

Reolink Company Profile

Innovator in One-Stop Home&Business Security Camera
Solutions

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01

About Reolink

ABOUT US

Founded in 2009, Reolink, strives to be an innovative leader in intelligent visual technology for the home, and is committed to transforming home security through advanced, reliable, and user-centric solutions.

We are dedicated to delivering innovative products and services that empower users to safeguard their homes and lives. Embracing our core values of innovation, reliability, and user-friendliness, we strive to enhance security experiences and enable our clients to stay ahead with cutting-edge technology.





Our Tagline

Be Prepared, Be Ahead

Our Mission

Safeguard and empower our users to protect what matters most.

Our Values

Technological Leadership,
User-Centric Innovation,
Trusted Partner

01. About Reolink

2009

Reolink was founded



2016

Leading in 4MP HD technology



2017

Reolink Argus:
World's 1st 1080p standalone battery camera



2018

Reolink Go:
World's 1st 1080p 4G LTE battery camera

2021 & 2022

Duo Series & TrackMix Series:
Unveils dual-lens technology



2019

Argus 3:
Battery models achieve color night vision



2023

Argus PT Ultra:
Battery models achieve 4K resolution



2024

Altas PT Ultra:
Battery models achieve continuous recording



2024

Argus 4 Pro:
Battery cameras achieve ColorX night vision





110+

Countries and Regions

2.71M+

Monthly Active Users

21.2M+

App Downloads

3.5M+

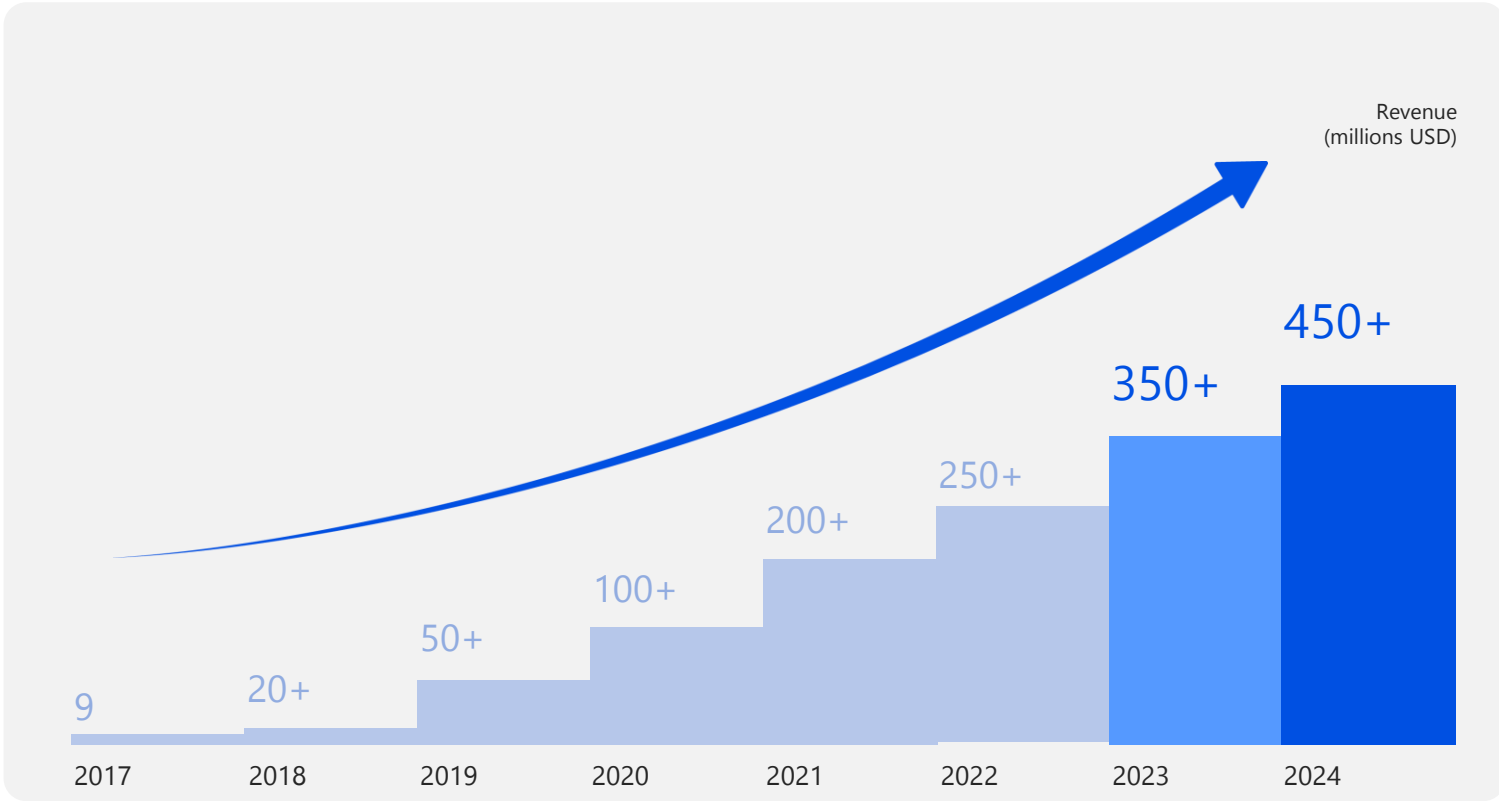
Units Sold Per Year

40%

R&D Engineers

Strong Business Growth



75%
CAGR
(Compound Annual Growth Rate)



Brand Awards





 Reolink Offices and Local Sales Team
 Reolink Local Sales Team

110

Countries & Regions with Sales

8

Global Offices

+

Business Partners Worldwide



Media Endorsements

Forbes

"The Reolink Argus 4 Pro has the widest, clearest field of view in just about any security camera I've seen to date."

digitaltrends®

"Comparing it to similar smart home cameras, especially without the subscription fees, you're getting so much more for less. "



Reviews from Influencers



Austin Evans
5.64M Subscribers



jojol
2.6M Subscribers



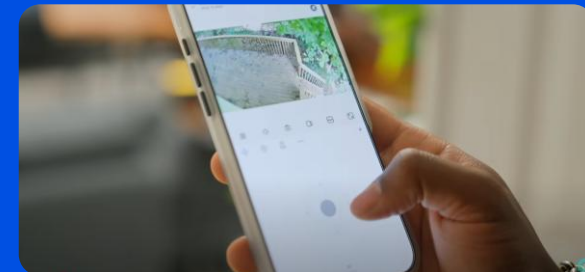
MATTIN
598K Subscribers



Wild Wonderful
1.09M subscribers



The Action Lab
4.94M subscribers



UrAvgConsumer
3.3M subscribers

Reviews from Customers



Corporate Social Responsibility (CSR)



Advocate for Animal Welfare and Social Good



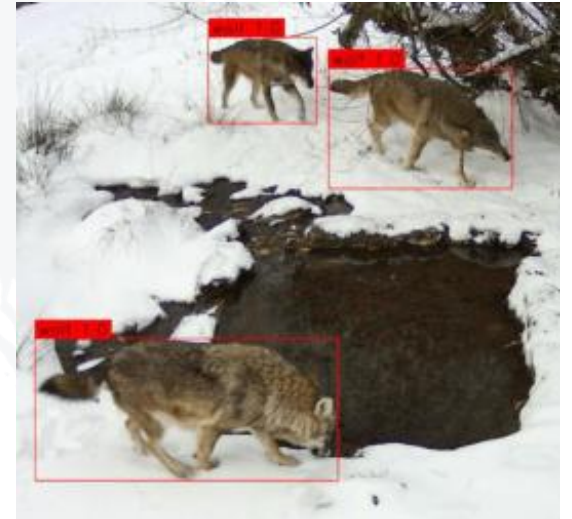
Donation to Aging in Place Program for the Elderly (2021 USA)



Donation to Olive Ridley Project for Sea Turtles (2022 Maldives)



Donation to the Expansion Project of County Theater (2022 USA)



Donation to the Wildlife Conservation Project (2024 Italy)



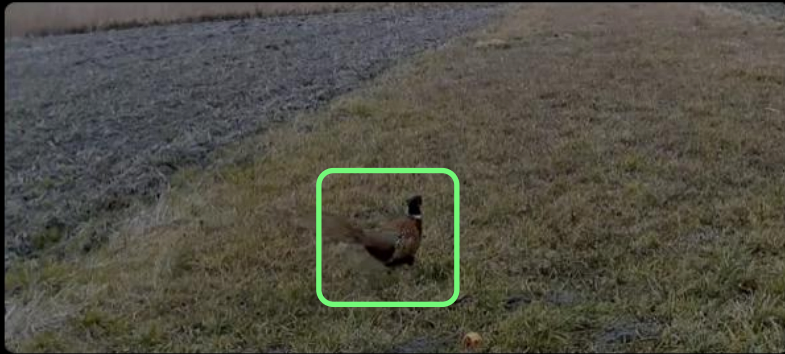
02

Reolink Technologies



ReoNeura™

Reolink Smart AI



AI-Driven Defense For Every Scene.



ReoNeuraTM

What is ReoNeura

ReoNeuraTM is the backbone of Reolink's unified AI solution, engineered to enhance video-based security systems with superior recognition, intelligent analysis, and actionable insights. By integrating advanced detection, contextual analysis, and predictive risk assessment, ReoNeura enables businesses to proactively identify threats, accelerate response times, and optimize security operations, while reducing false alarms and operational costs.

1. AI Video Search

- Natural Language Processing
- On-Device Large Model Training

2. Smart Video Analysis

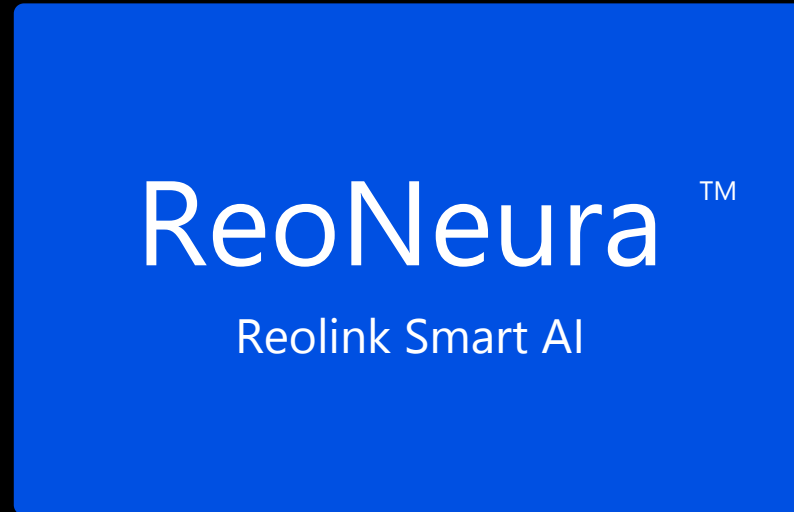
- Descriptive Alert

3. Smart Detection

- Smart Event Detection
- Object Removal Alert
- Forgotten Object Alert

- Smart Person & Object Detection

- Person/Vehicle/Animal Detection
- Non-motorized Vehicle and Package Detection



4. Perimeter Protection

- Zone Intrusion Alert
- Zone Loitering Alert
- Line Crossing Alert

5. Log (Available on Reolink Cloud)

- AI-Powered Q&A

6. Others

- AI-ISP
- People Counting
- Heat Map

AI Video Search

Stop scrubbing through hours of footage. Easily find people, vehicles, animals, and more — by appearance, type, or even clothing color. Your footage, now searchable.

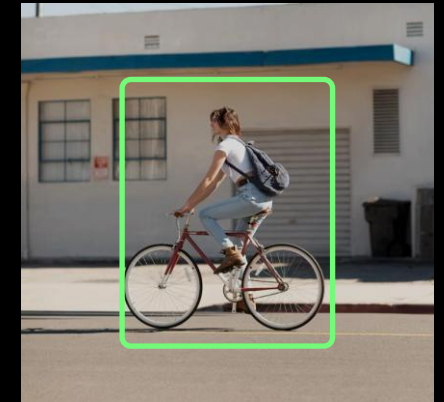
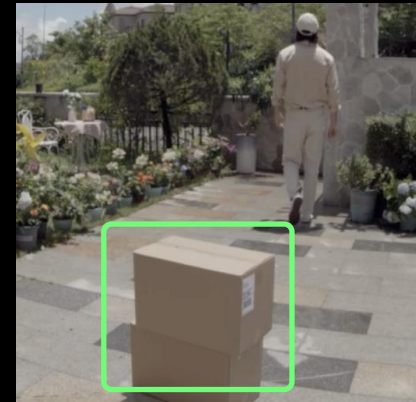
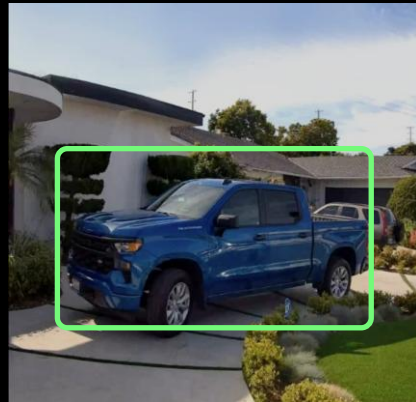
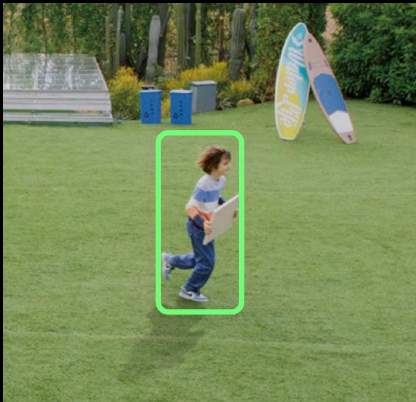


Q White Car



Smart Object Detection

Powered by advanced Reolink Object Detection technology, Reolink cameras can identify and locate specific items in images or videos, like luggage, packages, and everyday essentials, making it easier and faster to find what you need. All for smarter, more efficient monitoring.

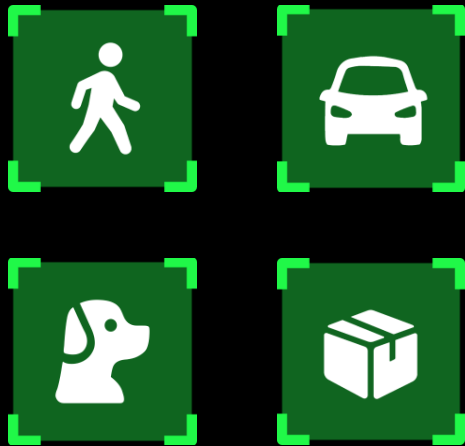


Support 5 Categories | 10+ Categories Support in the Works

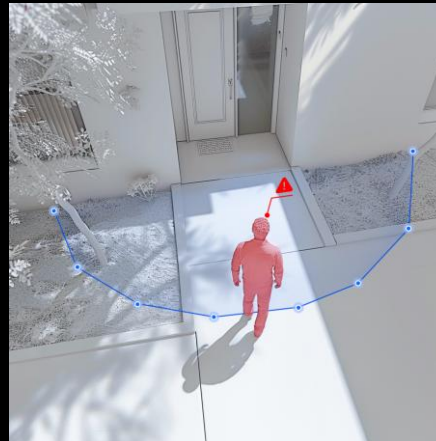
Customizable Alarms

No more alerts for every leaf or shadow — thanks to smarter, more focused detection.

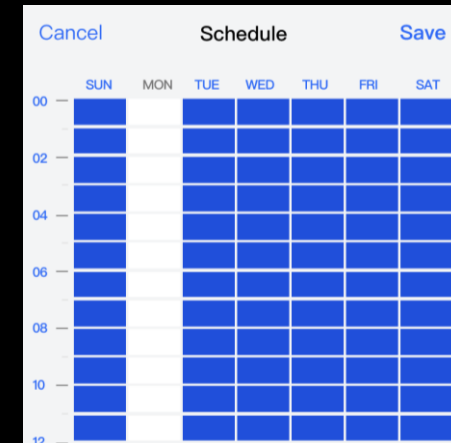
- Reolink Object Detection Technology: Detects multiple object types, with support for 10+ in the works
- Perimeter Protection: Delivers precise protection for critical areas
- Flexible Schedules: Get alerts only when you want them



Reolink Object Detection Technology



Perimeter Protection



Flexible Schedules

Perimeter Protection

Supports multiple types of behavior detection — including line crossing, zone intrusion, and loitering — with fully customizable detection areas, directions, and timeframes. Identifies people or vehicles with precision, triggering alerts only when needed. Works with sound-light devices, app notifications to create a flexible and responsive 24/7 perimeter defense system — reducing false alarms while improving situational awareness.



Commercial

Track unauthorized access



Residential

Alert to potential danger



Industrial

Prevent work injuries

Video Captioning

The Video Captioning feature generates concise, accurate text summaries of surveillance footage, highlighting key events without the need for manual review. Reduces playback workload, improves incident filtering efficiency, and enhances ease of use in security management.

Cloud Event

Monday, February 15



Front door

07:16:58



White car enters the driveway and parks. A



Doorbell

14:13:22



Cam 1

15:12:52

00:22:00



Log (Available on Reolink Cloud)

ReoNeura transforms daily footage into an intelligent activity timeline and instantly delivers visual charts of hourly activity. Need a quick overview? With just one click, get an instant AI-generated summary of activity across your cameras. Even ask custom questions and get tailored summaries in seconds.

Show me what happened in the front yard today



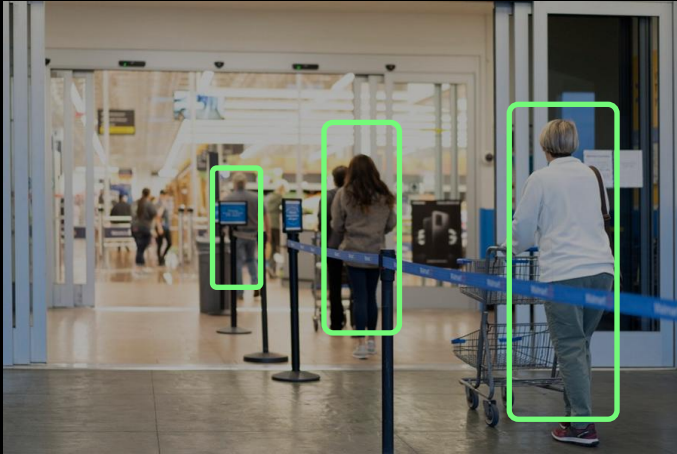
ReoNeura:

I found 1 video clip featuring a white SUV entering the front yard. A man in a gray hoodie stepped out of the vehicle.

It appears to be a routine arrival — the man exits calmly and heads toward the house, suggesting he may be a resident returning home or a familiar visitor. The white SUV's presence and the individual's composed demeanor point to a regular, uneventful moment in the household's day.

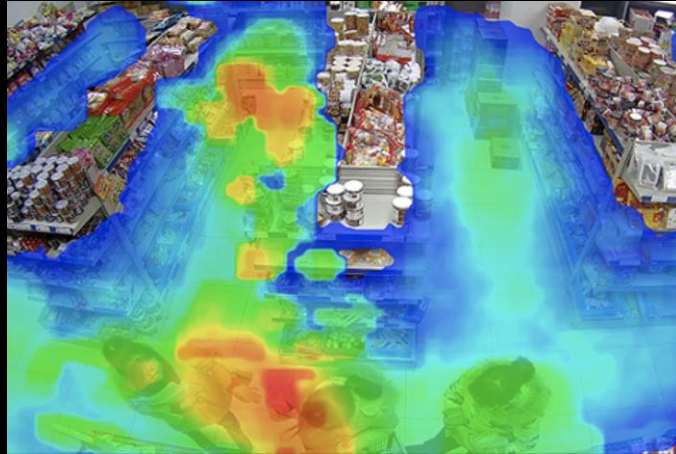


Customer Flow Analysis



People Counting

Accurately count visitors entering or exiting your space in real time, powered by ReoNeura analytics. Know exactly how many visitors come and go in real time. Use this insight to schedule staff better, avoid busy-time stress, and see how your promotions drive foot traffic.



Heat Map

See where your customers spend the most time with easy-to-understand heatmaps. Use this info to arrange your space for better browsing, boost sales, and create a smoother shopping experience.

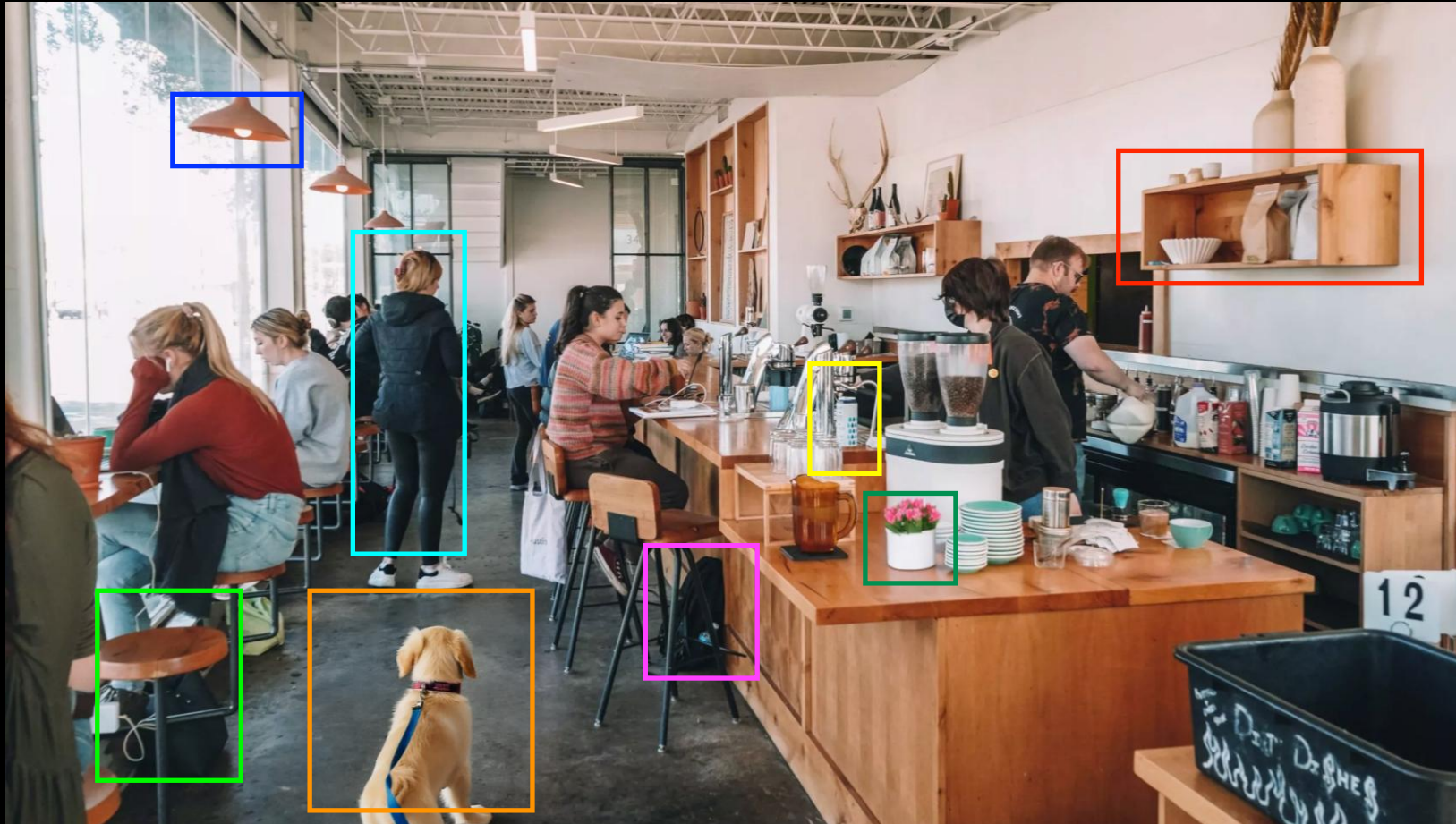


Zone Crowd Monitoring

The system monitors real-time crowd density in designated areas and triggers automatic alerts when thresholds are exceeded. Ideal for queues, exits, and counters, it helps improve service efficiency, ease customer anxiety, enhance on-site experience, and support data-driven staffing and early risk warnings.

Smarter Object Detection. Wider Coverage.

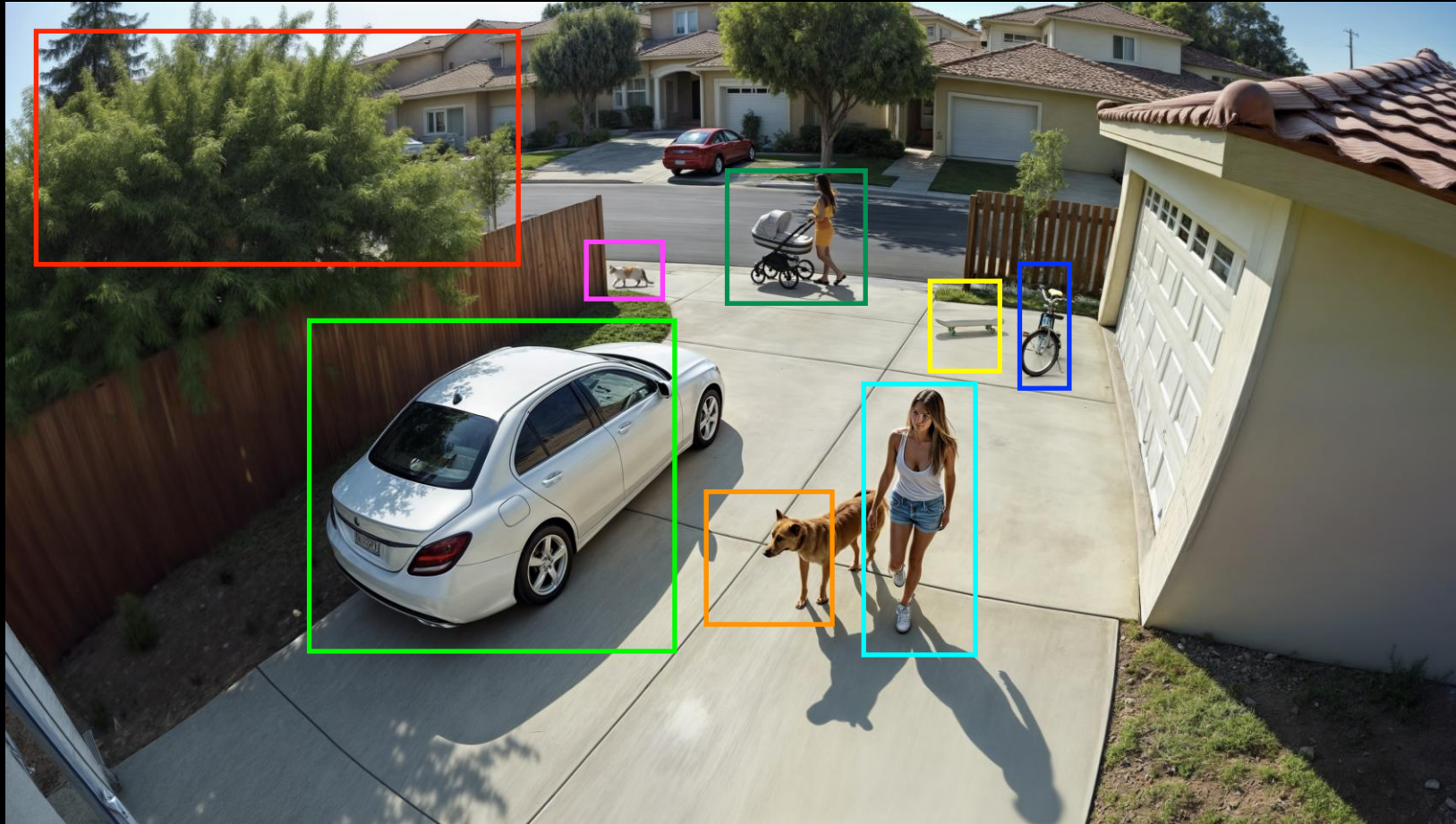
Reolink Object Detection technology just got a major upgrade, now recognizing a broader spectrum of targets than ever: people, vehicles, animals, furniture, tools, and everyday items. Enjoy broader scene awareness with sharper accuracy to catch what matters most.



-  Lamp
 -  Person
 -  Plant
 -  Chair
 -  Backpack
 -  Dog
 -  Cabinet
 -  Bottle
- (Business Scenario)

*With ongoing AI training, support for new object types is only growing.

Smarter Object Detection. Wider Coverage.

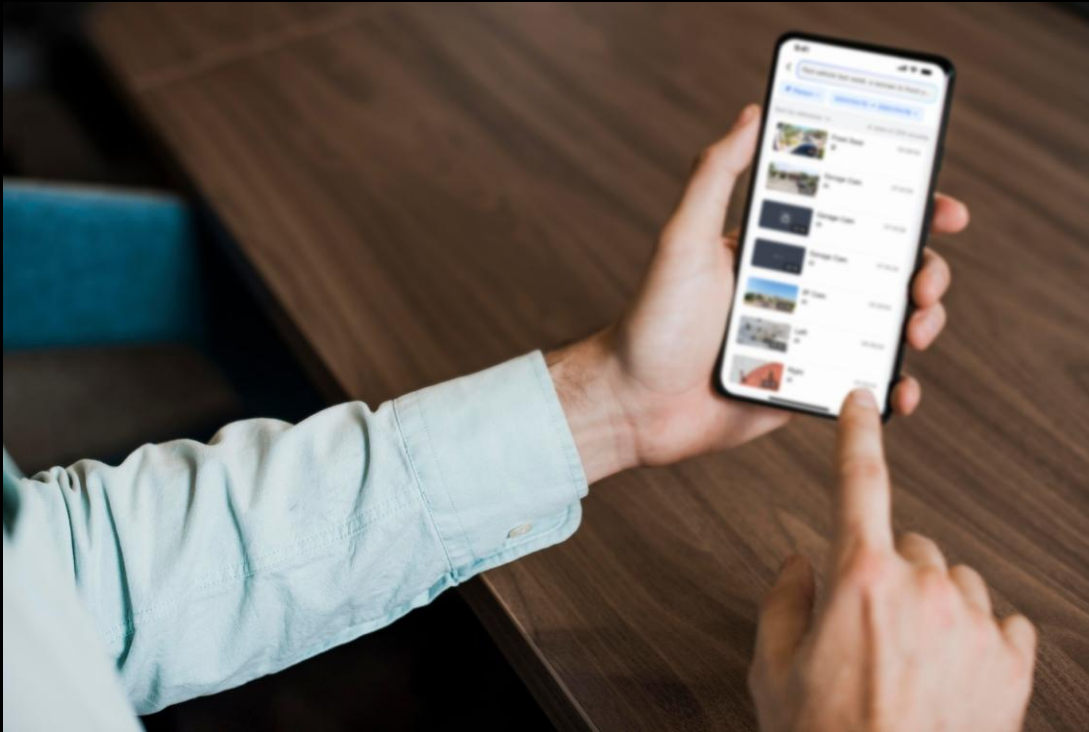


-  Bicycle
-  Person
-  Pram
-  Car
-  Cat
-  Dog
-  Tree
-  Skateboard

(Family Scenario)

Semantic Understanding. Instant Results.

Click and show what video clips you are looking for. ReoNeura decodes your intent and delivers the video segments you need instantly. No need to digest long, raw recordings yourself. Just type or click, and let ReoNeura pinpoint the relevant footage for you in seconds. Search is done locally for enhanced privacy and comes at no extra cost.



Girl riding a bike



02 Reolink Technologies

AI Everywhere.

Smarter Protection All Around.

ReoNeura AI runs across cameras, NVRs, and the cloud—working as one smart, connected system. On the camera, it instantly detects people, vehicles, and more. The NVR manages real-time analysis, scheduling, and storage. In the cloud, advanced AI enables video insights, smart search, and intelligent Q&A. Security becomes not just smarter, but faster and always ahead.



Beyond AI:
Everyday Innovations
That Matter

02 Reolink Technologies

16MP Clarity

Two 4K sensors combine to deliver stunning 16MP Ultra HD—our sharpest view yet.



180° Panorama, Dual-Image Stitching Algorithm

Dual lenses, perfectly stitched. Get the full picture with no gaps, no distortions.



Seamless View



180° Panorama

02 Reolink Technologies

ColorX Night Vision

See vivid, true-to-life colors—even in near-total darkness.



ColorX Night Vision

See vivid, true-to-life colors—even in near-total darkness.



Advanced 1/1.8" Sensor

1/1.8" sensor has a larger target surface for light capture and higher sensitivity to colors.



F1.0 Super Aperture

F1.0 aperture captures 4X more light than F2.0, providing unprecedented brightness and clarity.



Powerful ISP Module

The advanced image-processing algorithm helps restore more details and natural colors.

Pre-recording

Capture up to 10 seconds even before motion-triggered recording. Never miss a key moment.



16:36:45

10s



16:36:55



16:37:04



16:37:13



Event occurs

End

02 Reolink Technologies

Motion Track

See the full story in a glance—15 seconds of motion captured in a single image.



1S

4S

7S

10S

13S



Unmatched Efficiency by Design
Speedy, Stable & Secure



BSS Coloring
Technology



Minimize Lag
In Multi-user Scenario



MU-MIMO



OFDMA

WPA3
Cyber Protection



Up to **1000m²**
Coverage



Up to **12 devices**
Connectable



Efficiency Redefined

Discover the pinnacle of efficiency with our continuous recording battery camera featuring cutting-edge technology. Engineered with a low-power main chip and modular design, it optimizes energy consumption without compromising performance.



8 Days' Usage on a Single Charge



Unmatched Efficiency by Design



Enjoy enhanced night vision with a large aperture lens and low-power sensor, extending battery life with minimal light usage.



Power extended sessions with a 20000mAh battery for uninterrupted, reliable monitoring and sustainable performance.





03

Reolink Products

Full-Range Security Solutions



Battery-powered Wi-Fi Solutions

Eco-Friendly
Solar Power



Long-Lasting
Battery



Up to
4K 8MP UHD



2.4/5GHz
Dual-Band Wi-Fi




\$0 Monthly
Fee Required


Truly
Wire Free

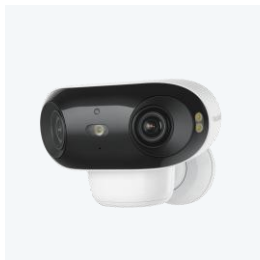
03 Reolink Products



Argus 4 Pro



Argus PT Ultra (B440)



Argus 4 Pro (B740X)



Argus Track (B730)



Reolink Track Mix (B770)



Argus 3 Ultra (B350)



Argus 3E (B310)



Home Hub + Argus PT Ultra (Hub1+B440)

Mains-powered Wi-Fi Solutions

**DIY Wi-Fi Security
Camera Setup**



Next-Gen
Wi-Fi 6 Technology

Wi-Fi 6



24/7
Recording



H.265
Video Coding



2.4/5GHz
Dual-Band Wi-Fi





E1 Outdoor Pro



RLC-811WA(W430)



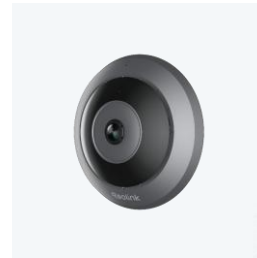
RLC-843WA (W437)



RLC-823S1W (W840)



E1 Outdoor Pro (E560)



FE-W(W520)



E1 Zoom (E340)



RLK12-800WB4

PoE Solutions

Plug & Play
Installation



24/7
Recording



DIY PoE Security Camera Setup



H.265
Video Coding

UP TO
16MP
Excellence



Duo 3 PoE



Duo 3 PoE (P750)



RLC-811A(P430)



RLC-1224A(P345)



RLC-1240A(P347)



TrackMix PoE(P750)

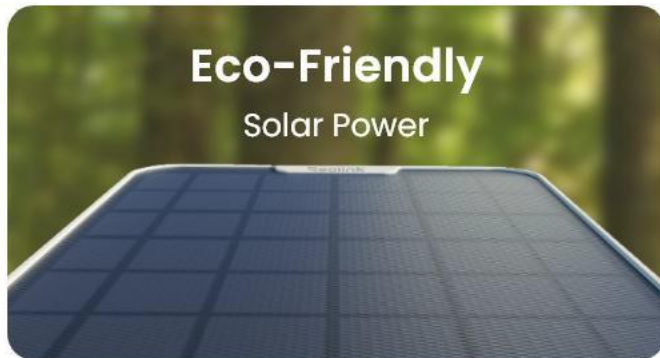
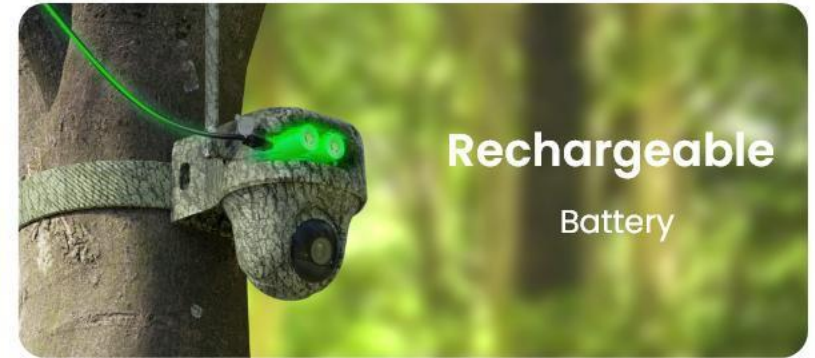


RLK8-811B4



RLK16-1200B8-A

4G Solutions



03 Reolink Products



Go Ultra



Reolink Go PT Ultra (G440)



Reolink Go Ranger PT (G450)



Reolink TrackMix Wired LTE (G765)



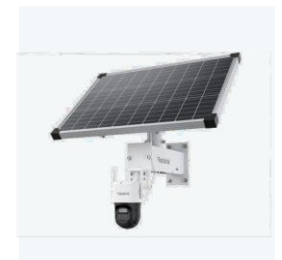
Reolink Duo2 LTE (G750)



Reolink Go PT Plus (G330)



Reolink Go Ultra (G340)



Reolink TrackMix LTE Plus (G780) + Solar Panel Plus

03 Reolink Products



NVR&Home Hub



Reolink Home Hub(Hub 1)



Reolink Home Hub
Pro (Hub P1)



RLN 4(NVS4)
(4 Channels)



NVS 8
(8 Channels)



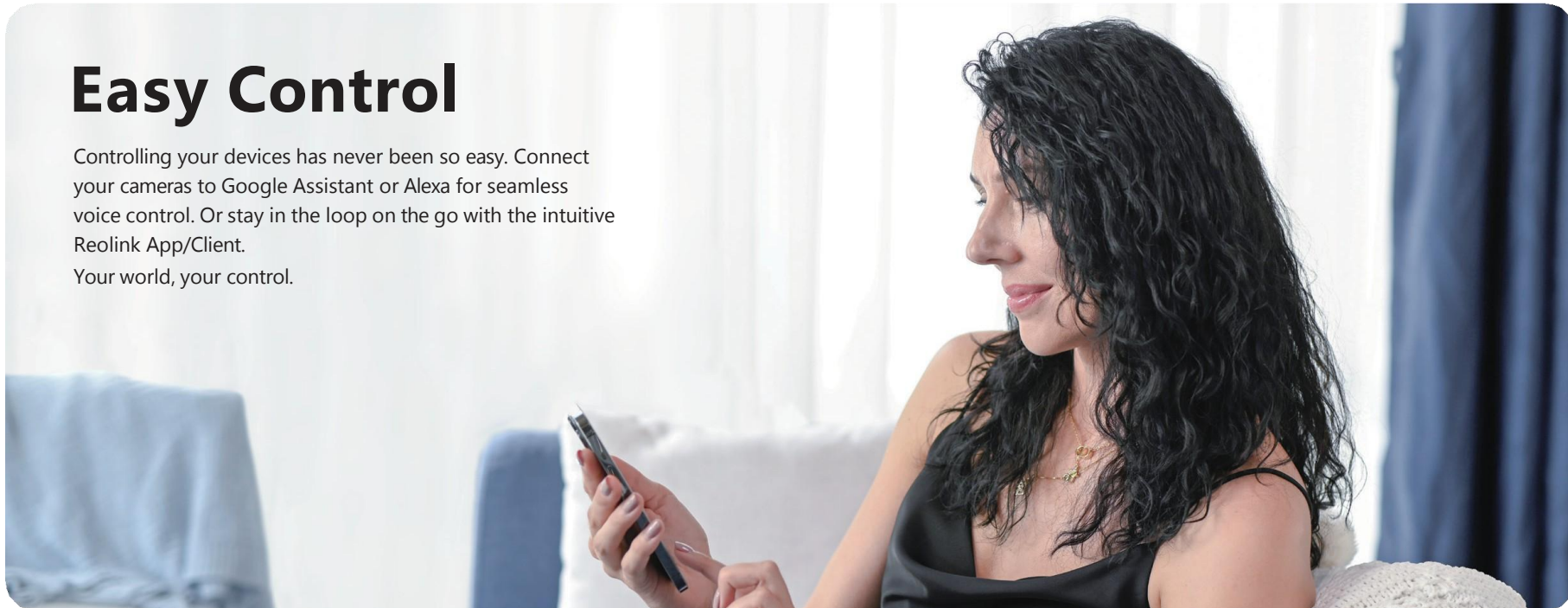
RLN16-410(NVS16)
(16 Channels)



RLN36 (NVS36)
(36 Channels)

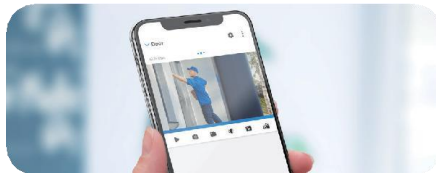
Easy Control

Controlling your devices has never been so easy. Connect your cameras to Google Assistant or Alexa for seamless voice control. Or stay in the loop on the go with the intuitive Reolink App/Client. Your world, your control.

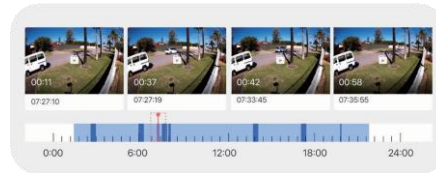


Reolink App & Client

Live View from Anywhere



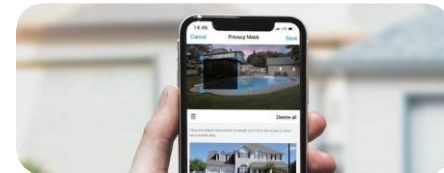
Easy & Smart Playback



Real-Time Alerts



Privacy Mask



Multi-Device Management



Smart Home, Voice Activation



Optional Cloud Plans

Plan	Monthly	Yearly
Standard Plan 30-day cloud video history 5 cameras supported 30GB of cloud storage Rich Notification	4.19€	41.49€
Premier Plan 30-day cloud video history 10 cameras supported 80GB of cloud storage Rich Notification	8.29€	82.09€

* Example: Classic cloud plan options for Germany.



No Data Loss

- No more worries about device theft or a broken microSD card

Privacy Secured

- Collaborates with AWS
- Multiple Encryption: AES algorithm, RSA/ECDHE algorithm, TSL protocol



04

Reolink

Brand Visibility

Strategic Partnership with Leading Global Partners

Verkkokauppa.com @Finland



PBTECH @New Zealand



sam's club @US



MediaMarkt @Switzerland



Telia @Lithuania



BEST BUY @US



CHALLENGER @Singapore



COSTCO @US

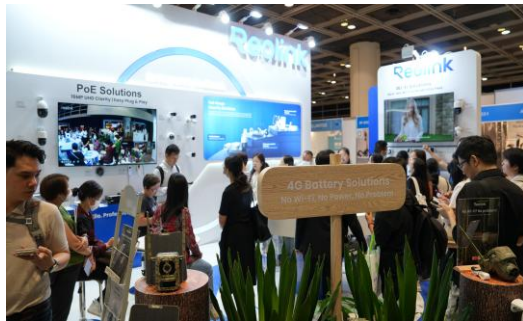


Global Brand Presence and Engagement

2024IFA



2025CES



2024HKTDC



2024GITEX



05 Reolink Support



Dedicated Customer Services & Support

Hotline Support

in EN & DE & NL



Up to **2.5 Years**
of Warranty



One-stop

Services



Reolink: As a Manufacturer

Uncompromising Quality Control



13 quality control points for the production cycle of each unit

8H Aging test for all products

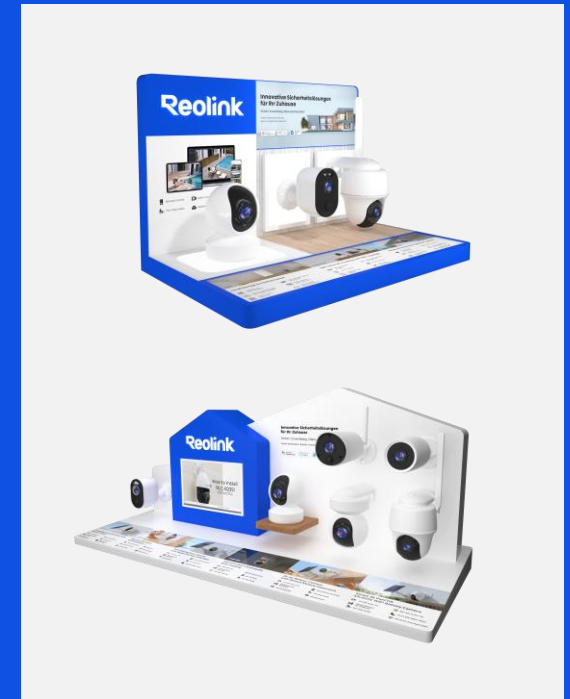
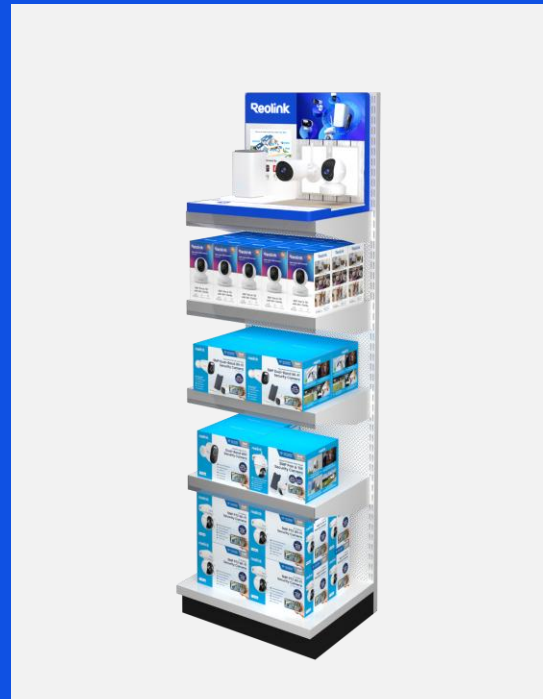
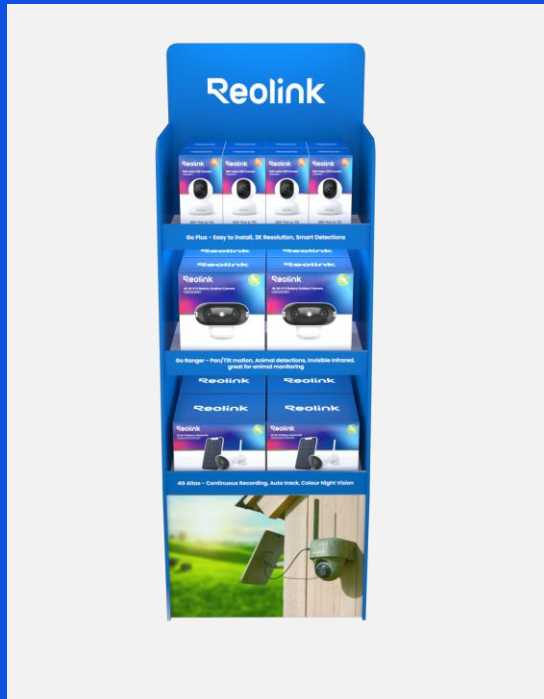
Strict air-tightness testing for all outdoor products to meet waterproof standards

Comprehensive Product Certifications



FCC, CE-EMC, CE-LVD, IC, WEEE, ROHS, REACH, RCMFCC, TSCA, CEC, DOE, CA65, ISED, CE(CE-EMC, CE-RED, CE-LVD), RoHS, Reach, WEEE, RCM, BQB, IP65, IP66, IP67

Packaging & Regional Showcasing





Marketing Materials

Various marketing materials and branded giveaways for partner to better promote our products, including: Printed catalog, T-shirt, backpack, tote bag, pen, cap, etc.

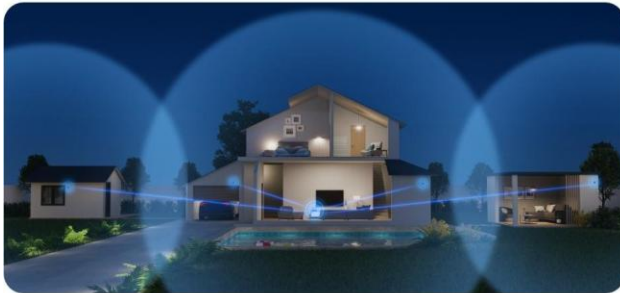


Digital Marketing Material Support

High-quality pictures & videos for product listing pages

Templates and design advice for web stores

Detailed user manuals in local language



Thank you

Business Cooperation: sales@reolink.com

Official Website: <https://reolink.com/>