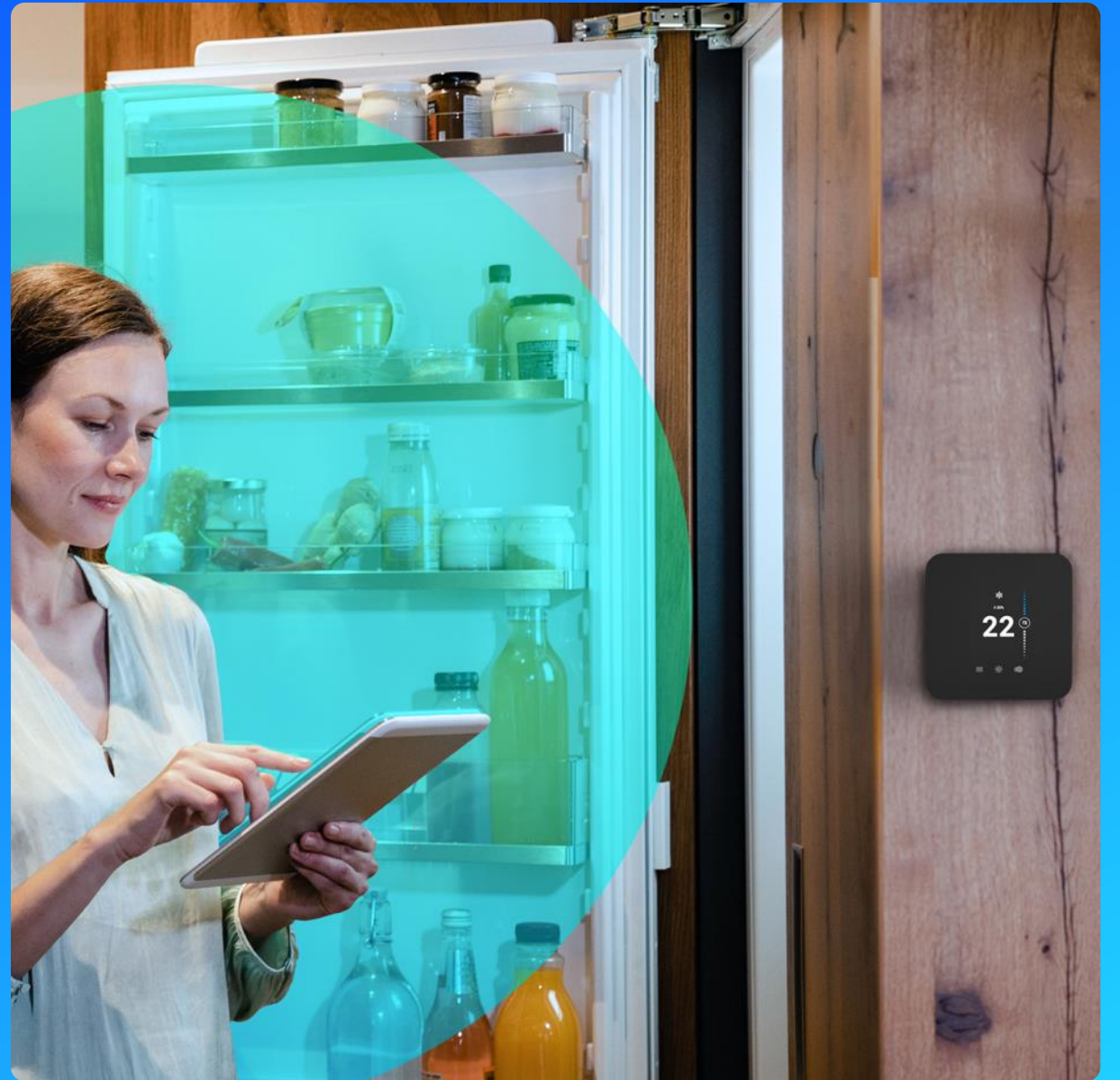
## **Developers & Retailers**

- Access to a large enabled base virtually overnight

## **IoT Infrastructure Enablement**

- Builders can justify installation of Matter-based devices
- Future compatibility confidence

# Samsung SmartThings



# SAMSUNG



## SmartThings



# SmartThings Ecosystem

**2012**

Kickstarter-backed smart home solution

**2014**

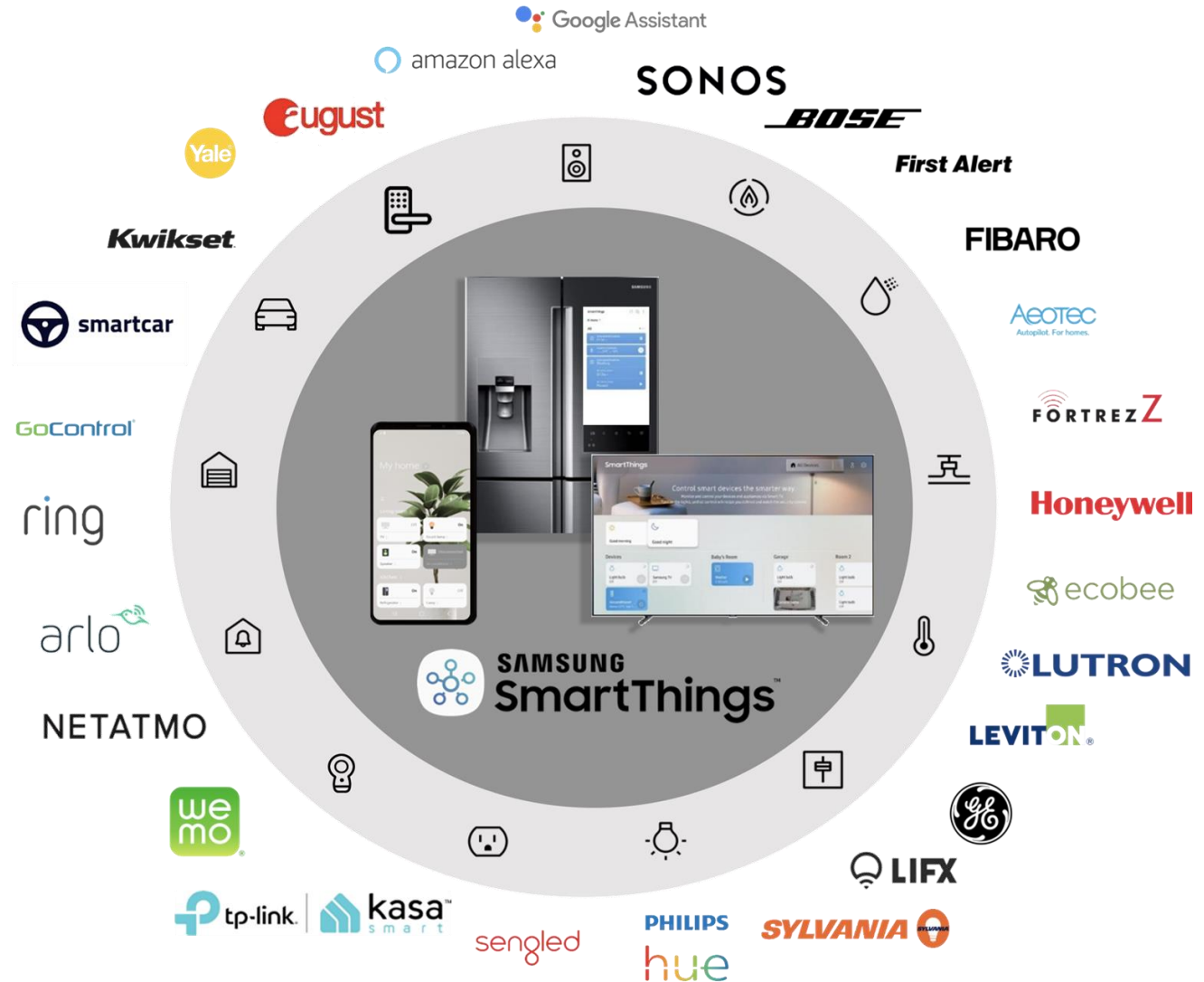
Acquired by Samsung

**2020**

Pivot away from 1st party hardware to focus on platform and services

**Today**

The IoT ingredient brand + platform for Samsung's global portfolio





# The smart home isn't living up to its full potential



GIZMODO

## The Smart Home Isn't Worth It

I'm not willing to jump through all the hoops needed to make my home barely smarter.

By Andrew Liszewski | 6/30/21 1:30PM | Comments (70) | Alerts

....but a larger part is the realization that most of my devices aren't worth the time and trouble to implement.

# We're at an inflection point

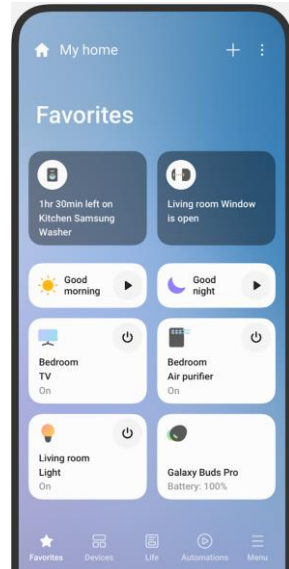
Industry alignment



Consumer interest

The right technology

# Matter is coming to SmartThings



matter

**Coming in 2022**

# Experiences that Matter



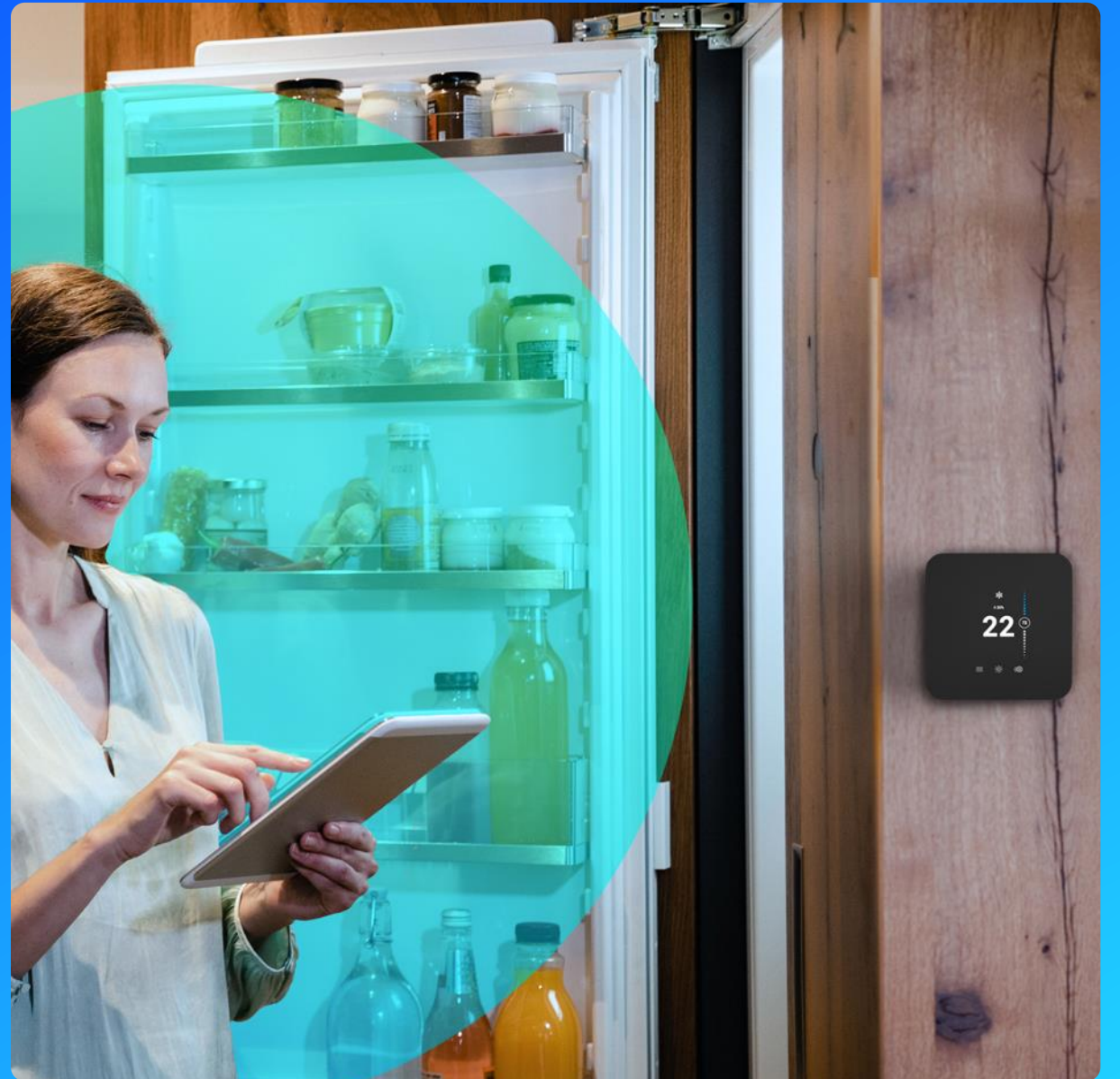
Stay tuned for more updates!

# S[ ]C21

**Samsung Developer Conference**

October 26, 2021

Google



# A truly unifying standard

HOW STANDARDS PROLIFERATE:  
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC)



Source: <https://xkcd.com/927/>

# A truly unifying standard





# A truly unifying standard

- **Single, stable, open protocol**
  - Reduced cost and time to market
- **Open source SDK and Certification**
  - Interoperability at launch
- **Runs on existing networks and architectures**
  - Today's devices and silicon support it
  - Accommodates for existing technologies
- **Broad industry adoption and momentum**
  - Clear path to a large addressable market



# Matter Support Across Google's Ecosystem

## Thread + Wi-Fi

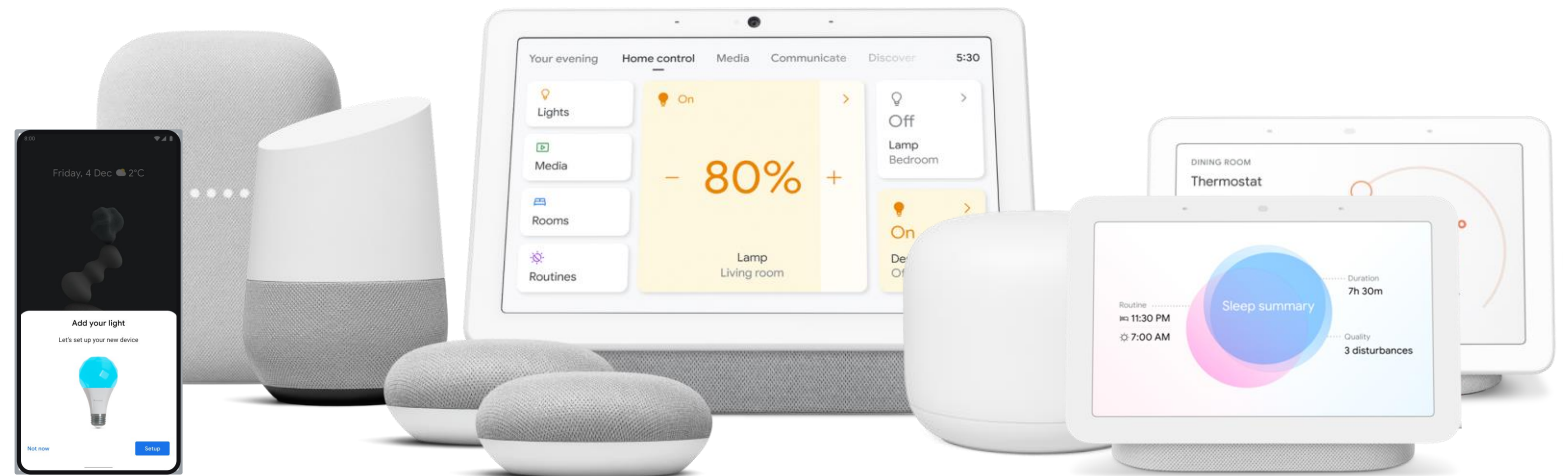
Nest Hub Max  
Nest Hub (2nd gen)  
Nest Wifi

## Mobile & Voice

Google Home App  
Android Power Controls  
Google Assistant

## Wi-Fi only

Google Home  
Nest Mini (1st & 2nd gen)  
Nest Hub (1st gen)  
Nest Audio

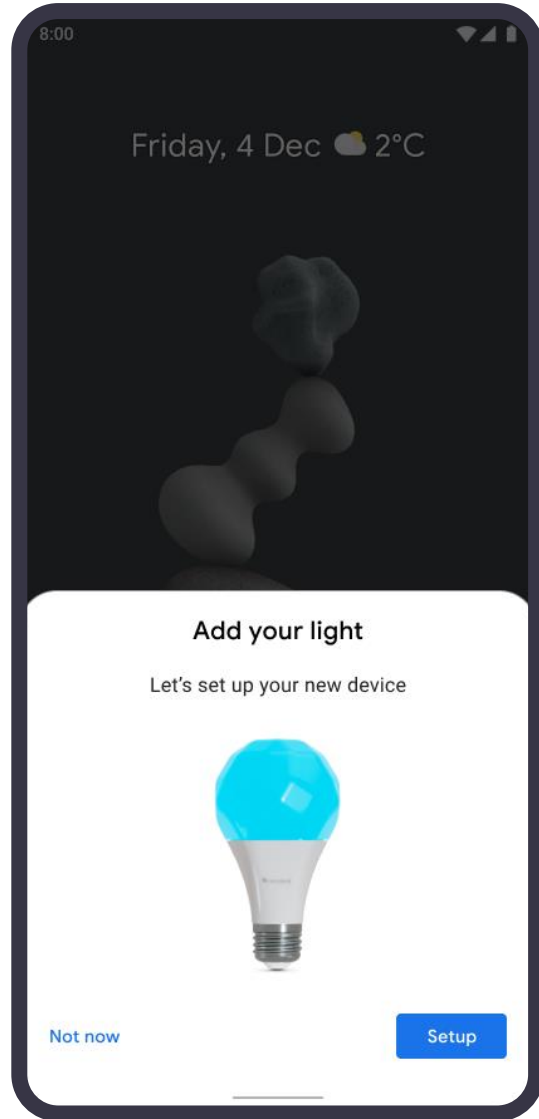


# Matter Support Across Google's Ecosystem

## Control as a Matter device

Starting with the new  
Nest Thermostat





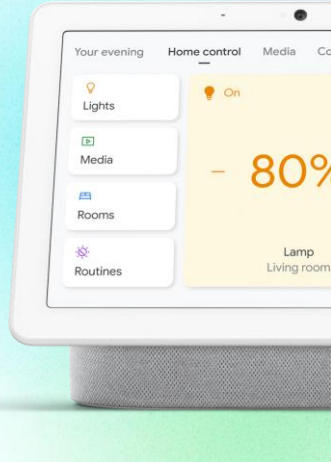
# New Developer Center

## New end-to-end set of tools

- Integrate Matter devices seamlessly with Google
- Add help, and branding to set-up
- Develop Matter-native apps
- Build automations
- Test & analytics tools
- Go to market resources

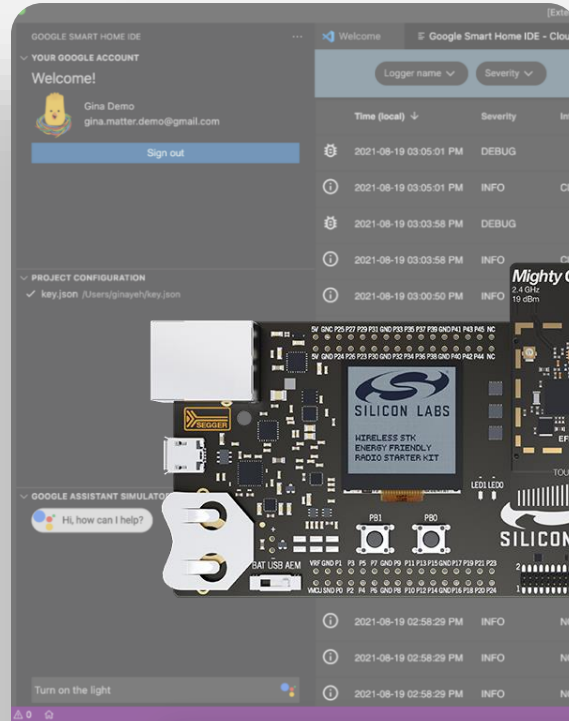
The screenshot shows the 'Smart Home Developer Center' interface. The main heading is 'Create a project' with the subtext 'Integrate your Matter devices with Google. Start here.' The page is divided into three main sections: 'Integration type', 'Project info', and 'Team members (optional)'. The 'Integration type' section has a checked checkbox for 'Matter' with the description 'Register and connect your device'. The 'Project info' section contains three dropdown menus: 'Project name' (placeholder: 'Enter name or choose a project'), 'Launch region' (placeholder: 'Select launch region'), and 'Locale' (placeholder: 'Select locale'). The 'Team members (optional)' section includes a link to 'Go to IAM/Permissions in Google Cloud Platform to add members' and a button labeled 'Go to Google Cloud Platform'. At the bottom, there are 'Cancel' and 'Create a project' buttons. A sidebar on the left contains navigation links for Home, Projects, Matter, Routines, and Launch. A right sidebar contains links for 'Learn More Projects & integrations', 'Project Creation FAQ', 'Matter Integration Guide', and 'Creating Routines'.

# Learn More



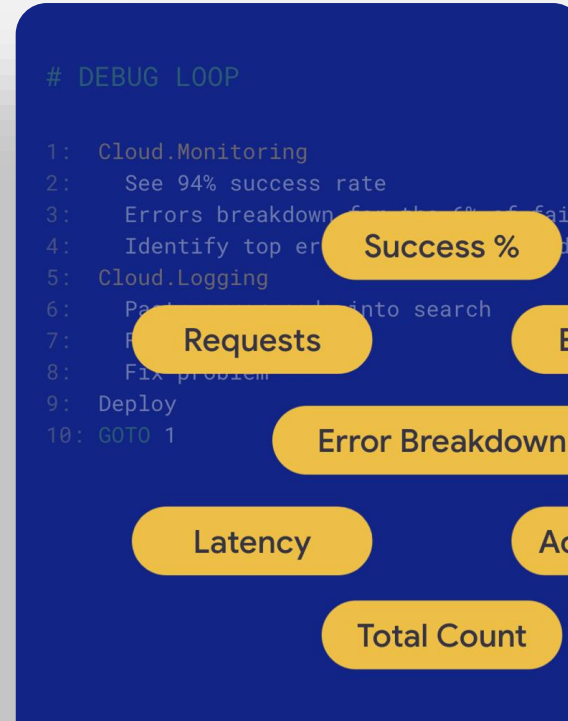
MAT-201

Matter Development  
with Google



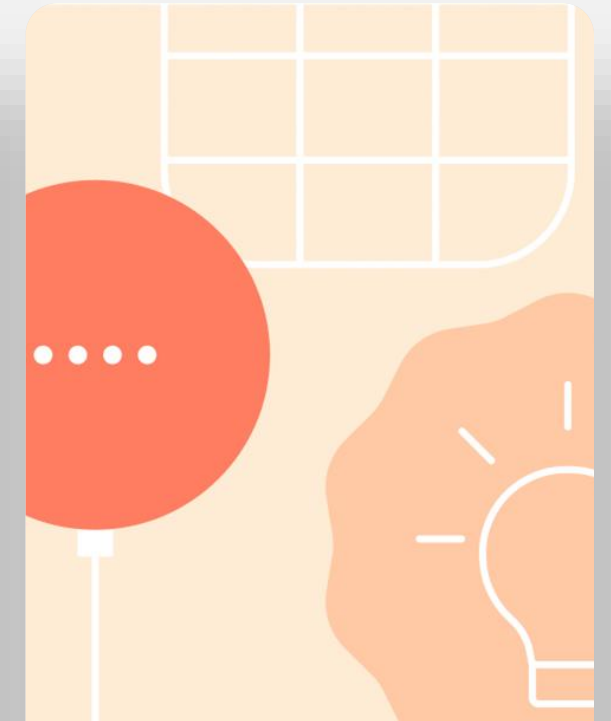
MAT-203

Google Development Tools  
for Matter



MAT-301

Debugging the Smart Home  
with Google and Matter



October 21st, 2021

Google Smart Home  
Developer Summit

Q&A





works with  
BY SILICON LABS  
VIRTUAL CONFERENCE

