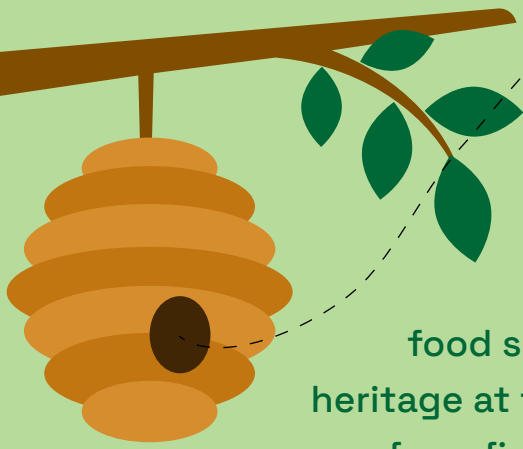


The Sweet Inspiration Behind CSA Celebrating National Honey Bee Day



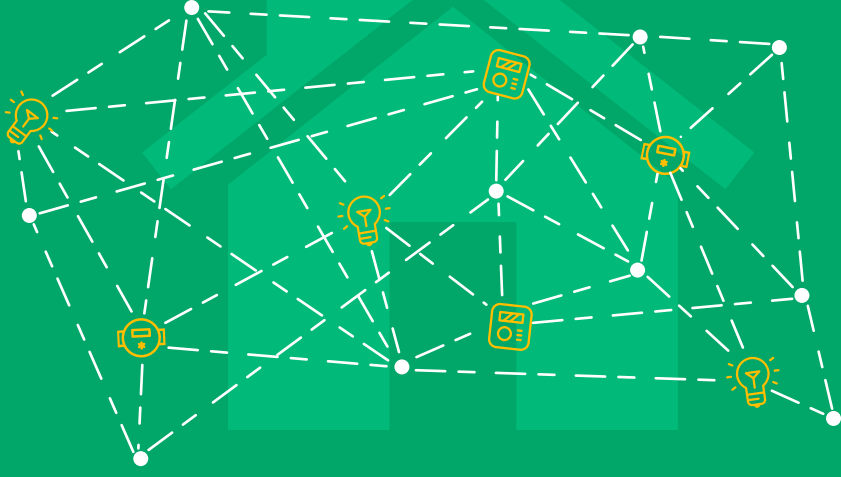
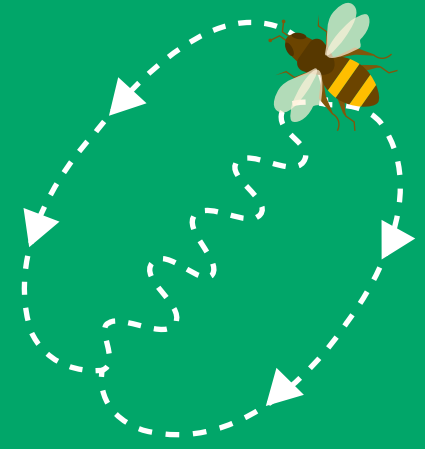
Today we celebrate National Honey Bee Day to recognize these fascinating creatures and their contribution to producing a third of the world's food supply through pollination. Bees are part of our heritage at the Connectivity Standards Alliance. Zigbee, the name of our first standard introduced nearly 20 years ago, was inspired by the way bees "dance" to effectively communicate over distances in their hive or "network".

Unfortunately, due to fewer green spaces and plant variety, honey bee health is at risk. What part can each of us play and how does Zigbee help?



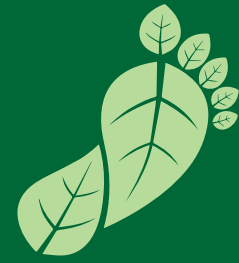
Bees contribute to producing a third of the world's food supply.

The Zigbee name is derived from the zigzag pattern bees make when performing their "waggle dance" to communicate with hive members.



Similarly, Zigbee devices can be easily commissioned to communicate with each other using a mesh network to share information.

Products like Zigbee LED light bulbs decrease energy consumption, save us money and reduce our carbon footprint.



If everyone used an ENERGY STAR certified smart thermostat...



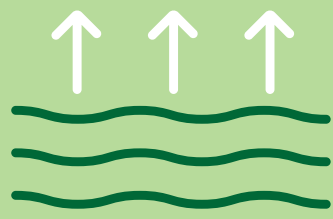
13 billion pounds of annual greenhouse gas emissions offset



56 trillion BTUs of saved energy



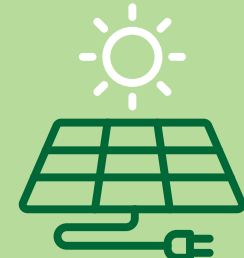
Energy harvesting solutions, such as Green Power harvest energy using heat, kinetic, or light energy to power itself.



Heat



Kinetic



Solar

GREEN POWER IS LIKE THE HONEY BEE OF STANDARDS – RUNNING MORE EFFICIENTLY THAN ZIGBEE ALONE.



When honey bees interact with wild native bees, they are up to 5x more efficient in pollinating. Likewise, the Green Power feature is **100x more efficient** than the already ultra low power Zigbee on its own.

On this National Honey Bee Day, and every day, think about ways you can use less energy and how smart solutions, like Zigbee and Green Power smart home products, can help!