

Press Information

Hall 4.2, Booth no. 101

hama



On sale from October

First Matter-enabled product from Hama

The big wait is over. As early as autumn 2022, the Connectivity Standard Alliance (CSA) published version 1.0 of the new multi-vendor smart home standard Matter. Accessory manufacturer Hama, a member of this organisation, is now launching its first Matter-enabled product in October in the form of a compact WLAN socket.

With Matter, a new, universal standard for smart home devices has been brought to life, which makes them much easier to use. Matter-enabled products are compatible with each other regardless of the manufacturer, can be integrated into any Matter-compatible app and are quick and easy to set up via QR code. Matter is even already integrated in current smartphone operating systems, which means that an additional app no longer has to be installed. Strong support for the cross-manufacturer smart home standard comes from the US company Google, but also from other leading technology giants such as Apple, Amazon or Samsung.



Matter-enabled WLAN socket on sale from October

At this year's IFA, which is taking place in Berlin at the beginning of September, Hama is showcasing its first Matter product, a smart WLAN socket. The socket should be on sale as

early as October and will then be widely available.

With the compact WLAN socket, any device that can be operated on a regular socket can be integrated into the Smart Home system. This way, all conceivable end devices up to 3680 watts can be conveniently

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operated via smartphone or voice control. Floor lamps or electronic devices that are difficult to reach in the corner of a room or on a shelf are just two of many examples.

Accessory manufacturer Hama is already working on further Matter-enabled products and will present the first examples of different WLAN lamps and a smart home hub that support the new standard at IFA.

Item No. 176638 Smart WLAN Socket, Matter

About Hama

Founded in 1923, Hama today accompanies people in all situations every day with around 18,000 accessory products. Whether it be their smartphone, smart home, smartwatch, TV, audio, computer or photo: every product impresses with high quality, appealing design and innovative functions. The company employs 1,500 people at its German headquarters in Monheim, Bavaria, and around 2,500 worldwide. With 19 foreign locations and numerous commercial agencies, Hama enjoys a global presence.

More information can be found at www.hama.com

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