

Homey's Smart Home Revolution Unifying the Ecosystem with Thread

Thread Adoption Journey

Homey's journey with Thread started with a clear mission: to simplify and unify the entire smart home experience. From the beginning, Homey aimed to create a seamless platform where users could effortlessly connect all their devices—whether they operated on Zigbee, Z-Wave, infrared, Bluetooth, or emerging protocols. Recognizing the increasing complexity in the smart home market, Homey envisioned a solution that could reduce user stress and eliminate fragmentation.

With the rise of Matter and Thread as the next industry standards, it became essential for Homey to integrate these technologies into its ecosystem. Homey saw the potential of Thread to deliver a robust, low-power, and interoperable connectivity solution that complemented its existing multi-protocol approach.

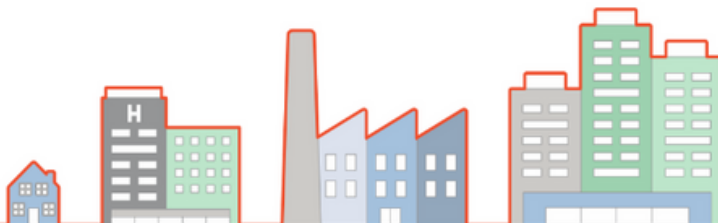
The business case was clear: by incorporating Thread, Homey could offer a true one-stop-shop for consumers, enabling them to connect devices to either an existing network or establish a new one anchored by Homey Pro. This flexibility positioned Homey as the central hub in the smart home landscape, providing users with greater control and convenience.

Investments in Thread began with the launch of Homey Pro in 2023, marking a significant milestone for the company. This strategic move not only aligned Homey with evolving market trends but also ensured its solutions remained future-proof.

Homey's adoption of Thread is not just a technical enhancement—it's a strategic step towards delivering a smarter, more integrated, and user-centric home experience.

Success Points

Thread's standardization across devices means Homey can now integrate all new Thread end-devices seamlessly. Users can combine legacy devices with modern solutions in one hub, reinforcing Homey's leadership in the smart home market.



Homey's adoption of Thread facilitates collaboration with other Thread-certified partners, ensuring smooth integration and a superior user experience.



Integration with Thread significantly expands compatibility with 50,000+ devices from 1,000+ partners.



Thread and Matter enhance market relevance, simplifying partnerships and speeding up time-to-market.



“Smart home is better together. By embracing Thread and collaborating with partners, we can deliver seamless and superior experiences that truly benefit the end-user.”

Final Thoughts

Focus on making it easier and better for end-users by collaborating with partners who share this vision. Thread's common ground helps focus on delivering real consumer value rather than technical challenges. By embracing partnerships and standardization, we can collectively advance the smart home experience.



THREAD GROUP

Thread Group Member Success Story