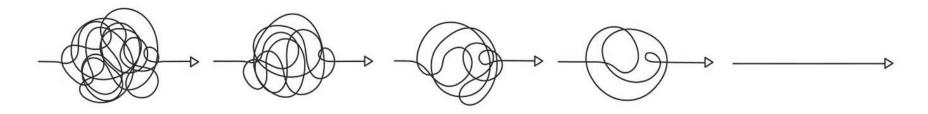




# CSA 101 An Intro to the CSA

Chris LaPre - Head of Technology Michelle Mindala-Freeman - Head of Marketing IoT should positively transform the way we live, work, and play. But, complexity, closed ecosystems and challenges of accessibility, security and trust have held back progress.





Since 2002 we have been dedicated to unraveling these challenges. Our goals are to **simplify** the complex, create an open path to **IoT adoption** and innovation, and promote **universal open standards**, enabling all objects to securely connect & interact.

## Building the Foundation & Future of the IoT

We believe all objects can work together to enhance the way we live, work, and play

We believe standards speed innovation, lower barriers to purchase & adoption, and spur growth

We believe by creating a place where even the most fierce competitors can collaborate, everyone wins

#### **Our Principles:**











COLLABORATION





TRUST





Testing & Certification





# Simplifying and Harmonizing Standards

As a hybrid Industry Organization and Standards Development Body, the Alliance has evolved into a multitech, multi-standards group, focused on accelerating market growth and delivering value to our Members and the industry.

### **Matter Working** Group

200+ Member **Organizations** 2100+ Individual Members

### Data Model **Working Group**

140+ Member **Organizations** 1040+ Individual Members

#### China Member Group

30+ Member **Organizations** 70+ Individual Members

### **Zigbee Working** Group

165+ Member **Organizations** 1260+ Individual Members

### **Access Control Working Group**

65+ Member Organizations 400+ Individual Members

#### **EU Interest** Group

56 Member **Organizations** 115+ Individual Members

#### Industry Stakeholder Groups

4 Groups retail, silicon, ecosystems & manufacturers

# Global Leadership





**ASSA ABLOY** 



































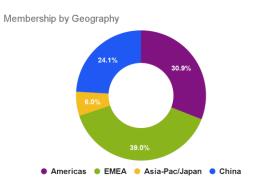




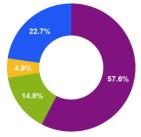
## Global Collaboration

Over 380+ Engaged Companies In 37 countries with over 3,000 member individuals participating

75+ New Members 1H of 2021



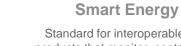
Membership by Industry



38% Growth in Participants
Level Member
Companies Q2
'20 to Q2 '21

Devices, Manufacturers & Sensors
 Ecosystems, Platforms & NW Svcs
 Retailers & Channels
 Silicon, SW, Integrators & Design

# History of Our Technology Expansion



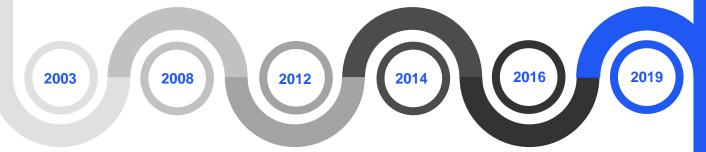
Standard for interoperable products that monitor, control, inform and automate the delivery and use of energy and water.

#### Zigbee 3.0

Zigbee PRO Specification adds child device management, improved security features, and new network topology options to Zigbee networks.

#### dotdot

Common language for smart objects, so they can speak to each other effortlessly on any network



### Zigbee

Zigbee, created on IEEE's 802.15.4 using the 2.4GHz band and a self-healing true mesh network, standardized.

#### **Green Power**

Enables wireless devices to be powered utilizing energy-harvesting methods with limited or no batteries.

#### JupiterMesh

Robust, low-power industrial IoT wireless mesh network with flexible data rates

#### Matter

New, open-sourced, royalty-free home automation connectivity standard



Zigbee R23

New features for Zigbee Pro

## Matter: Our Ambitious Vision

- 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

Simplicity: Easy to purchase and use

**Interoperability:** Devices from multiple brands work natively together

Reliability: Consistent & responsive local connectivity

Security: Robust, streamlined for developers & users





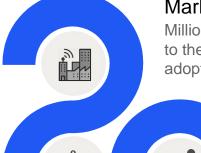




# Zigbee: Continued Momentum

#### **Increased Certifications**

2020 had the highest number of certifications and 2021 hit the 4000+ Certified Devices Milestone



### **Market Coverage**

Millions of devices already deployed to the market and millions more being adopted



#### **New Features**

Development of new features, including R23, Sub-GHz, Zigbee Direct, enhancements to Smart Energy, and Green Power

#### Momentum

Zigbee continues to evolve and thrive, driven by market needs, lifecycles, and dynamics



# Robust Certification Programs

Protecting investments, speeding development, and building trust in the market

### **Programs**

- Product and Platform Programs
- Certification Transfer Programs

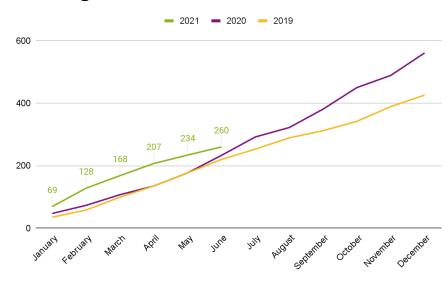
#### **Tools**

- Free Zigbee Unified Test Harness (ZUTH)
- PICS Tool released to members
- Matter Test Tools in development

#### **Test Events**

- 10+ virtual test events completed in Q2 across multiple technology Work Groups
- Completed 4th Matter Test Event largest EVER in Alliance history!

### **Zigbee Certified Products & Platforms**



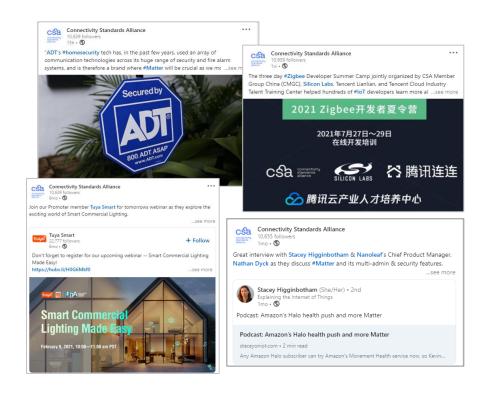
1000+ Zigbee 3.0 Certified Products4000+ Zigbee Certified Products & Platforms

# Marketing & Co-Promotion



Sharing Member Progress/Working Group News Assets and Tools for Member Use Member Amplification & Co-Marketing

- Product announcements (Alliance tech)
- Implementations and Success Stories
- Technology Demos
- Speaking engagements
- Alliance & External Events
- White papers & Research
- Blogs & Articles
- Press Releases
- Thought leadership / Industry Insights

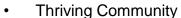


# Connectivity Standards Alliance Building a more connected world

**Initiatives** 

- Matter's groundbreaking work
- Data Model foundations
- Zigbee Evolutions
- Expanding to address market needs / gaps
- Strong certification programs

- Regional Member, Industry and Interest groups **Global Technology** 
  - Globally recognized World Economic Forum
    - New areas of opportunity: Public Policy, Strengthening Collaboration



- Strong member growth continues
- Clear global engagement
- Opportunities to expand into new domains



**Impacts** 

- New organization and technology brands
- Expanding voice and reach
- Amplification and comarketing support







access control



jupiterMesh rf4ce

dotdot

Join us: csa-iot.org | Follow us: @csaiot