



Shelly Plug M Gen3

User and safety guide

Version 1.0
November 14, 2025

Table of Contents

Graphical symbols	3
Safety information	3
Product description	3
Device identification	4
Integrations	4
Simplified internal schematics	4
Electrical interfaces	5
Safety functions	5
Supported load types	5
User interfaces	5
Inputs	5
Outputs	5
Using the Device	6
Accessing the Device web interface	6
Adding the Device to Shelly Cloud	7
Setting up with Matter	7
Specifications	8
Physical	8
Environmental	8
Electrical	8
Sensors, meters	8
Radio	8
Bluetooth	8
Wi-Fi	9
Microcontroller unit	9
Firmware capabilities	9
Cleaning	9
Disposal and recycling	9
Declaration of Conformity	10

Shelly Plug M Gen3 is referred to in this document as *the Device*.

Graphical symbols

△ This sign indicates safety information.

① This sign indicates an important note.

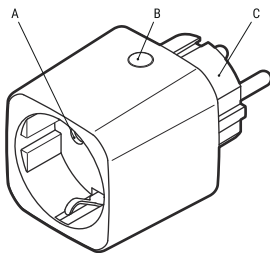
Safety information

For safe and proper use, read this guide and any accompanying documents. Keep them for future reference.

To avoid possible harm or property damage:

- Operate the Device only in circuits secured by a circuit breaker with a B or C tripping characteristic, max. 16 A rated current, min. 6 kA interrupting rating, and energy-limiting class 3.
- Do not touch the Device if it emits smoke, makes noise, or has an unusual smell. Immediately turn off the circuit breaker.
- Do not use the Device if it is damaged or defective.
- Do not attempt to repair the Device yourself.
- For indoor use only.
- Keep the Device dry and clean.
- Do not plug Devices into each other.
- Do not plug direct-plug-in equipment (e.g., chargers, power adapters, plug-in transformers) into the Device.
- Do not operate the Device covered by cloths or furniture, which could obstruct heat dissipation.
- Keep the Device and any remote control (such as mobile phones, tablets, and PCs) out of reach of children to prevent unintended operation.

Product description



I

A: Socket

B: Button and LED

C: Plug

See fig. I for a visual reference.

Shelly Plug M Gen3 is a smart plug with power measurement, overheating protection, and Bluetooth connectivity. It allows remote control and monitoring of appliances through a mobile phone, tablet,

PC, or home automation system. The Device can operate standalone in a local Wi-Fi network or be connected to cloud services, and includes an embedded web interface for setup, monitoring, and control.

Device identification

Device name: **Shelly Plug M Gen3**

Device model: **S3PL-30110EU**

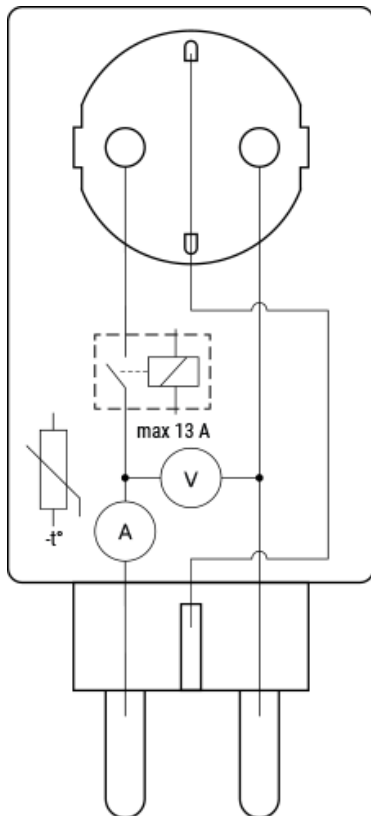
Device SSID: **ShellyPlugMG3-XXXXXXXXXXXX**

Device Bluetooth ID: **0x1865**

Integrations

Amazon Alexa supported capabilities	Google Smart Home supported traits	Samsung SmartThings supported capabilities
Yes	Yes	Yes

Simplified internal schematics



Electrical interfaces

Input

- 1 CEE 7/7 plug

Output

- 1 CEE 7/3 (Type-F / Schuko) socket

Safety functions

- Overheating protection
- Overvoltage protection
- Overcurrent protection
- Overpower protection

Supported load types

- Resistive (incandescent bulbs, heating devices)
- Capacitive (capacitor banks, electronic equipment, motor start capacitors)
- Inductive (LED light drivers, transformers, fans, refrigerators, air-conditioners)

User interfaces

Inputs

Control button

Action	Result
Single press	Toggles the socket On/Off
Press and hold for 3 s	Shows device status (only when the output is Off). For more details on device statuses, see Outputs > LED indication > Meaning
Press and hold for 5 s	Performs network reset, enables AP and Bluetooth (within 60 s after plugging in the Device)
Press and hold for 10 s	Performs factory reset (within 60 s after power-up)

Outputs

LED indication

LED Color	LED State	Meaning
Blue	• Flashing	AP mode active
Red	• Flashing slowly	Reconnecting to Wi-Fi
	• Constant	Failed to reconnect to Wi-Fi
	• Flashing rapidly	Firmware update (OTA) in progress
Yellow	• Flashing slowly	Connected to Wi-Fi, not connected to Shelly Cloud.
Green	• Constant	Connected to Wi-Fi and Shelly Cloud.
Green-Yellow-Red with custom brightness	• Transition	Output is On with power consumption 0%-50%-100% of power limit (default state)
None	• LED Off	Output is Off (default state)

LED Color	LED State	Meaning
Custom color and brightness	• Constant	Output is On
Custom color and brightness	• Constant	Output is Off

Using the Device



WARNING!

Do not use the Device to control:

- Medical devices that are essential for life support and protection.
- Critical equipment where unexpected on/off switching could be dangerous.

1. Plug the Device into a power outlet.
2. Plug an appliance into the Device's socket.
3. Turn the appliance on and off by briefly pressing the button (fig. I B).
4. Turn the appliance on and off by briefly pressing the button (fig. I A).



NOTE

The product comes with pre-installed firmware. To keep it updated and secure, update the Device through its web interface or the Shelly Smart Control app.

Accessing the Device web interface



NOTE

The Device's web interface is available only within the same local network. Make sure that both your computer or mobile device and the Device are connected to the same Wi-Fi network before trying to open the web interface in your browser.

Follow these steps to access the web interface of the Device:

1. Plug the Device into a power outlet. The LED indication starts flashing with a blue light, indicating the Device is in Access point (AP) mode.
2. Install the Device. The LED indicator lights up in blue, indicating the Device is in Access point (AP) mode.
3. Connect your computer or mobile device to the Device's network: ShellyPlugMG3-XXXXXXXXXXXX.
4. Open a web browser, and in the address bar, type the default IP address for all Shelly Devices: <http://192.168.33.1>.

5. The web interface opens in your browser, allowing you to view and configure the Device's settings.

**NOTE**

- After the initial setup, for quick access to the web interface, connect the Device to your local Wi-Fi network. Once it has an IP address, you can open the web interface at any time by entering the Device's IP address in your browser.
- For more information about the web interface, go to <https://kb.shelly.cloud/knowledge-base/web-interface-guides>.


Adding the Device to Shelly Cloud

The Device can be set up, controlled, and monitored via the Shelly Cloud home automation service. You can access the service through the Shelly Smart Control app or a web browser at <https://control.shelly.cloud>.

**NOTE**

The Shelly Smart Control is optional. This Device can be used standalone or with other home automation platforms.

Before starting, make sure Bluetooth is enabled on your mobile device.

1. Plug the Device into a power outlet. The LED indication starts flashing with a blue light, indicating the Device is in Access Point (AP) mode.
2. Install the Device. The LED indicator lights up in blue, indicating the Device is in Access point (AP) mode.
3. Start the Shelly Smart Control application, then select  **(Add device)**.
4. Follow the instructions in the app to complete the setup.

Setting up with Matter

1. Scan the Matter QR code provided with the Device.
2. Follow the instructions on your mobile device.

**NOTE**

For more information on how to configure and control the Device, check its knowledge base page: <https://shelly.link/plug-m-gen3> or scan the QR code at the end of the guide.

Specifications

Physical

- Size (H x W x D): 46 x 46 x 85 mm / 1.81 x 1.81 x 3.35 in
- Weight: 73 g / 2.57 oz
- Compatible plugs: CEE 7/2, CEE 7/4 (Type F / Schuko), CEE 7/7, CEE 7/16 (Type C) or CEE 7/17
- Compatible sockets: CEE 7/1, CEE 7/3 (Type F / Schuko) or CEE 7/5 (Type E)
- Shell material: Plastic
- Shell color:
 - White
 - Black

Environmental

- Ambient working temperature: -20 °C to 40 °C / -5 °F to 105 °F
- Humidity: 30 % to 70 % RH
- Max. altitude: 2000 m / 6562 ft
- Pollution degree: 2

Electrical

- Power supply: 220-240 V~ 50 Hz
- Power consumption: < 1 W
- Rated impulse-withstand voltage: 2500 V
- Max. switching voltage: 240 V~
- Rated output current: 13 A
- Max. switching current: 13 A
- Max. output power: 3000 W (resistive load only)
- Number of switching cycles: 10000
- Overvoltage category: II
- Duty-type: S1
- Switch type: One-way
- Switch configuration: SPNO (single-pole, normally-open)
- Type of circuit disconnection: Micro

Sensors, meters

- Voltmeter (AC): Yes
- Ammeter (AC): Yes
- Power and energy meters: Yes
- Internal-temperature sensor: Yes

Radio

Bluetooth

- Protocol: 4.2
- RF band: 2402 - 2480 MHz
- Max. RF power: < 8 dBm
- Range: Up to 10 m / 33 ft indoors and 30 m / 100 ft outdoors (Depends on local conditions)

Wi-Fi

- Protocol: 802.11 b/g/n
- RF band: 2401 - 2473 MHz
- Max. RF power: < 10 dBm
- Range: Up to 30 m / 100 ft indoors and 50 m / 160 ft outdoors (Depends on local conditions)

Microcontroller unit

- CPU: ESP-Shelly-C38F
- Flash: 8 MB

Firmware capabilities

- Schedules: 20
- Advanced schedules: Yes
- Webhooks (URL actions): 20 with 5 URLs per hook
- Scripting: Yes
- MQTT: Yes
- UDP: Yes
- Encryption: Yes
- KVS (Key-Value Store): Yes

Cleaning



CAUTION!

- Never clean the Device if it is connected to the power grid. Before cleaning, turn off the appliance, unplug it from the Device, and then unplug the Device from the power outlet.
- Do not use harsh cleaners.
- Do not immerse the Device or wash it under running water.

Clean the Device using a soft, slightly damp cloth.

Disposal and recycling



Do not dispose of the product in household waste. Recycle the product to avoid environmental and health damage and promote resource conservation. Dispose of the product at a suitable waste collection point.

Retailers from whom the equipment was purchased are required to accept waste electrical and electronic equipment (WEEE) for proper disposal at no charge.

Before disposal, erase all personal data by resetting the Device. Power it on, then within 60 seconds after power-up, press and hold the button (fig. 1 B) for more than 10 seconds.

Declaration of Conformity

Hereby, Shelly Europe Ltd. declares that the radio equipment type Shelly Plug M Gen3 is in compliance with Directive 2014/53/EU. The full text of the EU declaration of conformity is available at the following internet address: <https://shelly.link/plug-m-gen3-doc>.