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- Interoperability One communication protocol to integrate a multi-vendor smart home.
- Standards based Connectivity: Built over well-established technologies (Wi-Fi, Bluetooth, Thread)
- Reliable: Devices work reliably in local network –with or without access to internet
- Secure: Best practices implemented in standard to guarantee data security & user privacy
- Easy: Standardized intuitive device deployment using consumer friendly technologies
- Use Cases: Many smart home user scenarios standardized; others being continuously added.



- End User Adoption: Smart Home Category to experience growth due to trustworthy purchasing and deployment
- Industry-led: Contributions by major smart home actors from device & semiconductor industry
- Natively Compatible with Smart Assistants: Out of the box operation with leading platforms

echo







Open source: No associated software licensing fees for the Matter stack

Security: Usage of PKI and newest blockchain technology.

• Faster Market Access: Standardization facilitates new use cases, creates an open marketplace, fosters innovation

Matter SDK: Use examples from semiconductor vendors who have adapted open-source Matter SDK for their devices

Strong Brand Value: Only authentic product allowed to join network, this protects the brand from fake copies

Matter Certification Testing: Test your devices with a CSA authorized Test Service Provider and obtain CD Connect other IoT Ecosystems: Work with a "Bridge" device to bring non-native Matter devices onboard

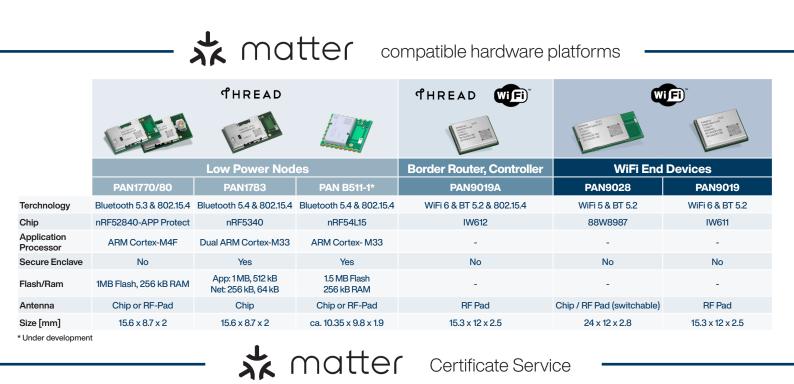
• Regain the focus: With connectivity that just works, device makers can concentrate on core business

Connectivity Standards Alliance: Become a CSA member to get access to Matter technology. **Wireless Modules:** Use multi-protocol certified radio hardware to quickly enable Matter

How o use Matter?

> Ready to Matter? Contact: <u>wireless.connectivity@eu.panasonic.com</u>

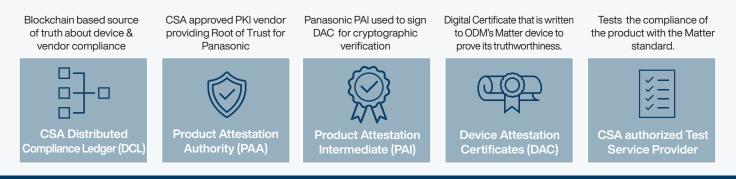




PAN-MaX - a single window multi-tier service for your Matter projects



Panasonic Chain of Trust for your Matter project



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