Matrix Product Development

Engineering Excellence in Action

Winter 2025 Newsletter

2025 was a year of acceleration for Matrix Product Development. We delivered breakthrough innovations, expanded globally, strengthened key partnerships, and proved once again that exceptional engineering isn't about company size — it's about talent, precision, and the ability to execute rapidly across multiple disciplines.

Across food safety, IoT ecosystems, home automation, and industrial sensing, our team produced solutions that raised the bar for what small, highly technical firms can do.

One of Matrix's core strengths is its ability to design solutions that anticipate and address customer needs before they are formally identified, allowing the team to pivot early and seamlessly incorporate those insights into the final solution.

2025 Highlights

- **Costco Warehouse Pilot Completed**
- **Full IoT Ecosystem Delivered**
- **European Manufacturing and Distribution Partnership**
- **Advances in Smart Home & Ultrasound Technologies**
- **State of the Art QSR & HACCP Temperature Systems**
- **Sales & Marketing Expansion (EU + North America)**

Transforming Food Safety at Scale: The Costco Pilot

We're proud to announce the successful completion of our full-warehouse pilot with Costco Wholesale, featuring our Wyze Temp® wireless probe system. This project addressed three major industry challenges:

- Inconsistent cooking results
- Food safety compliance
- Human error in temperature monitoring

FIRST-IN-INDUSTRY 64-PROBE CALIBRATION AND CHARGING STATION

FULLY WASHABLE, DURABLE, AND DESIGNED FOR COMMERCIAL ENVIRONMENTS

The pilot validated:

- Probe accuracy and durability
- Operational efficiency improvements
- Feasibility for nationwide deployment

This program marks a major milestone in modernizing food safety technology for high-volume operations. The in-house development of the industry's first 64-probe calibration/charging station provided unprecedented operator efficiencies.

Delivering a Complete IoT Ecosystem

For a major client, our team developed a fully integrated connected-product ecosystem — from silicon-level design to end-user experience.

Scope included:

- Embedded hardware
- Firmware
- Native iOS and Android apps
- Cloud infrastructure & data visualization
- E-commerce integration

This project required deep coordination across engineering disciplines and demonstrates our ability to deliver **cohesive, production-ready IoT systems**, not just standalone components.

Global Expansion: European Manufacturing Partnership

To support growing international demand, Matrix has partnered with an Italian manufacturing company to produce and distribute our wireless temperature probe technology across Europe.

This partnership:

- Validates global market need
- Enhances distribution capabilities
- Ensures regional compliance and scalability
- Positions Matrix as an international player in food safety and sensing technology

Our designs met — and exceeded — the quality, regulatory, and performance expectations of European markets.

Strategic Growth: Expanding Sales & Marketing

As our footprint grows, so does our commitment to supporting customers where they operate.

In 2025, Matrix is expanding its **sales and marketing team** to deepen our presence in both **Europe and North America**. These investments will help us:

- Support partners with faster, more direct communication
- Strengthen relationships with distributors and OEMs
- Accelerate adoption of our sensing and IoT technologies
- Expand into new verticals with dedicated commercial resources

This is a major step toward building the global brand and commercial reach that match our engineering capabilities.

Pushing Boundaries: Advanced Technologies

Innovation is part of our DNA. This year, we embarked on an ambitious ultrasound technology initiative — entering new technical territory and expanding our internal capabilities. Though still in development, early progress demonstrates our team's ability to tackle emerging, technically demanding domains.

QSR Temperature Traceability

For the quick service restaurant industry, we developed an automated system that tracks meat temperature and timing throughout every step — from the cooking oven to the holding oven.

The system ensures:

- End-to-end workflow traceability
- Real-time food safety compliance
- Reduced manual recordkeeping
- Improved product consistency and throughput

HACCP Compliance for Cook & Chill Operations

Matrix also engineered a complete electronic HACCP temperature monitoring system optimized for cook/chill workflows.

Benefits include:

- Automated logging
- Reduced human error
- Complete regulatory documentation
- Real-time monitoring of critical control points

This solution dramatically improves both **efficiency** and **safety assurance** for operations that rely on precision temperature control.

Looking Ahead

The past year demonstrated that Matrix Product Development can deliver at a world-class level while maintaining the speed, agility, and intimacy of a small team. As we expand globally and invest further in sales, marketing, and advanced technology development, we remain committed to what defines us:

Engineering excellence.

Innovation without compromise.

Results that drive real-world impact.

Thank you for being part of our journey.