

Exploring the Latest in **PHREAD** Webinar

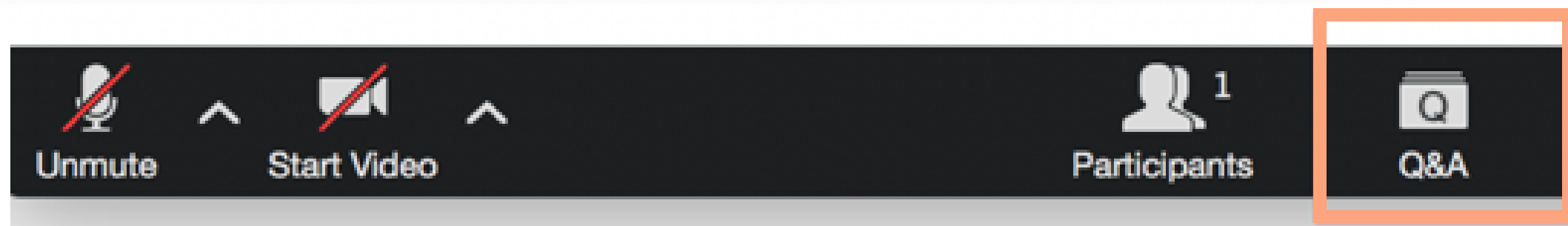



Webinar Logistics

Post your questions at any time during the webinar for the speakers via the Q&A feature shown on the right of your screen.

Questions will be read and addressed at the end of the presentation.

A recording of this webinar will be made available on the Thread Group website.



A modern living room with a large window overlooking a city skyline. The room features a dark blue sectional sofa, a light-colored coffee table, and a dining table with chairs. A large blue circle is overlaid on the right side of the image, containing the agenda text.

Agenda

- Introduction
- What is Thread?
- Thread Benefits
- How Thread Works
- What to Expect in 2025
- Wrap Up
- Q & A



A modern, minimalist interior space with large floor-to-ceiling windows. The windows offer a panoramic view of a city skyline, featuring prominent skyscrapers like the Transamerica Pyramid and the Willis Tower. The room is furnished with a dark blue sectional sofa, a light-colored coffee table, and a dining table with chairs. A large, circular blue overlay on the right side of the image contains the agenda text. The floor is made of wide wooden planks, and the ceiling has exposed concrete beams and a modern chandelier with multiple white globe lights.

Agenda

Introduction

What is Thread?

Thread Benefits

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Wrap Up

Q & A



Speakers



Sujata Neidig

*Vice President of Marketing,
Thread Group*



Stuart Cheshire

*Board Director,
Thread Group*



Ann Olivo

*Marketing Committee Co-Chair,
Thread Group*



Daniel Moneta

*Business Development
North America Lead,
Thread Group*





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Thread Foundations

The technologies that power the internet

Broadly available 802.15.4 silicon

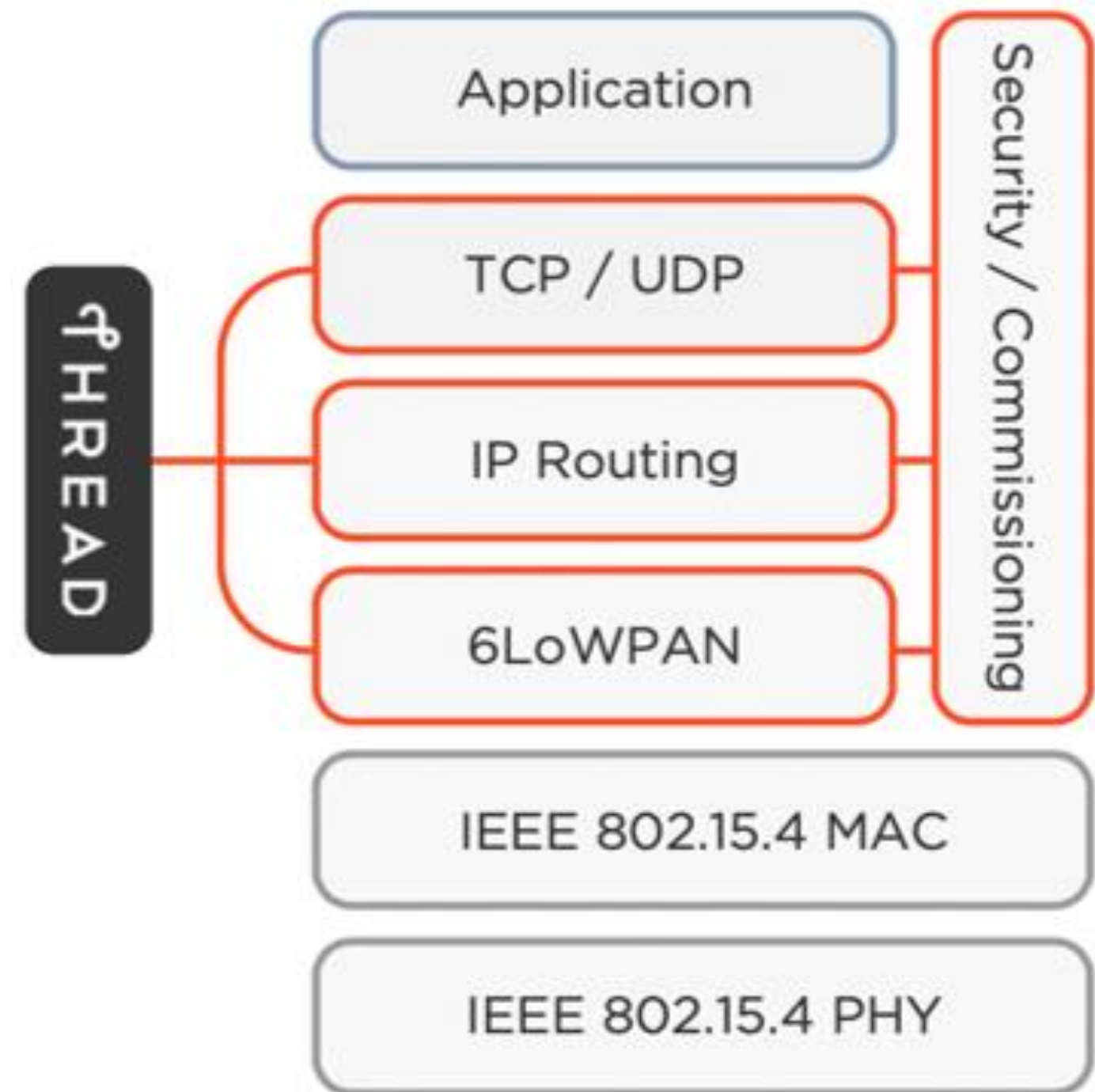
Tailored for embedded devices

Low power and long battery life

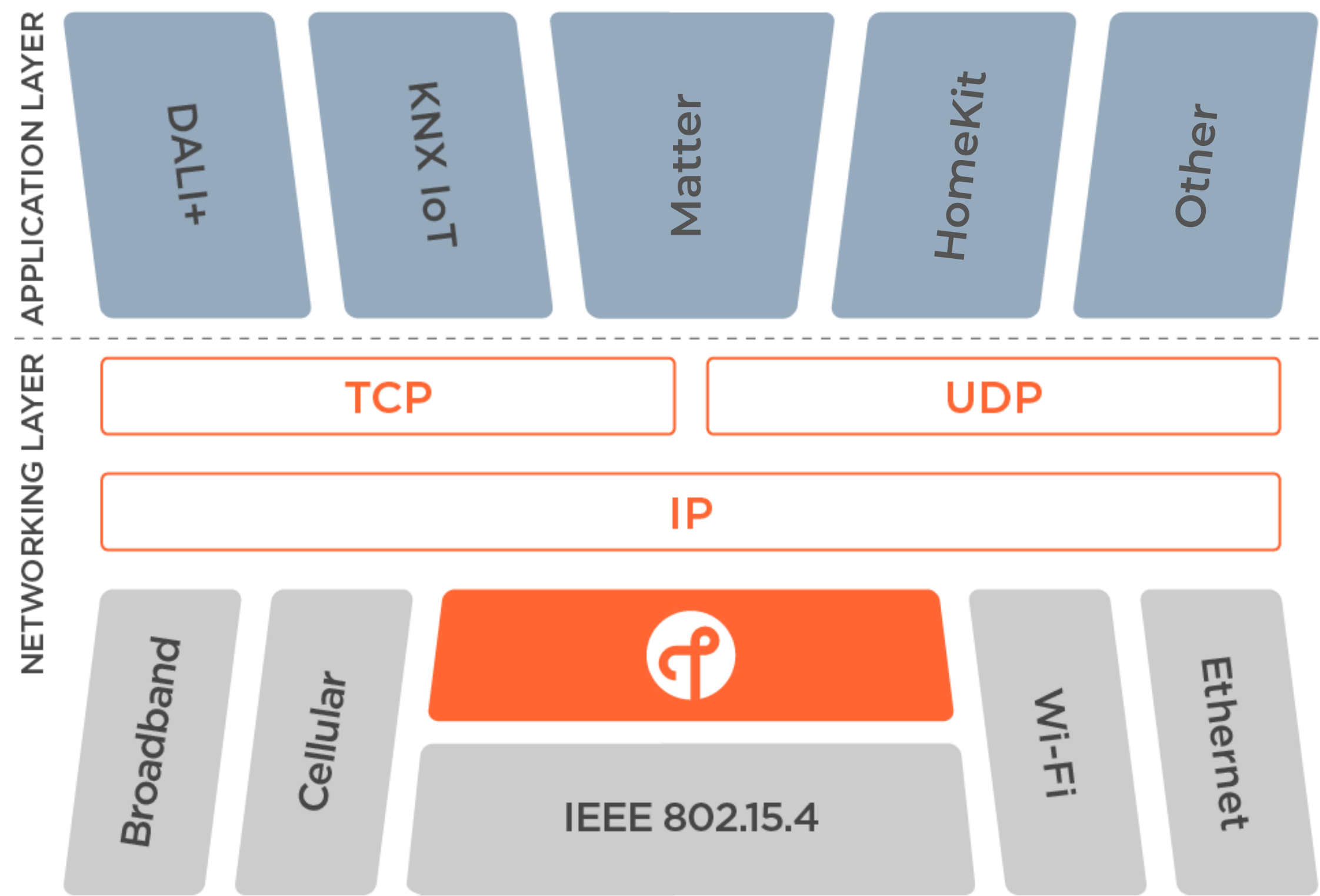
Scalable mesh for range and reliability

Simply and securely add and manage products

Thread can support many application layer protocols



Thread Works with Various Application Protocols

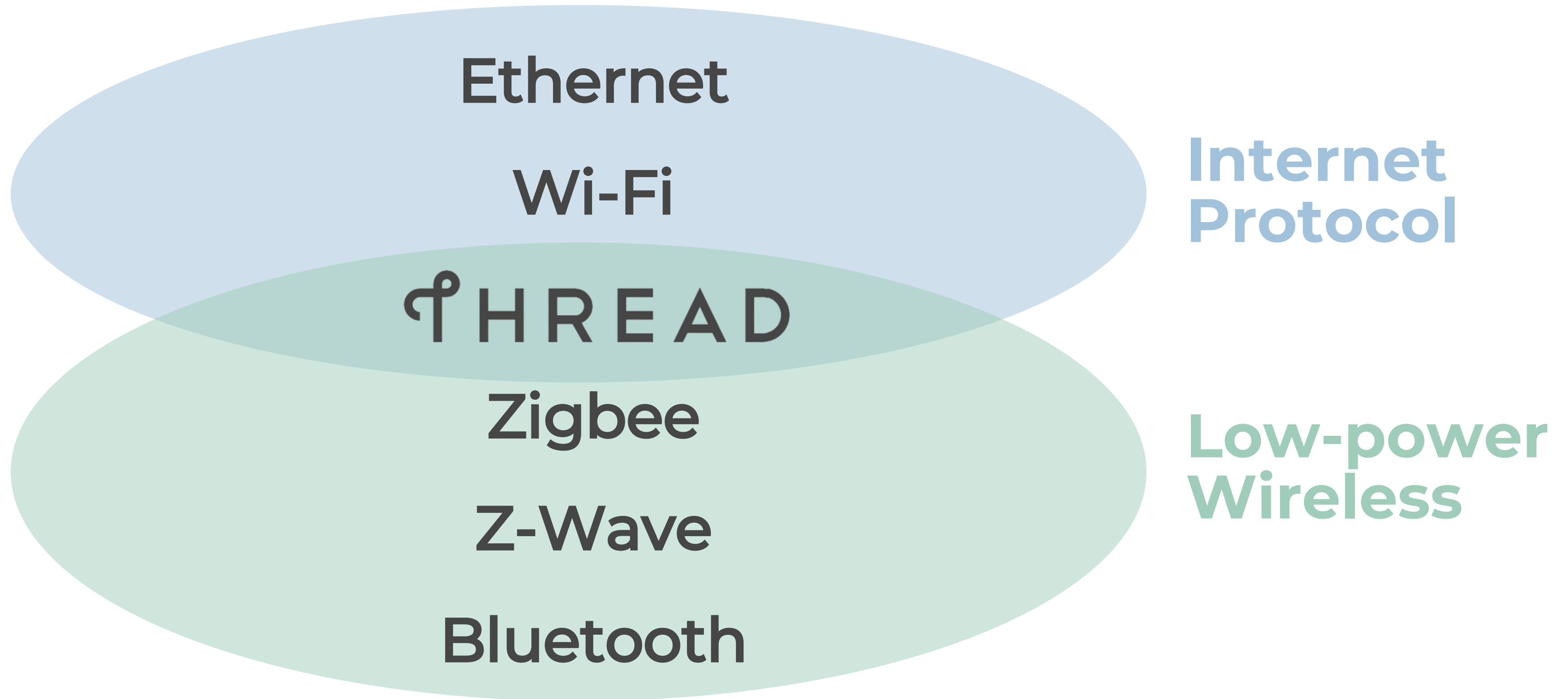




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Thread for Home and Building Communication



Wireless Networking in the Home

THREAD



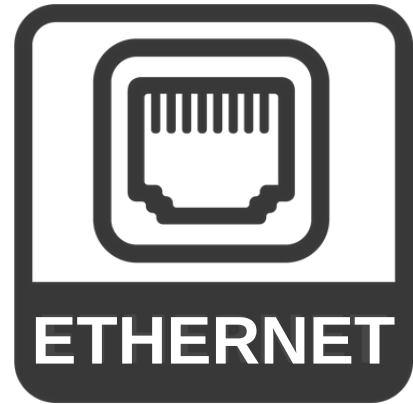
One IP Border Router serves all devices
IP enables end-to-end security

Zigbee
Z-Wave
Bluetooth



Each vendor supplies different hub

IP for Home and Building Communication



Great when wiring is convenient



Great for high throughput



Great for range and multi-year battery life

Thread IPv6 Mesh

250 kb/s Data Rate

- Low hardware cost
- Low power consumption for battery devices

Self-Configuring IPv6 Mesh

- Range extension
- Extra robustness and resilience
- One Border Router covers whole house

THREAD-Designed for the Smart Home


We've been using Wi-Fi for 25 years

- Great technology — designed for high throughput

Thread created to support smart home networking

- Built for IoT
- Designed for multitude of low-rate devices



A modern living room with large floor-to-ceiling windows offering a panoramic view of a city skyline, including the Transamerica Pyramid. The room features a dark blue sectional sofa, a light-colored coffee table, and a dining area with a wooden table and chairs. A large blue circular overlay on the right side of the image contains the agenda text.

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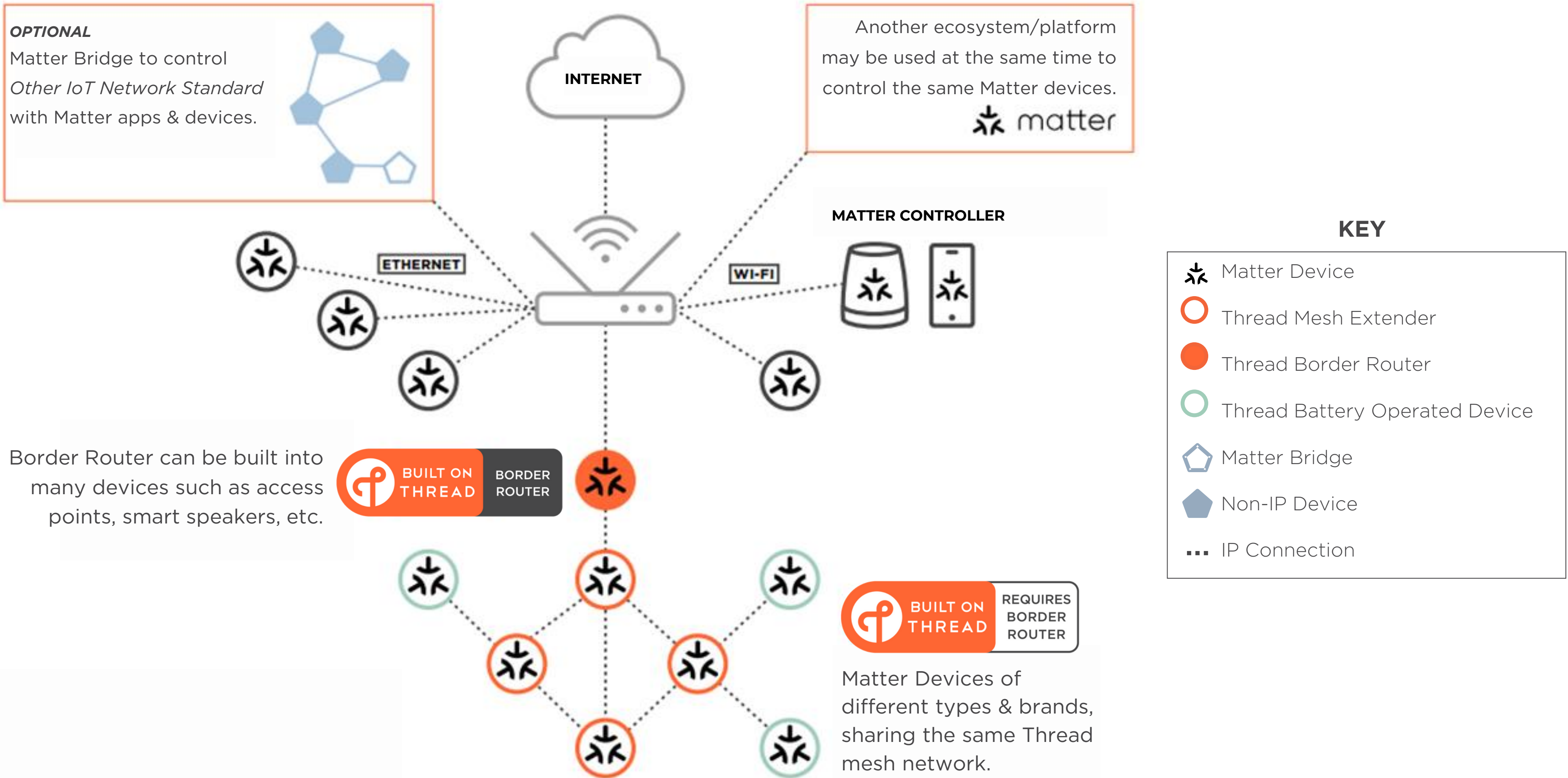
What to Expect in 2025

Wrap Up

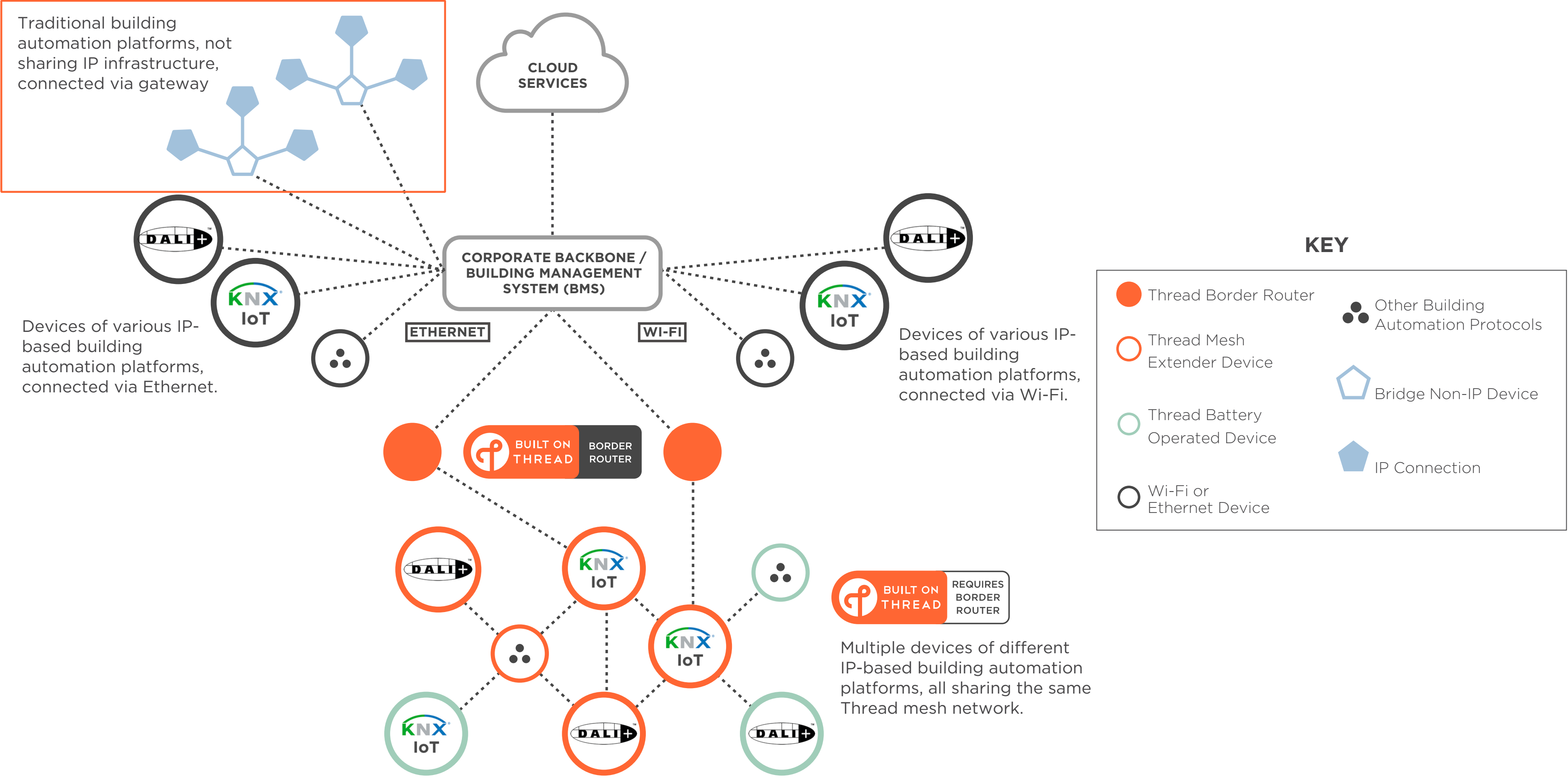
Q & A



Thread in a Smart Home with Matter Devices



Thread in a Smart Building with Multiple Automation Standards



A modern, multi-level house with a mix of materials including dark grey panels, light grey panels, and horizontal wood slats. The house features large glass windows and a balcony. In the foreground, there is a swimming pool on the left and a green lawn on the right. The sky is a soft, hazy blue.

Thread in Action



Fortune Brands
Innovations

Yale Assure Lock SL with Matter

“Our Thread-based door locks have proved to be the most reliable and have the fewest calls to customer service and the lowest return rate.”



Mesh Sensor Accessories for Safety and Healthcare

“Choosing Thread has been transformative for nami. The technology’s flexibility and scalability have allowed us to focus on creating tailored solutions for safety and healthcare challenges.”



Aqara

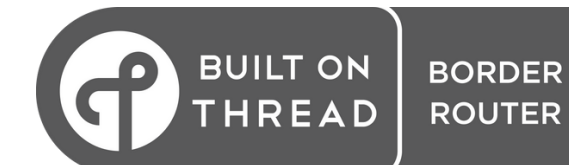
Suite of Border Routers, Components, and End Products

















“The adoption of Thread enables our success, and our dedication to innovative, user-centric designs. Thread expands our addressable market and sets our brand apart in this very competitive marketplace.”




THREAD Certified - What's New

- **Door Locks:** Touch screens, deadbolts, keypads
- **Window Coverings:** Shades, roller blinds, curtain motors
- **Hubs, Gateways, and Border Routers**
- **Sensors:** Contact, motion, temperature, humidity, leak detection, air quality
- **Electric:** Plugs, outlets
- **Water Management:** Flow controller
- **Lighting:** Switches, dimmers, controllers, drivers
- **Development Boards & Certified Components**



	Smart Home Hub	
	Schlage Encode Plus Deadbolt	
	Homey Pro	
	Wemo Stage	
	Dimmable Constant Current LED Driver	
	Onvis Contact Sensor	
	Magic Cube - Smart Window Covering	
	Eve Aqua - Irrigation Control	
	Google TV Streamer	

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What to Expect in 2025

Driving Differentiation and Demand



The benefits of Thread are particularly attractive for devices like smart locks. Thread connectivity should significantly improve battery life... response times and help ensure your lock stays connected.
(The Verge)

"I have zero issues with Thread. Have over 45 Thread devices... My Thread network is rock solid. Eve Energy, Schlage Encode Plus x3 and Nanoleaf bulbs. Eve motion detectors and door sensors. Response is basically instant." (Reddit)

"I'm only buying Matter/Thread smart home products now and these fit the bill. They were easy to add to Apple Home and seem to work well."
(Amazon review)

What to Expect in 2025

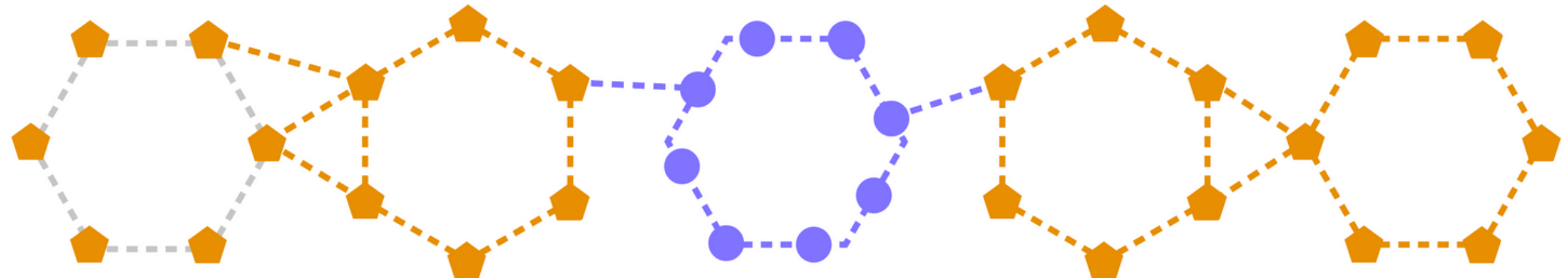
**Driving
Differentiation
and Demand**




**Thread
Everywhere**



**Easier, Stronger,
More Flexible**



A modern living room with a large window overlooking a city skyline. The room features a dark blue sectional sofa, a light-colored coffee table, and a dining table with chairs. A large blue circle is overlaid on the right side of the image, containing the agenda text. The city skyline includes prominent skyscrapers like the Transamerica Pyramid and the Willis Tower.

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Now what?




Get a Thread board
from a silicon vendor

Develop a product concept

Join the Thread Group

Certify finished product

Engage in Marketing &
Technical Committee meetings!

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Q & A

A woman with curly hair is shown in profile, looking out a window with sheer curtains. A large, dark grey circular overlay is positioned on the right side of the image, containing white and teal text. The woman's arm is visible, reaching towards the window frame.

THANK YOU!

For more information:
[visit threadgroup.org](https://threadgroup.org)

Contact us at:
help@threadgroup.org

THREAD GROUP

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