



## Shaping the Future of IoT together with the Connectivity Standards Alliance

At **Bitdefender**, our journey to enhance IoT security began in 2015 with the launch of the world's first cybersecurity hub for connected devices, **the Bitdefender Box**. Since then, we've honed our expertise in detecting, analyzing, and mitigating IoT threats, supported by our dedicated IoT Research team, which regularly publishes valuable insights and best practices to safeguard connected environments.

Today, millions of users worldwide trust our advanced IoT security solutions, integrated into the **Bitdefender Subscriber Protection Platform**, to protect their diverse home ecosystems. We are also actively collaborating on building open, secure frameworks for CPEs, ensuring a safer future for connected living.

In January 2024, we joined the **Connectivity Standards Alliance (CSA)**, as participants, to contribute our expertise to the **Matter** and **Product Security** Working groups. This partnership allows us to play a key role in advancing Matter's development, including support for Home Router Access Points and certification programs. Our active contributions focus on shaping IoT security standards and ensuring comprehensive vulnerability reporting, paving the way for a more secure future for IoT devices.

"At Bitdefender, enhancing smart home and IoT security is one of our key priorities," said **George Trif, Director, Software Engineering - B2B2C at Bitdefender**. "This collaboration enables us to shape IoT security standards while developing innovative solutions tailored to Matter-enabled devices. By working closely with the CSA, we aim to deepen our understanding of the Matter standard's core elements and continue delivering cutting-edge protection for connected environments, our partners, and our clients.

Learn more about **CSA's** mission here: <https://lnkd.in/dshcEqPv>

**About the Connectivity Standards Alliance:** With over 20 years of operating as a global, open standards Member-driven organization, the Alliance has evolved, continuing to expand in scale, scope, and impact. From its founding technology, Zigbee, to its IP-based open standard, Matter, the Alliance is home to several standards. It aims to develop a collection of market-guided technology standards supporting the future of the IoT while simultaneously expanding the market and enhancing the value it delivers.