

AMZ-101 – Amazon Ecosystem Overview

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IoT Success Criteria



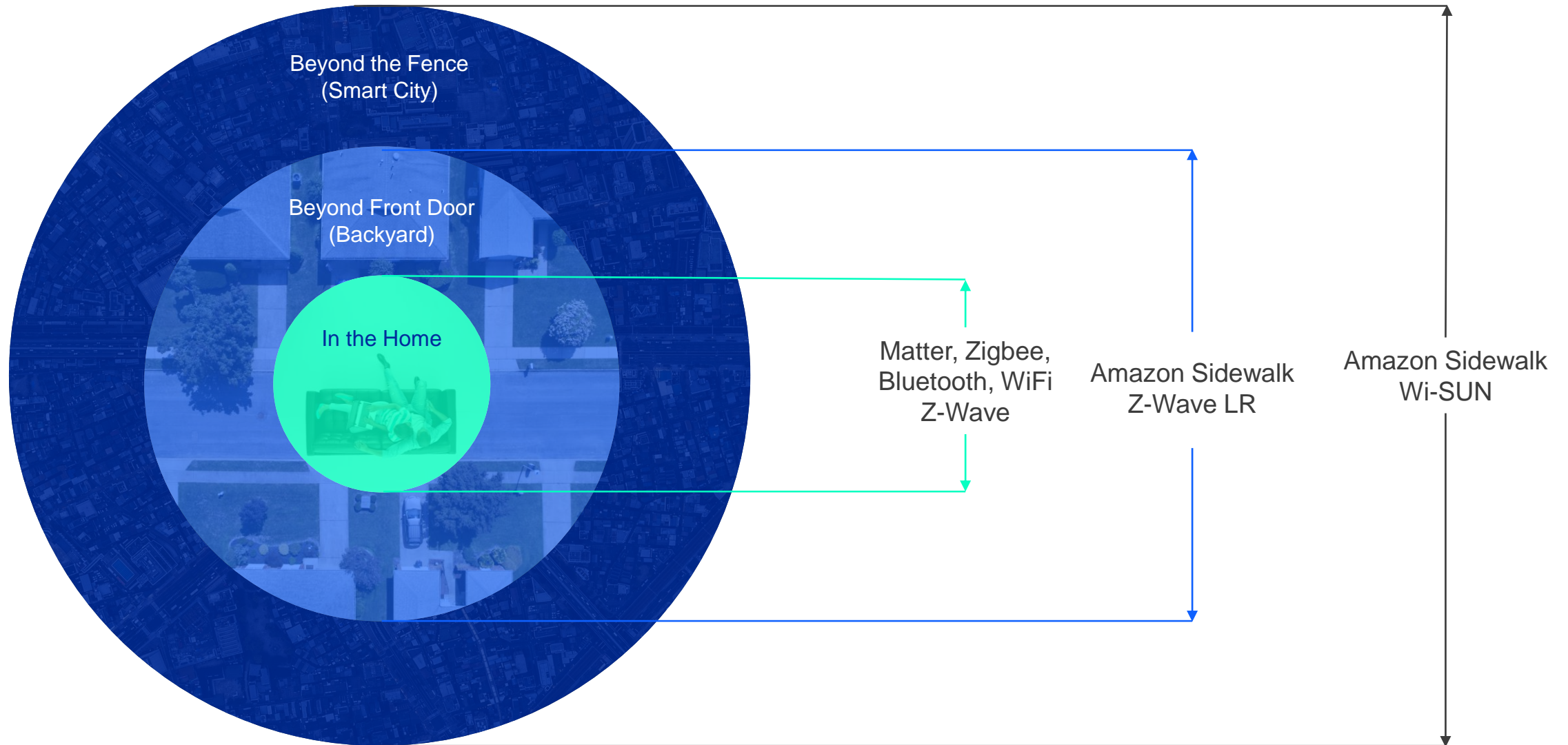
- IoT needs to be ubiquitous
- Large infrastructure to attach devices to
- Easy to install
- Should work anywhere on any devices
- Devices should just connect

Amazon, The Powerhouse Of IoT



- **All about the consumer**
- **Uniquely positioned with its Echo, Eero, Ring products**
 - Tens of of millions devices in the market
- **Leading Voice Assistant – Alexa**
 - Unique interface
- **Focus on seamless setup and use**
 - Frustration Free Setup
 - Certified for Humans
 - Works with Alexa, Works with Ring
- **Making it easy for developers to build products**
 - Amazon Common Software
 - Amazon Free RTOS
- **Large retail channel, making it easy to acquire devices – Amazon.com**
- **Cloud infrastructure enabling IoT services on any devices - AWS**

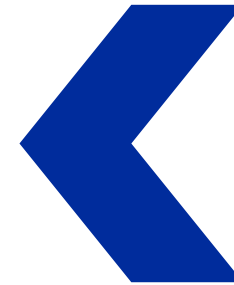
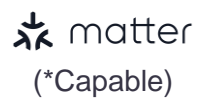
Full Coverage Enabling Unlimited Opportunities



Amazon Echo – The IoT swiss Army knife



amazon sidewalk



Connect IoT Devices
From leading brands

Silicon Labs - Your Ecosystem Consultant



Manufacturing & Support

- Ongoing Support throughout Manufacturing and Release
- Test System Development and Debugging
- Custom Programming



Testing & Certification

- Stress Test, Scale and Performance for Battery life, RF, Firmware and System
- Certification of Platforms and Wireless Protocols to Standards and Regulatory Bodies



Design & Develop

- Reference Designs
- Simplicity Studio Development Platform
- Field Application Engineers
- Re-Usable Code Library



Training & Learning

- Training Tools & Videos
- Get a Development Kit and Download Simplicity Studio
- Community



Partner selection

- Ecosystem relationships
- How to engage with Ecosystems

Ecosystem Engagement



Listening & Advising

- Development Requirements
- Our Solutions
- Integration Plan
- Go to Market Plan



Silicon Labs is the trusted partner throughout the entire development process

- Build the right product
- Speed up the development process
- Be part of the right ecosystem



Introducing Amazon Sidewalk

Getting connected convenience far beyond your front door

Introducing Sidewalk



- **Sidewalk helps your devices work better at home and around the community**
 - Secure and private connection, developer owns application
 - Long-range and availability
 - Lower hardware development and product costs

How Sidewalk Helps Customers



- **The Innovation Behind Sidewalk**

- Neighbors “share the sugar,” contributing to small pool of bandwidth
 - Leverages existing multi-radio products with long-range 900MHz (LoRa, FSK), and shorter range BLE.
 - Maximum bandwidth used is 80kb/s or 500MB/mo/user
- **Sidewalk is built for customer control, privacy, and security**

Community and Home Applications



How to Get Started



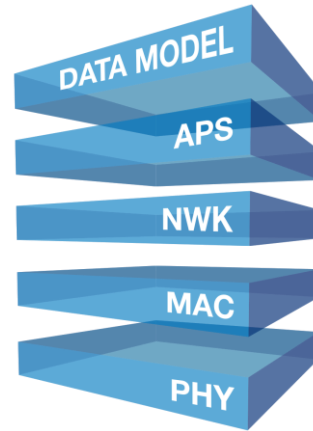
Full Solution Making it Easy to Engage with Amazon



SOCS AND MODULES

Single product for multiple ecosystems through multi protocol operation

Privacy protection through VAULT/HW security engine



STACK/SOFTWARE

Ecosystem in a box through scalable SW for embedded and host application

Pre-certified and ready to speed up TTM



DEVELOPMENT TOOLS

Proven and tested sample applications for key product categories

Debug tools: Energy Profiler for visual real time analysis
CPMS Service for key management



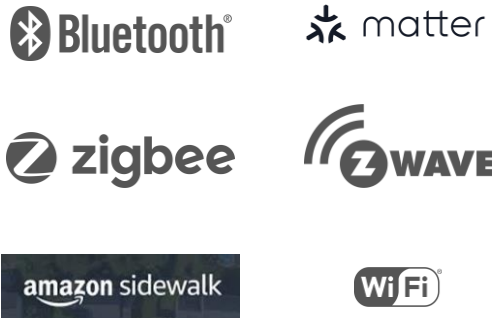
CERTIFICATION/ALLIANCES

Build to industry specification

Tested for compliance

Test harnesses/tools to assist partners go to market

Ready to Connect to Amazon Ecosystems



SELECT RIGHT PROTOCOL/SOC

Bluetooth	BG21, BG22, BG24
Matter	MG12, MG21, MG24, WF200, RS9116
Zigbee	MG12, MG21, MG24
Z-Wave	ZG13, ZG14, ZG23
Sidewalk	BG21, BG24, FG23



OBTAIN DEVELOPMENT KIT

Bluetooth	www.silabs.com/wireless/bluetooth
Matter	www.silabs.com/wireless/matter
Zigbee	www.silabs.com/wireless/zigbee
Z-Wave	www.silabs.com/wireless/z-wave
Sidewalk	www.silabs.com/partner-network/ecosystems



LEVERAGE TOOLS

- Get information on datasheets, app notes and much more: silabs.com/community
- More details about ecosystems: www.silabs.com/partner-network/ecosystems



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