

# Tuya's Thread Advantage

From faster development to global expansion—how Thread helps Tuya and its partners win in the smart home space.

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## Thread Adoption Journey

Tuya's connectivity journey began with a clear mission:

to make the development of Matter-over-Thread devices more accessible, scalable, and cost-efficient for OEM customers worldwide. As one of the leading

AI cloud platform service providers, Tuya faced several industry-wide challenges, including the large size of SDK resources, limited chipset availability, and frequent upgrades in specifications and certification requirements—each contributing to development complexity and higher costs.



Recognizing the need for a standardized, low-power, and future-proof solution, Tuya chose Thread as the foundation for its Matter offerings. Thread's native support within Matter, along with its low energy consumption and robust interoperability, made it the ideal choice over alternatives like Zigbee or Bluetooth LE.



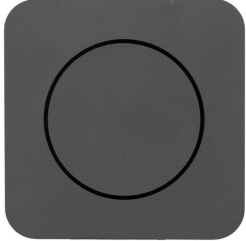
By adopting Thread, Tuya was able to deliver turnkey Matter-over-Thread solutions—including chipsets, modules, firmware, and App SDKs—that help global OEM brands build, test, certify, and launch their own devices. This dramatically lowers the barrier to entry for manufacturers, speeds up time-to-market, and enables broader adoption of Thread technology across smart home and building ecosystems.

Tuya began investing in Thread in 2021, positioning itself early in the evolution of Matter. Today, Tuya not only accelerates innovation but also empowers its partners to scale confidently in a rapidly growing connected world.



## Success Points

- **Solves multi-device setup challenges** with Thread’s scalable mesh network.
- **Enables stable long-distance connectivity** across large installations.
- **Differentiates Tuya’s offering** through enhanced reliability and interoperability.

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| <p>Accelerates time-to-market for OEM customers developing Thread-based products.</p> |                       | <p>Supports global market expansion, especially in North America and Europe.</p>     |
|     | <p>Boosts sales and reputation through high-quality user experiences, as seen with customer Youke.</p> |  |

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## Final Thoughts

“Our advice to other members: Get involved. Join the test events, engage in marketing initiatives, and stay active within the Thread Group. Collaboration and participation are key to accelerating success with Thread.”



**THREAD GROUP**

Thread Group Member Success Story