# Newsletter Issue 5

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## President and CEO Message

Dear Alliance Members,

As the new year started, the Alliance was off and running, continuing 2021's momentum in membership, standards development, and market presence. In January, we saw a tidal wave of news featuring Matter at CES 2022. Many member companies supporting Matter, now numbering more than 250, made announcements or demonstrated the technology, as the media honed in on Matter's promise of simplicity, security, and interoperability. Additionally, Matter was recognized as a CES 2022 Innovation Award Honoree.

During the first quarter, marketing efforts included the launch of our new, redesigned website, co-marketing, and amplification for 25 member companies, and the release of several new assets – including two Zigbee blogs, and an Alliance overview, and a Matter security whitepaper.  We also won a few awards, including a bronze Clio award and a Type
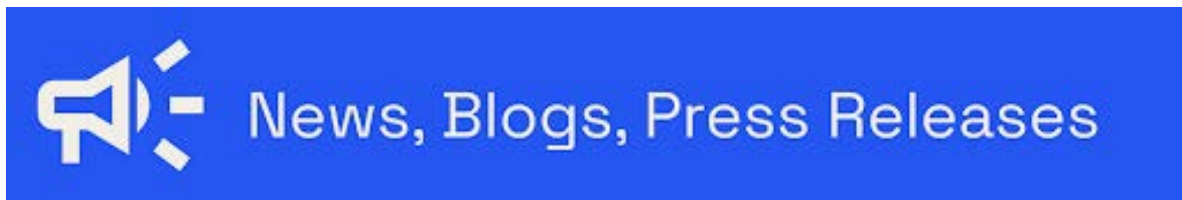
[Directors Award](#) for the Alliance Brand, and [Transform silver and bronze awards](#) for the Matter name and creative strategy.

Even as we updated our [outlook for Matter](#) in March, we continued to see our membership engaged and continuing to grow. In the first quarter, we welcomed an additional 40 new members and now have over 450 member companies across the globe.

Finally, we were thrilled to engage with so many of you through our Virtual Winter Summit in February. Record numbers of members attended to watch and listen to presentations featuring organizational, Working Group, marketing, and regional updates.

As our collective work continues, I look forward to what's to come and seeing many of you soon, as we get back into in-person events with our next Member Meeting in San Diego, CA on June 20-23.

Cheers,
Tobin


News, Blogs, Press Releases

# News:

[Making the smart home Matter](#) - Feb. 22, 2022
[More than 5.5 Billion Smart Home Matter Compliant Devices will ship between 2022 and 2030](#) - Feb. 8, 2022
[Smart Home's Biggest Problem Might Get Better. Here's What You Need to Know About Matter.](#) - Jan. 25, 2022
[Which devices will work with Matter? What we know so far](#) - Jan. 20, 2022
[CES 2022: Matter and Thread Win the IoT Connectivity Wars](#) - Jan. 11, 2022
[Why Matter is the most important smart home trend from CES 2022](#) - Jan. 7, 2022 [Matter Explained: What the New Standard Could Mean for Your Smart Home](#) - Jan 7, 2022 [Smart Home see big breakthrough at CES 2022](#) - Jan. 5, 2022
[The Tech That Will Invade Our Lives in 2022](#) - Jan. 5, 2022
[Why it matter having Matter support for your new smart home devices](#) - Jan. 5, 2022
[The biggest tech trends to watch for in 2022](#) - January 3, 2022

# Press Releases:

[CES 2022 Showcases Matter Momentum](#) - Jan. 11, 2022

# Blogs:

Creating the Onramp to IoT Interoperability - April 7, 2022
Looking Ahead - Industry Trends and New Zigbee Features - April 4, 2022
Connectivity Standards Alliance Matter Executive One Pager - March 28, 2022
Connectivity Standards Alliance Matter Update - March 17, 2022
Innovation & Adoption - Zigbee momentum in 2021 - Jan. 27, 2022



**Highlights:**

Join the Alliance and industry experts from Infineon Technologies, NXP Semiconductors, and Silicon Labs for a Matter Security and Privacy Webinar.

The concern of cyberattacks continues to create hesitation in the minds of some #consumers, limiting the full potential for #smarthome adoption. #Security and #privacy are fundamental design tenets for Matter, and they are woven into every aspect of the specification at every stage of the product development lifecycle. Instead of being an obstacle, #Matter security and privacy makes life easier and safer for consumers and developers alike.

Join our experts, Christopher LaPré, Steve Hanna, Naama BAK, Darren Learmonth

Webinar Recording https://bit.ly/3xvbDGt

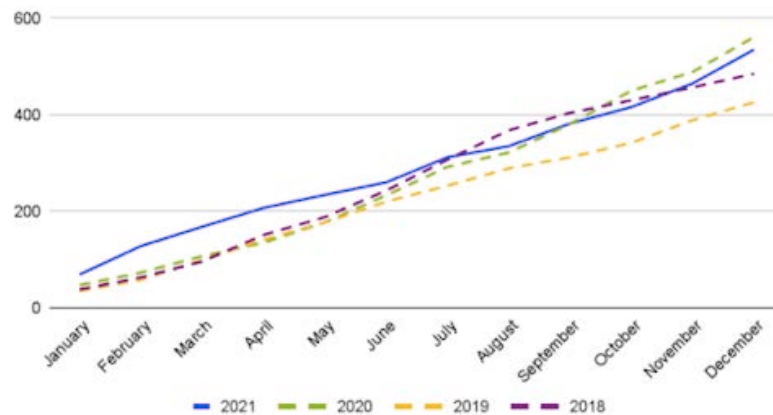#csaiot #buildwithmatter #iotcommunity #standardsmatter #futureisnow #globaltech #iotsolutions #webinar #security #privacy

"There's no vendor lock-in, nothing extra to buy, no complicated hub to configure, and setup is a few clicks on a #smartphone app. At CES 2022, dozens of companies announced products supporting #Matter and #Thread, and hundreds more are on the way. The trend towards Matter and Thread is rapidly becoming a gold rush as influential companies stake claims…we'll look back on 2022 as the start of the #IoT plug-and-play era." Bill Curtis, Moor Insights & Strategy, Forbes

https://bit.ly/3hEeioj

#csaiot #buildwithmatter #iotcommunity #standardsmatter #futureisnow #globaltech #iotsolutions

The Alliance has over 35,000 followers across its social media channels. As members, you can use this audience to amplify your latest company news (product launches, industry events, blog posts, and articles) relevant to Alliance technologies. Please send your news to marketing@csa-iot.org for us to share or tag us in your posts.

## Zigbee Certified Products & Platforms



This year is on track for another record year for Alliance Certification. This quarter Zigbee certifications have continued to increase and the development of the Matter Certification Program continues to steadily move forward. This certification progress is the result of work from hundreds of global manufacturers and developers designing products using Alliance technologies for the connected smart home and building.

Alliance Certification At-A-Glance:

- 140+ Zigbee devices certified in Q1
- Hosted ZUTH Scripting Training Webinar, available on Causeway
- New PICS tool version 1.6.2
    - PICS XML files with duplicated ID issues were corrected and approved by the BDB Working Group
    - The tool has been updated with the latest CCB information in our systems
    - All information has been updated to the latest changes up to April 29th
- 370+ ZUTH licenses issued to members with 233 activations
- Held 9 virtual Test Events completed across multiple technology Working Groups

The Alliance's Certification Team has the resources to help you certify products. Members are encouraged to reach out to the Certification team early in the process to help get to market quickly. Contact Alliance Certification at certification@csa-iot.org to make your certification application process seamless.

## Industry Buzz

CES 2022 Innovation Award Honoree - Jan. 2022

Connectivity Standards Alliance Awarded Type Directors Award for Logo in the Communication Design Category - April 4, 2022

HomeKit & Matter's future with special guest Jennifer Tuophy on the HomeKit Insider podcast - Feb. 8, 2022

[Comcast's new router includes Wi-Fi 6E, Zigbee and Matter - Jan. 2, 2022](#)
[Amazon releases Matter tools and features for developers at CES 2022 - Jan. 5, 2022](#)

**HIVE IoT Executive Summit**

May 17-19, 2022

**Connectivity Standards Alliance Member Meeting**

June 20-23, 2022

San Diego, California