

# Eve: Pioneering a Seamless Smart Home Experience with Thread

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## Thread Adoption Journey

### Transforming Smart Homes with Seamless Connectivity

Eve has always been committed to delivering a seamless, bridge-free smart home experience. While Bluetooth served its purpose, its range and responsiveness presented limitations. Recognizing Thread's potential, Eve strategically equipped their products to Thread-enabled chipsets, enabling a future transition to a future-proof, IP-based standard. By rolling out free firmware, Eve enabled effortless upgrading of existing products to Thread and later to Matter, ensuring a smooth user experience and industry-leading innovation.

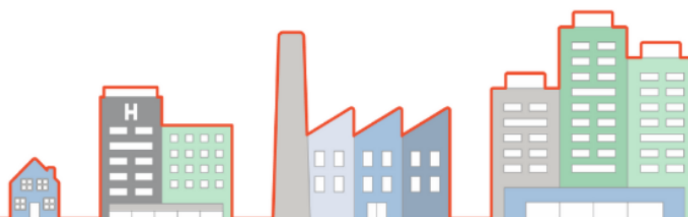
eve.



### Unlocking New Market Potential with Thread

**Frictionless User Experience:** Eve devices maintain their core principles: direct connections without a bridge, easy setup, and seamless iOS integration. Thread adds responsiveness and reliability while preserving battery efficiency, allowing Eve to deliver superior products without compromise.

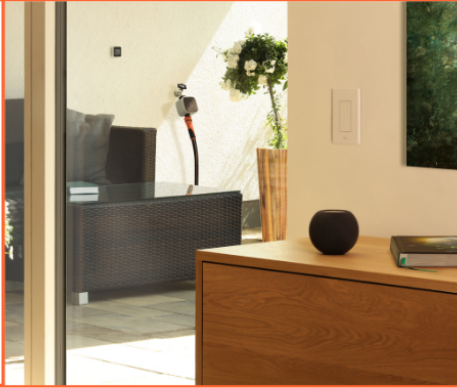
**A Future-Ready Smart Home Vision:** With Apple introducing HomePod mini with Thread, Eve saw the opportunity to integrate a technology built specifically for IoT. By eliminating the complexities of Wi-Fi, Eve's battery-operated devices achieve higher efficiency while ensuring a more robust and scalable smart home ecosystem.



Thread Group Member Success Story

# Success Points

**Seamless Transition:**  
"With Thread, we enabled a smooth transition to Matter, ensuring long-term value for our customers."

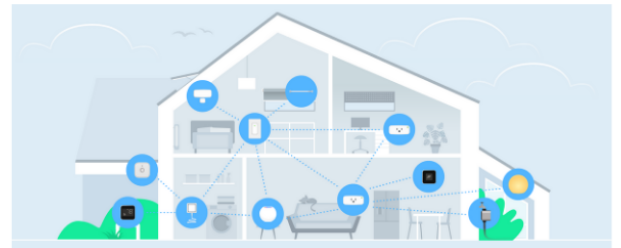


**Optimized Performance:**  
"Thread enhances Eve's smart home devices without compromising battery life, opening up new opportunities for efficiency."

## Why Thread?

### Better Connectivity & Performance

Thread's mesh network eliminates range issues, improves responsiveness, and extends battery life, making it the ideal successor to Bluetooth.



### Matter-Ready Innovation

As an early adopter of Thread, Eve leads the industry in open-standard smart home solutions, strengthening its market presence.

### Enhanced Customer Loyalty

More reliable products increase trust, customer satisfaction, and sales, reinforcing Eve's competitive position.



# THREAD GROUP