# DigiCert and Panasonic Industry Europe Join Forces to Simplify and Accelerate Adoption of Matter Smart Home Device Certification

## Partnership aims to embed security into the DNA of every device during manufacturing for swift, seamless certification

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DigiCert, a leading global provider of digital trust, today announced it has partnered with Panasonic Industry Europe to integrate DigiCert® Device Trust Manager with Panasonic's PAN-MaX intelligent manufacturing service for seamless Matter certification of interoperable smart home devices. The integration provides manufacturers with a faster, more efficient process for delivering secure, standards-compliant devices to market.

The partnership comes at a critical time as smart home device manufacturers face rising pressure to meet security, compliance, and interoperability demands amid rapid market growth. With the global smart home market projected to grow from $147.52 billion in 2025 to $633.20 billion by 2032 (CAGR of 23.1%, per Fortune Business Insights), the integration of DigiCert Device Trust Manager with Panasonic's PAN-MaX service streamlines Matter certification and accelerates delivery of secure, standards-compliant devices.

"DigiCert is a key contributor to Matter and one of the few trusted authorities that can issue Matter device attestation certificates," said Kevin Hilscher, Senior Director, Product Management at DigiCert. "Through our partnership with Panasonic Industry Europe, customers can now request certificates instantly through a fully automated system, eliminating extra steps and streamlining security. The process helps manufacturers focus on innovation, ensuring that security and Matter certification accelerate business rather than slow it down."

"The smart home revolution requires a foundation of trust to thrive," said Chetan Joshi, Lead Product Manager at Panasonic Industry Europe. "Panasonic Industry Europe and DigiCert are setting a new standard for trust, where smart home devices aren't just connected, but secure and certified from the moment they're built. By combining Panasonic's innovative PAN-MaX certification service with DigiCert's industry-leading attestation services, we're making sure manufacturers have an effortless path to Matter certification without trading speed for security."

For years, manufacturers have struggled with integrating security and certification into production. Too often, they're treated as an afterthought,

leading to costly delays and compliance challenges. By integrating DigiCert®
Device Trust Manager with PAN-MaX, manufacturers receive:

- Automatic device attestation certificate (DAC) issuance: Certificates
  are requested and applied in real-time, without manual intervention
  and DAC provide encryption, identity, and authentication to devices.
- Built-in security and compliance: Wireless modules are Matter-ready,
  with authentication built in from day one.
- Faster time-to-market: No more waiting for manual certificate
  approvals. Security happens on the production line.

## About Matter

Matter is the interoperability standard launched by the Connectivity Standards
Alliance (CSA) and developed by the biggest names in smart home technology,
including CSA members DigiCert and Panasonic. Matter aims to create a universal
language that allows smart devices to communicate across ecosystems like Apple
Home, Google Home, and Amazon Alexa.

For manufacturers, Matter compliance isn't just a feature —it's a requirement. Every
Matter device must have a Device Attestation Certificate (DAC), a digital proof of
compliance issued by a CSA-approved Product Attestation Authority (PAA). DigiCert
is a PAA with many Matter certification customers. Without a DAC, a device simply
won't function within a Matter ecosystem, creating delays, challenges and missed
opportunities in an ultra-competitive market.

## About Panasonic Industry Europe GmbH

Panasonic Industry Europe GmbH is part of the global Panasonic Industry
organization, one of the eight major operating companies within Panasonic Holding.
Panasonic Industry Europe provides products and services for industrial customers
all over Europe.

Panasonic Industry Europe is committed to enabling customers to achieve their
goals in a broad range of industrial sectors such as mobility, infrastructure,
automation, medical, appliances, smart living, and security. With the know-how of
devices and solution technologies, cultivated through a global mindset and over a
century of tradition, Panasonic Industry collaborates closely with customers to create
a sustainable future.

Panasonic Industry Europe's broad and diverse product portfolio encompasses key
electronic component sectors including electromechanical and passive components,
batteries and other energy products, sensors and wireless connectivity modules,
thermal management materials and custom solutions, as well as automation devices
& solutions.

More about Panasonic Industry Europe: **http://industry.panasonic.eu**

## About the Panasonic Group

Founded in 1918 and today a global leader in developing innovative technologies
and solutions for wide-ranging applications in the consumer electronics, housing,
automotive, industry, communications, and energy sectors worldwide, the Panasonic
Group switched to an operating company system on April 1, 2022, with Panasonic
Holdings Corporation serving as a holding company and eight companies positioned
under its umbrella.

The Group reported consolidated net sales of Euro 54.12 billion (8,496.4 billion yen)
for the year ended March 31, 2024. To learn more about the Panasonic Group,
please visit: **https://holdings.panasonic/global/**

**About DigiCert**

DigiCert is a leading global provider of digital trust, enabling individuals and businesses to engage online with the confidence that their footprint in the digital world is secure. DigiCert® ONE, the platform for digital trust, provides organizations with centralized visibility and control over a broad range of public and private trust needs, securing websites, enterprise access and communication, software, identity, content and devices. DigiCert pairs its award-winning software with its industry leadership in standards, support and operations, and is the digital trust provider of choice for leading companies around the world. For more information, visit www.digicert.com or follow us on LinkedIn.