Newsletter Issue 3

- Announced newest Promoter member OPPO
- Hosted the Alliance Fall Summit
- Announced liaison between CSA and NFC Forum
- CSA About Us video
- Published two Green Power blogs highlighting member development and features
- Shared Matter development progress and member investment
- New PICS certification tool update
- CSA and Matter brands receives multiple Reddot awards via Interbrand

Dear Alliance Members,

The momentum for the Connectivity Standards Alliance (CSA) continued throughout Q3 2021 with several notable accomplishments that drove progress for the organization and our technologies. Below are just a few highlights.

We announced a new partnership between CSA and NFC Forum, established to work together and find solutions that bridge gaps in the market. Specifically, with the development of Matter underway, the liaison agreement allows the two organizations to explore opportunities to use NFC's proximity-based connectivity technology with CSA standards, improving experiences in areas like commissioning and proof of possession.

We also hit a new membership milestone. The Connectivity Standards Alliance now has over 400 member companies from across the globe participating in work that is shaping the future of the Internet of Things (IoT). From the largest brands in the world to the newest startups, the diversity in member companies and market representation is a foundational

strength to the CSA and its technologies. Our members are the heart of CSA and it is their influential leadership and collaborative work as a community that powers the development and implementation of the IoT's leading standards.

As one of the newest members joining the roster, I would like to give a special welcome to the newest CSA Board member, OPPO, a world-leading smartphone and smart device manufacturer.

OPPO joining our Board demonstrates the unprecedented collaboration that the Alliance embodies, and we know they will help our mission of building a better, more connected world. OPPO provides the opportunity to expand our mission throughout Asia and, specifically China, and their influence and global footprint are an invaluable addition to our Board.

Wrapping up the quarter, we were thrilled to engage with so many of you through our Virtual Fall Summit. Hundreds of members across the globe attended to watch and listen to presentations featuring organizational, Working Group, marketing, and regional updates. And, while we expect events in the near term to remain virtual, for health and safety reasons, we are very much looking forward to resuming hybrid and in-person events in 2022.

I look forward to seeing the momentum continue as we finish the year strong in Q4.

Cheers,
Tobin

News:

[What Does Matter Mean for Smart Homes?](#)
August 20, 2021

[Why your smart home is still dumb, and what Matter is doing about that](#)
August 23, 2021

[Google shares its commitment to Matter, promises future interoperability between smart home platforms](#)
October 21, 2021

[Samsung aims to make smart home tech easier with Matter support in 2022](#)
October 26, 2021

Press Releases:

[OPPO Joins the Connectivity Standards Alliance's Board of Directors](#)
October 19, 2021

Blogs:

[Building a Standard that Really "Matters"](#)
August 13, 2021

[The Sweet Inspiration Behind CSA](#)
August 21, 2021

[Building a sustainable IoT with Zigbee and Green Power - Legrand's Success Story](#)
September 20, 2021

[Connectivity Standards Alliance and NFC Forum Collaborate to further Interoperability](#)
October 21, 2021

Highlights:

Available on demand from Silicon Labs #WorksWith2021 📽 "Wireless Panel: Are We There Yet? Driving the Future of IoT" featuring Michelle Mindala-Freeman, CSA's Head of Marketing, along with leading industry experts as they discuss where the market is going and the greatest opportunities ahead.

Watch it here: https://bit.ly/3jS40mf

Link to post: https://www.linkedin.com/feed/update/urn:li:activity:6846114186771144704/

Cindy Davis, Residential Systems writes about last week's CEDIA Expo panel "Platform Playground: Shaping the Future of the Smart Home & Where Protocols Face Opportunities and Challenges" where industry experts from seemingly competitive protocols and alliances discuss the idea of creating a universal standard for interoperability.

Read more here: https://bit.ly/2YrbCUy

Link to post: https://www.linkedin.com/feed/update/urn:li:activity:6841143113935937538/

Google doubles down on their commitment to the #Matter standard, promising future interoperability between #smarthome platforms.

"Matter is a very big initiative for us. It will really solve that interoperability choice, that frustrating purchasing and setup experience for the user." - Kevin Po, Senior Product Manager at Google, and Board Director, CSA.

Read more here: https://bit.ly/3B1qEhC

Link to post: https://www.linkedin.com/feed/update/urn:li:activity:6857044852232855552/

Samsung Electronics is going all-in on the new #smarthome standard - #Matter. Samsung promises Matter support for SmartThings hubs, Galaxy devices, TVs, and fridges.

The SmartThings app would be fully Matter-enabled, and all existing SmartThings hubs will adopt the standard, including those now being made by Aeotec. - Samantha Fein, Vice President of Business Development and Marketing at SmartThings, The Verge

Read more here: https://bit.ly/3EgdaAs

Link to post: https://www.linkedin.com/feed/update/urn:li:activity:6857044852232855552

Boost your latest company news (product launches, industry events, blog posts, and articles) relevant to the Alliance. We can help amplify your company news on our social media channels (LinkedIn / Twitter / WeChat via CSA联盟/ YouTube). Send your news to socialmedia@csa-iot.org for us to share or tag us in your posts.

Matter Working Group:
Highlights:

- Hosted four virtual test events with high attendance and positive results
  - Matter test event #5 being the largest in Alliance history with 69 devices and 122 participants representing over 40 companies
- Continue to refine and execute Matter Go-To-Market Plans with new Security & Privacy assets completed
- Matter Brand Design & Identity receives reddot award

- Passed two letter ballots: device type library and an addendum to the application clusters
- Concluded recirculation ballots on the core specifications and on the existing application clusters

Priorities:

- Continue to execute Matter Go-To-Market plans with CES prep, updated messaging and multi-admin marketing assets
- Finalize content for Matter webpage on new CSA corporate website
- Continue SDK development and spec validation
- Continue testing and validation with two upcoming test events

Zigbee Working Group:

Highlights:

- Implemented a consolidated Work Group Project Plan
- Received Board approval for Zigbee 3.0 BDB Specification Package and ZCL8 Test Materials Modifications
- Received Board approval of the revised Zigbee Work Group Steering Committee Charter
- Proposals to the P&Ps are being drafted to address virtual Specification Verification Test events and associated virtual Script Validation Test events. This will provide a framework for these events to occur under the current travel restrictions
- 2022 Budget requests submitted to the Finance Committee for consideration
- Zigbee Marketing and Product Sub-Group
  - Published Zigbee Infographic for National Bee Day
  - Published Legrand Green Power Success Story
- Base Device Behavior
  - BDB 3.0.1 specification errata suite completed
  - ZCL8 test plan errata completed
  - Draft ZCL Foundation test plan and ZUTH scripts completed
- Green Power
  - Completed maintenance release documents ballot

Priorities:

- Base Device Behavior
  - Perform PoC test on ZCL Foundation test plan and scripts
  - 0.9 ballot of the ZCL Foundation test plan
  - Work to resolve remaining CCBs (100+)
- Green Power
  - Preparing for script validation event
- Zigbee Direct
  - Passed 0.9 ballot – working on comment resolution

- Zigbee Marketing and Product Sub Group
    - Develop Zigbee Testimonials for Social Media & Website
    - Expand Zigbee Success Stories and Use Case communication campaign, if you are interested in sharing your Zigbee success stories reach out to marketing@csa-iot.org

Data Model Working Group:

Highlights:

- Common Data Model Plan approved for Matter updates merged after Matter V1 released
- Common Data Model Playbook created with rules and guidelines for updating the data model, merge points, and moving forward

Priorities:

- Sunset ZCL6 & ZCL7 grace period on Apr-2022
- Technical Sub Group building out schedule
- Technical Sub Group finalize ZCL9 CCBs, errata and NFRS
- Technical Sub Group focused on finalizing Device Type Library 1.0
- Linky Project - SVE for 1.0 approval and ERP review
- EVSE Management NFR
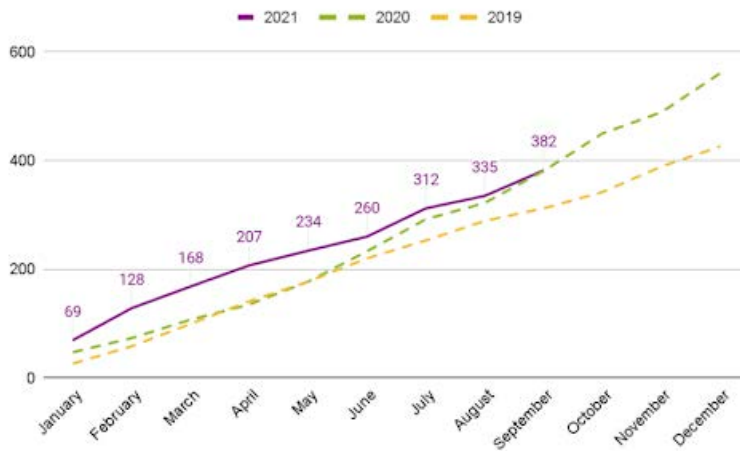- Smart Energy support in ZigBee 3.0 NFR

Access Control WG:

Highlights:

- Completed Steering Committee Run-off election and CSG chair election
    - CSG Chair: Kay Wood, Amazon
- Competed MPSG and TSG milestones for 2022
- Held first TSG call and established weekly call to review MRD
- Held first CSG meetings and established bi-weekly calls
    - Formed first Tiger Team to complete CSG charter and milestones

Priorities:

- Finalize the MRD and complete phase 1 alignment
- Develop marketing assets for brand launch in 2022
- Begin spec development in TSG

Zigbee Certified Products & Platforms

Legend: 2021, 2020, 2019

- Certifications have continued to increase and are on track to meet last year's record-breaking certification milestone. This certification growth is the result of work from hundreds of global manufacturers and developers designing products using Alliance standards for the smart home, building, and connected city environments.

Certification at a glance:

  122 Zigbee devices certified in Q3

  PICS Tool updated with v1.5 released, the updated tool has:

  - An added navigation menu
  - Updated note tag support for O.X items
  - Updated approved PICS templates for BDB 3.0.1 and ZCL8

- 270+ ZUTH licenses issued to members with 149 activations
- 9+ virtual test events completed across multiple technology Working Groups
- Completed the 5th Matter Test Event - the largest in Alliance history with 69 devices and 122 participants representing over 40 companies

The Alliance's Certification Team is a resource to help you certify products. We encourage members to reach out early in the process to help you get to market quickly. Contact us at certification@csa-iot.org to make your certification application process seamless.

reddot design award

Considered one of the most prestigious awards in design, the Red Dot Design Award is an international design prize, awarded annually since 1955 for product design, brands, and communication design. Interbrand, the brand consultancy we partnered with earlier this year to launch Connectivity Standards Alliance and Matter brands, earned three Red Dot Design Awards for their work on those projects.

- [Matter: Brand Design & Identity](#)
- [CSA: Brand Design & Identity](#)
- [CSA: Typography](#)

c§a **Connectivity Standards Alliance**
@csaiot ...

Matter #RedDotAwards2021

CSA partnered with @Interbrand and our member-lead brand team to create the #Matter name, symbol and #brandidentity for this unifying #smarthome standard.

#csaiot #buildwithmatter #standardsmatter #thefutureisnow #design #branding #BrandIdentity #IoT

> **| Interbrand** @Interbrand · Oct 18
> 🏆 @RedDot Awards 2021
> #11 Matter
>
> We created the brand's name, symbol and identity for Matter, a mark which seeks to clarify the interoperability of devices for the Internet of Things and is likely to become as familiar as Bluetooth or Wi-Fi.
>
> Learn more: bit.ly/3tZ4zhz
>
> ✳ matter

[IoT Tech Expo Europe](#)
November 23rd - 24th, 2021

[CES 2022](#)
January 5th - 8th, 2022

[Tech-G shanghai International Consumer Show](#)
January 14th - 15th, 2022

[Light+Building](#)
March 13 - 18th, 2022