Wi-Fi CERTIFIED® and Matter provide ideal IoT connectivity

Two certifications, one interoperable ecosystem of devices

The Internet of Things (IoT) is predicted to reach 29 billion devices by 2027.[1] Maintaining interoperability between these devices requires certification based on common standards. Wi-Fi CERTIFIED® and Matter ensure that IoT devices meet high standards for a seamlessly connected, interoperable home or workspace. When paired together, Wi-Fi CERTIFIED and Matter allow users to choose from a wide range of brands that bring an elevated level of simplicity, interoperability, reliability, and security to the IoT market.

Proven, widely deployed Wi-Fi CERTIFIED

Wi-Fi®'s wide-ranging capabilities and pervasive global connectivity make it uniquely suited to support IoT products, applications, and use cases and make it a proven, widely deployed technology that is leveraged by Matter. Wi-Fi CERTIFIED is required for Matter certification on Wi-Fi devices, and supports higher customer satisfaction and increased sales volume, giving consumers confidence that their product will deliver a positive, Wi-Fi CERTIFIED WPA3™ secure user experience. Wi-Fi Alliance® members can certify products and leverage the globally recognized Wi-Fi CERTIFIED logos and brand. Available certifications include core Wi-Fi functionality, such as the latest standard, Wi-Fi CERTIFIED 7™, and

"Wi-Fi CERTIFIED® offers a broad range of capabilities when Matter is built on Wi-Fi devices; it gives users flexibility, reliability, and security, providing consumers the option to choose from leading brands while delivering interoperability and connectivity within the IoT ecosystem."

– Connectivity Standards

Wi-Fi CERTIFIED 6®, as well as more specialized IoT functionality, such as Wi-Fi CERTIFIED HaLow™, for low-power, long-range connectivity, and Wi-Fi CERTIFIED Easy Connect™, which allows users to connect devices with QR codes and other low-touch connectivity formats — and many more.

Open and industry-driven Matter

Matter, developed by the Connectivity Standards Alliance, is a unified standard to connect compatible smart devices and ecosystems with one another. Purchasing a Matter product imparts confidence in consumers because their devices work reliably together and are based on proven technologies, like Wi-Fi. Consumers love Matter because it takes the guesswork out of the purchasing process when trying to connect multiple devices. Major smart home ecosystems and device brands will support Matter on numerous devices already in millions of homes. Matter makes future roadmaps simpler for developers, allowing them to create products that work with any ecosystem using a single local protocol. In retail, Matter signifies category growth, a simple purchasing process, better consumer experiences, and lower training and operational costs.

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[1] IoT Analytics, May 2023

Matter leverages Wi-Fi to deliver strong IoT advantage

Matter leverages the inherent strengths of Wi-Fi to deliver interoperability between devices using a common application layer and data model, allowing devices to communicate across multiple IP network technologies. Wi-Fi is uniquely suited to support IoT products and applications with its wide-ranging capabilities and proliferation as a global standard. Matter over Wi-Fi benefits from these Wi-Fi CERTIFIED competencies while connecting over 21.1 billion installed Wi-Fi devices.[2]

- **Standards-based, interoperable technology:** A wide range of device manufacturers and common Wi-Fi standards deliver an increasing variety of IoT applications that vary in performance, power, and latency requirements
- **Pervasive connectivity:** Seamless control of IoT devices through smartphones and tablets connected to 21.1 billion Wi-Fi devices in use
- **Proven WPA3™ security:** Proven WPA3 security to protect information exchanged in personal and enterprise environments
- **Cost-effective, simple deployment:** An easy-to-deploy and cost-effective foundation that requires no separate gateways or specialized skills to deliver IoT applications
- **Backward compatibility:** Stands the test of time, minimizing the risk of premature obsolescence and ensuring legacy devices can easily connect
- **Location awareness:** Wi-Fi CERTIFIED Location™ delivers sub-meter-level location information that enables a range of location-aware IoT services for industrial and smart city environments, such as asset management, network management, and geo-fencing
- **Reliable, sophisticated connectivity:** The advanced features of Wi-Fi 7, Wi-Fi 6, and Wi-Fi 6E networks deliver sophisticated network efficiency, diagnostics, management, and optimization capabilities, allowing devices such as manufacturing robots and drones to remain connected even as they move or "roam" throughout home or industrial networks
- **Flexible network topology:** In addition to a traditional Wi-Fi connection through access points, Wi-Fi CERTIFIED EasyMesh®, Wi-Fi CERTIFIED Wi-Fi Aware™, and Wi-Fi CERTIFIED Wi-Fi Direct® offer a variety of network topologies to different IoT environments for scalable and customizable options

Wi-Fi CERTIFIED: Technology to trust

Since 2000, Wi-Fi Alliance has been driving the adoption and evolution of Wi-Fi through the Wi-Fi CERTIFIED program. The Wi-Fi CERTIFIED logo designates products with proven interoperability, backward compatibility, and the highest industry-standard security protections in place. Wi-Fi CERTIFIED devices can communicate with previous and future generations of Wi-Fi technologies, enabling a seamless, interoperable experience with a multitude of other Wi-Fi devices for years to come. www.wi-fi.org/certification

Matter certification

This industry-unifying standard delivers reliable, secure connectivity, and is a seal of approval that devices will work seamlessly together, today and tomorrow. Matter is creating more connections between more objects, simplifying development for manufacturers and increasing compatibility for consumers. buildwithmatter.com

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[2] IDC Research, March 2023