



Aqara Company Introduction

continuous connection

Challenges & Opportunities

The buildings sector accounts for about **76% of electricity use** and **40% of all U.S. primary energy use** and associated greenhouse gas (GHG) emissions, making it essential to reduce energy consumption in buildings in order to meet national energy and environmental challenges and to reduce costs to building owners and tenants. **Opportunities for improved efficiency are enormous.**

The major areas of energy consumption in buildings are heating, ventilation, and air conditioning—35% of total building energy; lighting—11%; major appliances (water heating, refrigerators and freezers, dryers)—18% with the remaining 36% in miscellaneous areas including electronics. In each case there are opportunities both for improving the performance of system components (e.g., improving the efficiency of lighting devices) and **improving the way they are controlled as a part of integrated building systems** (e.g., sensors that adjust light levels to occupancy and daylight).

— US Department of Energy, An Assessment of Energy Technologies and Research Opportunities



QUADRENNIAL TECHNOLOGY REVIEW
AN ASSESSMENT OF ENERGY
TECHNOLOGIES AND RESEARCH
OPPORTUNITIES



Chapter 5: Increasing Efficiency of Building
Systems and Technologies
September 2015

Aqara Founder



Eugene You
Aqara founder, chairman & CEO

Eugene You is a pioneer in energy harvesting and self-powered wireless automation systems.

Eugene has over a decade of R&D and product development experience in automation systems for buildings, large-scale wireless sensor network (LS-WSN) and sensor design, fuel cell system control and energy management, as well as power electronics. He has received 5 US patents. Before founding Aqara, he has worked at corporates including Rio Tinto, Trulite, and EnOcean.

Eugene holds a M.S. degree in Electrical Engineering from the University of Utah. He's also an IEEE member.

About Aqara

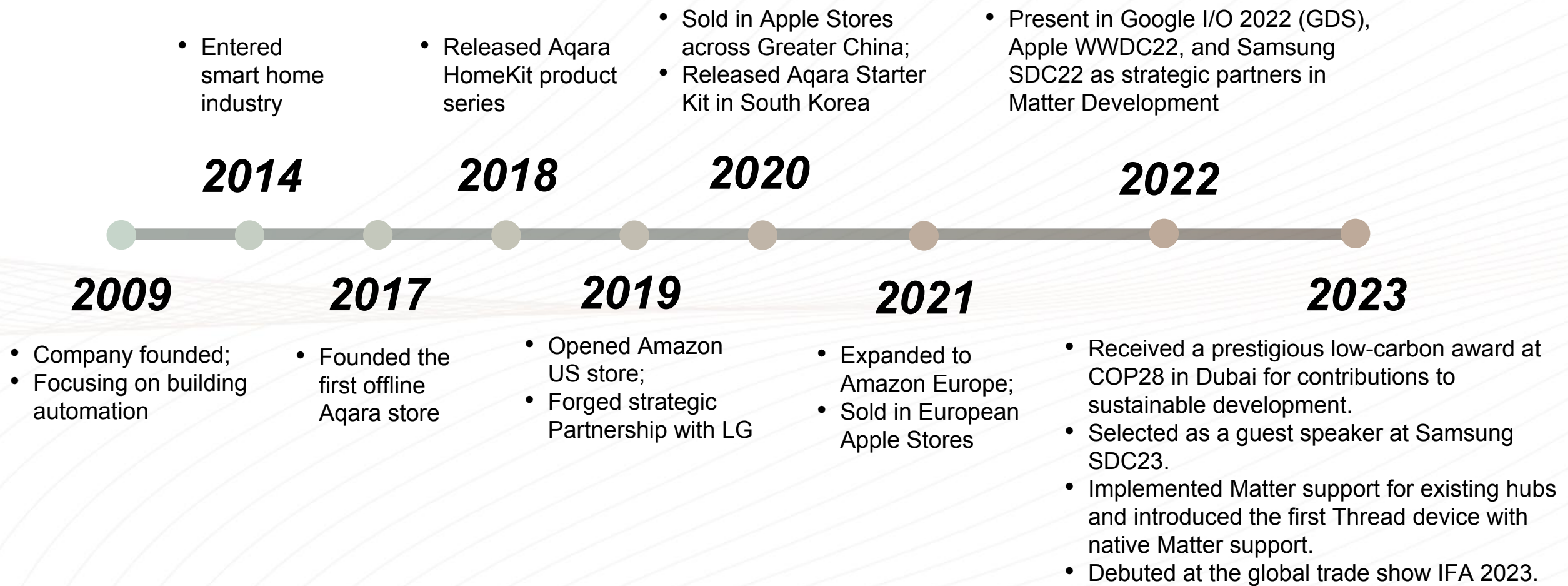
The name, “Aqara” is derived from two Latin words: “acutulus” (smart) and “ara” (home). We believe that everyone deserves smart home solutions that beautifully designed, long-lasting, and easy to use. Aqara offers a wide range of smart products ranging from a variety of smart sensors to switches, curtain controllers, and smart door locks.

Aqara is owned by Lumi United Technology, which is founded in 2009 and is currently one of the largest smart home providers in China. Over the last few years, Aqara has opened more than 800 Aqara stores to provide more personalized smart home solutions for individual households and businesses.

Currently, Aqara serves over 12 million Aqara users world-wide, with distribution partners in more than 50 countries. Aqara's solutions are designed to integrate seamlessly with major third-party ecosystems, offering users unparalleled flexibility. Equipped with the latest hardware technology and AI capabilities, our products are tailored to help users optimize their comfort and security while also conserving energy. At Aqara, our mission is to create the ultimate smart home experience, augmenting everyday life by making homes smarter, more sustainable, and adaptable to our evolving needs.



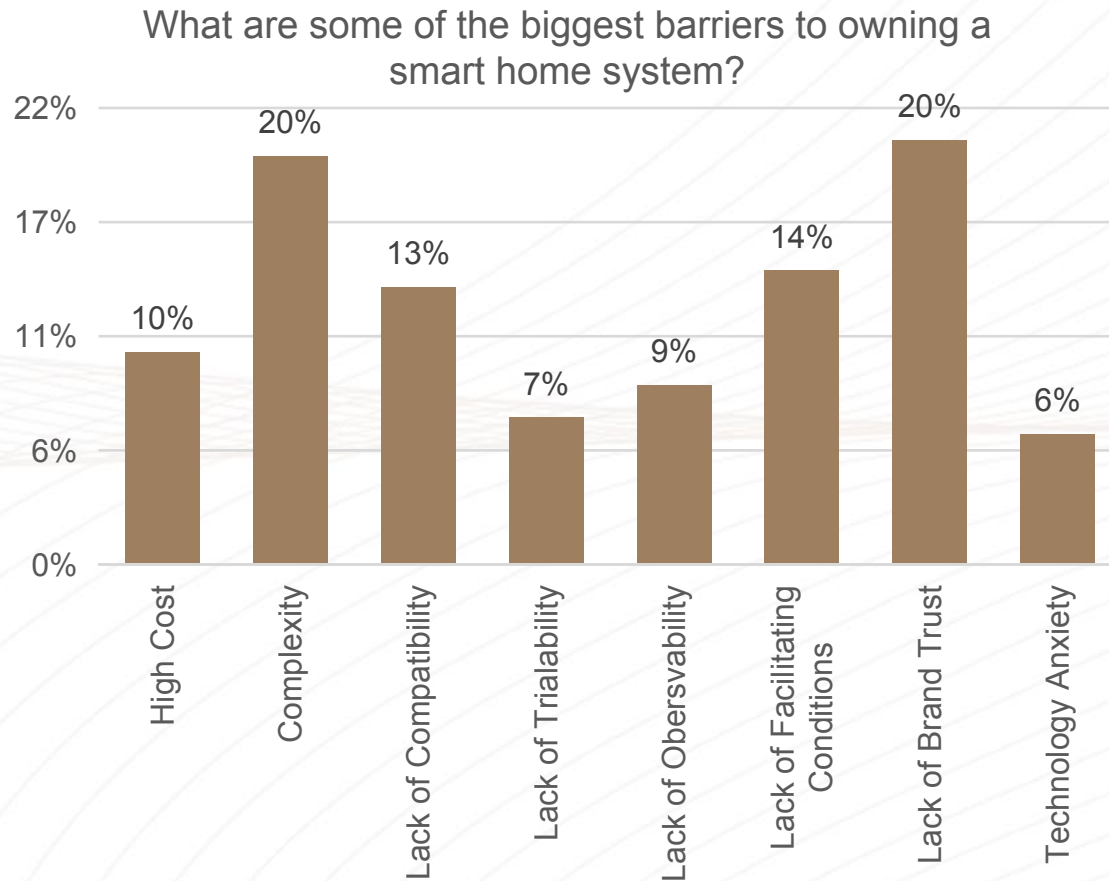
Milestones



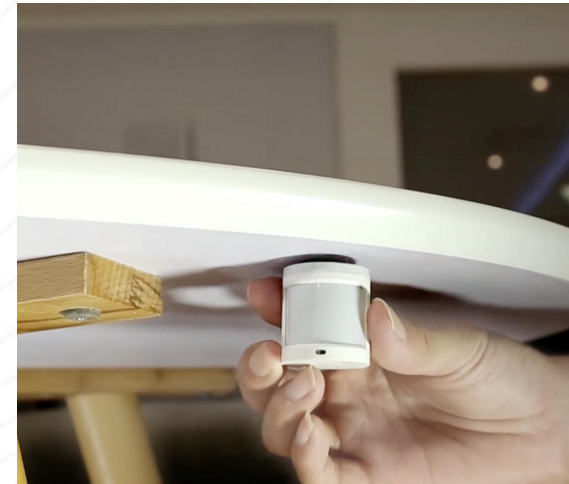
Aqara at a Glance

- Aqara is owned by **Lumi United Technology**, a leading smart home and IoT solution provider established in **2009**
- Largest smart home solution provider in China with **1,000+** fully integrated smart IoT products
- **800+** employees
- **1,500+** patents (including **700+** utility patents)
- Serves **12M+** customers across **170+** countries and territories
- **800+** store locations/showrooms across China
- Complete IoT solutions for apartments and residential homes, office buildings, hotels, and others

Breaking User Barriers



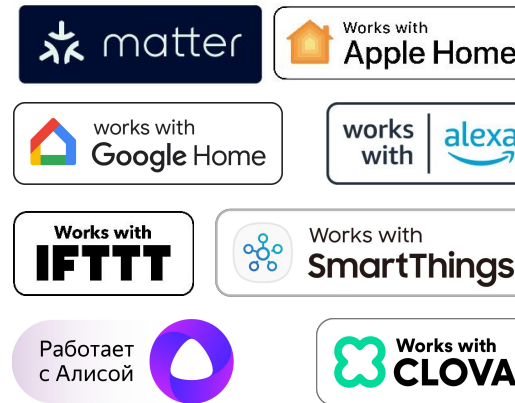
Source: Sustainability, Identifying the Key Drivers and Barriers of Smart Home Adoption: A Thematic Analysis from the Business Perspective, 2022



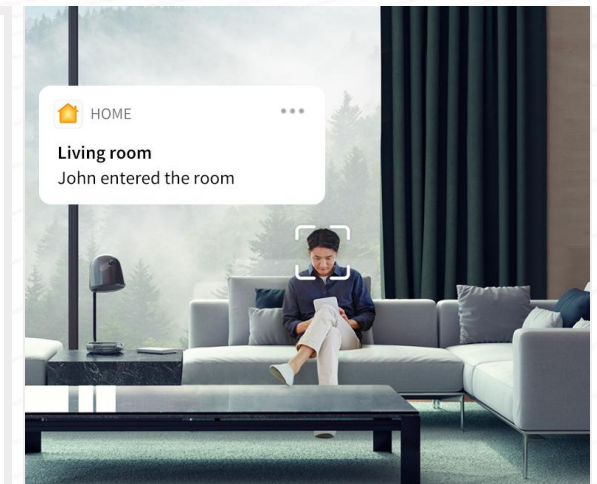
Award-winning Designs
& Easy Installation



Comprehensive Product Offerings



Open Platform Compatibility



Superior Technology
Utilizing Zigbee & AI

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Sleek and Beautifully Designed to Fit Into Any Home

Easy set up and installation:

- No screws or wiring required for most devices
- Control Aqara devices with the Aqara Home app or 3rd party apps such as Google Home, Amazon Alexa, or Apple Home

Built to be **energy efficient** with battery life of up to 5 years for battery-powered devices

Winner of 30+ global industry design awards

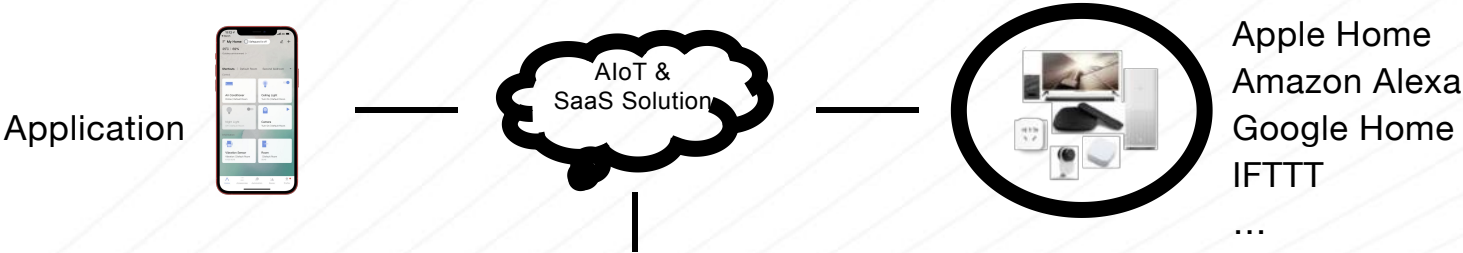


Comprehensive Suite of Smart Home Products

- **Over 30 product categories** including motion sensors, window and door sensors, cameras, roller shade /curtain controllers, switches, and smart door locks, etc.
- **1500+ technology patents** that include controllers, wireless ultra-low power sensors, gateways, and energy harvesting technologies
- **40+ million activated devices**



Product Portfolio (Global Market)



Hub



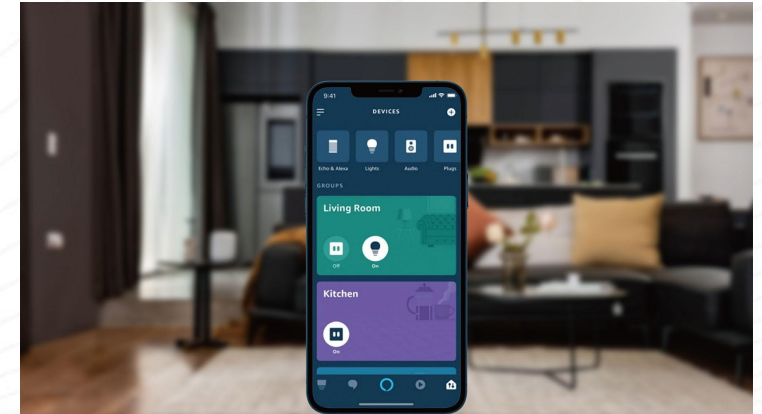
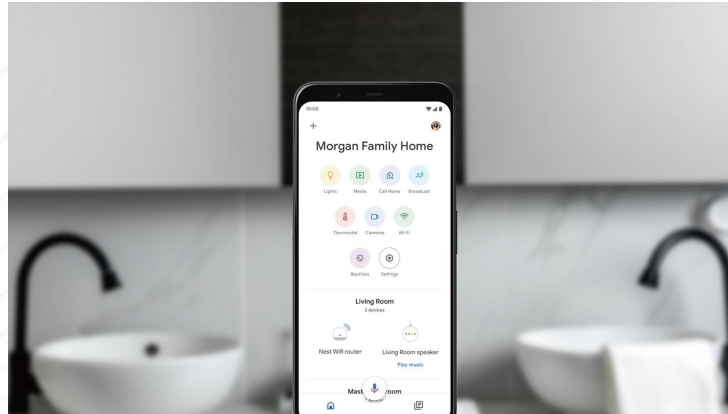
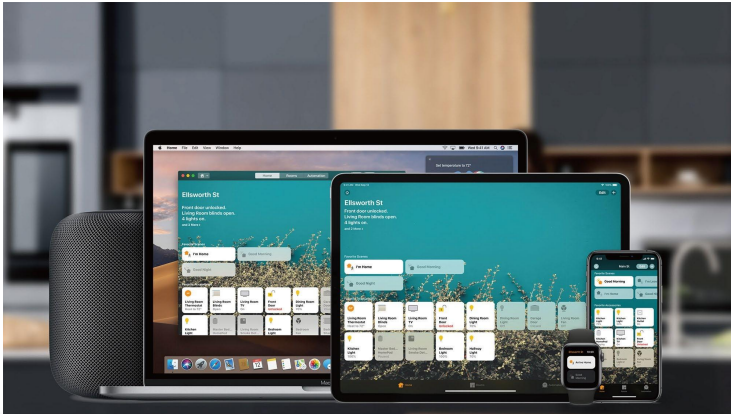
Sensors



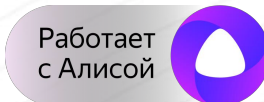
Controllers



Cross-platform Compatibility



Aqara products are **integrated with major third-party platforms** such as Apple Home, Google Assistant, Amazon Alexa and Samsung SmartThings.

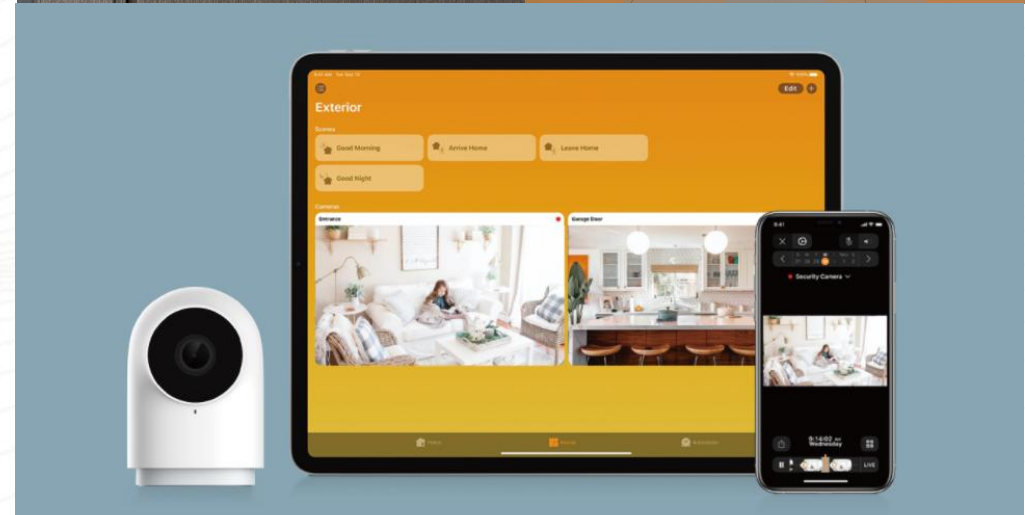
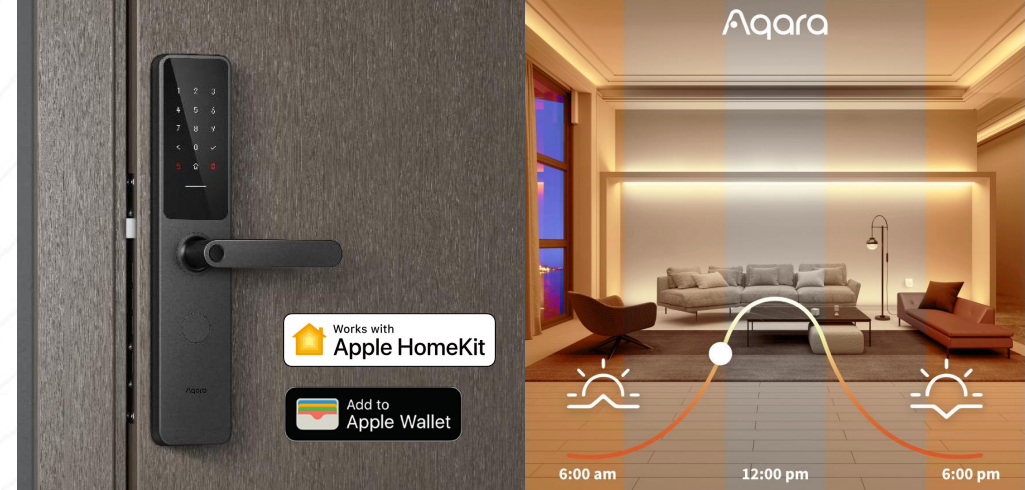


Major HomeKit Player

Aqara is one of the **largest providers of HomeKit** compatible devices.

- **280+ products** are compatible with HomeKit.
- A wide-range of HomeKit devices including smart sensors, wired and wireless switches, home security cameras, smart shading controllers, and smart door locks
- **Close collaboration** with Apple to bring cutting-edge experience.
- One of the first lock suppliers to support **Home Key**, a new feature of iOS 15 allowing users to tap an iPhone or Apple Watch to unlock a door (Q1 2022)
- One of the first smart light suppliers to support **Adaptive Lighting**, which changes color temperature of smart lights automatically throughout the day (Q1 2021)
- One of the first home camera suppliers to support **HomeKit Secure Video** (Q4 2020)

Beginning from 2019, Aqara products have been **showcased and sold in Apple Stores** in Austria, China, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, and the United Kingdom.



Commitment to Future-proof Protocols



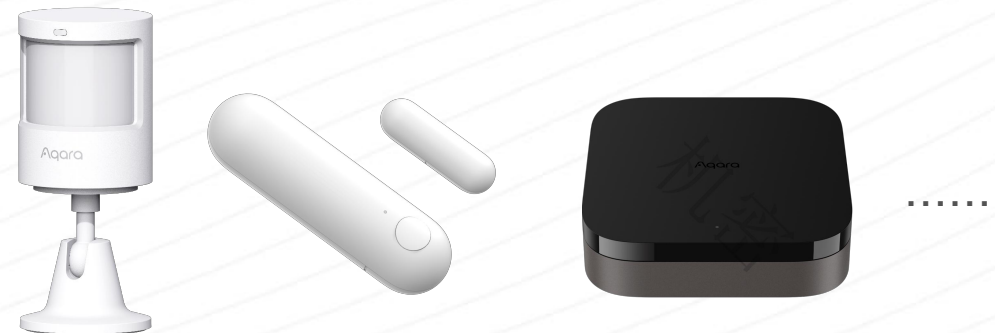
In Feb 2023, Aqara begins to roll out a new firmware for the Hub M2 to add Matter support to the hubs, allowing the connected Zigbee devices to become compatible with Matter.

Aqara also launched the **Thread-based Aqara product lineup**, with native Matter compatibility, in 2023.

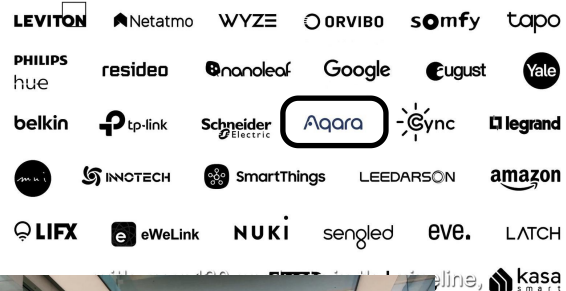
Aqara is committed to Matter, the new connectivity standard for IoT devices.

Aqara shares Matter's vision of having **a unifying language for the IoT industry**, and is working with the Matter community of more than 200 companies towards the interoperability across IoT devices, brands and systems.

Matter, previously known as Project CHIP (Connected Home over IP), is a IP-based, open-source and secure connectivity protocol for IoT devices, back by the world's most innovative companies including Amazon, Apple, and Google.

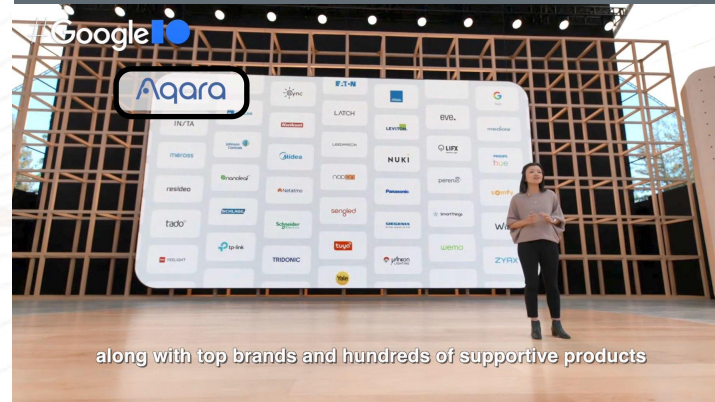


Partner with Key Stakeholders on Matter Early Adoption



Apple

#WWDC22#



Google

#Google I/O 2022#



Samsung

#SDC23#

Zigbee Expert

- Aqara is an early adopter of Zigbee, and our founder Eugene is honorably named the Zigbee Ambassador by the Zigbee Alliance
- Most of Aqara's products run on Zigbee, which is a better technology for smart home compared to Wi-Fi only devices
- Compared to Wi-Fi only smart home devices, Aqara products have longer battery life, offer more stable local connection, and work better in multi-level homes and office buildings



Ultra-low Power Consumption

Average battery life of 2 to 5 years for Aqara devices



Dense Wireless Network

- Each gateway supports up to 128 devices
- Fast response times



Gateway Edge Computing & Local Control

- Allows for device connection & local control even without Wi-Fi network
- Better security and privacy protection as data is processed at the edge

zigbee		Wi-Fi	
Strong	Extensibility	Weak	
Low	Power Consumption	High	
High	Stability	Low	
Fast	Response	Slow	
More	Device Connected	Less	
Required	Hub	Not Required	
Expensive	Price	Cheap	

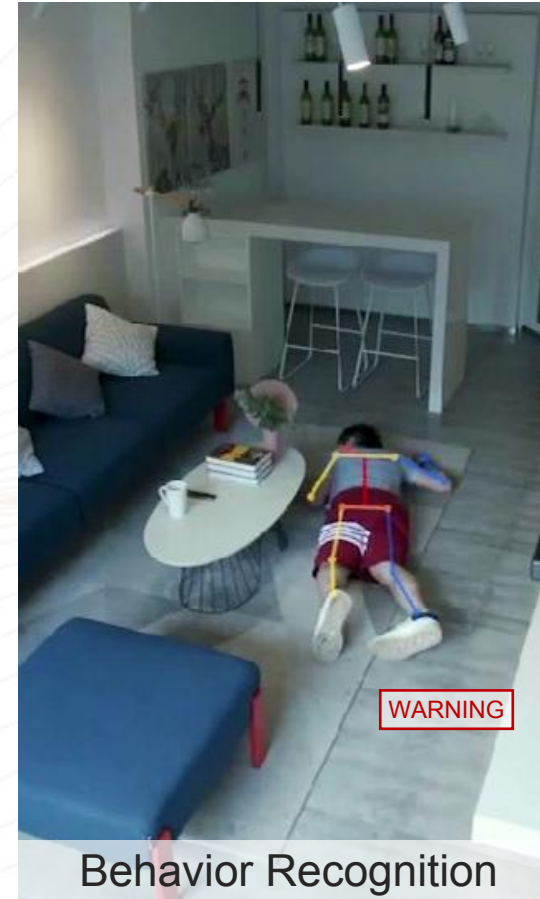
Embedded AI Technology

To make your smart home cater to your personal needs, Aqara provides embedded AI technology that recognizes

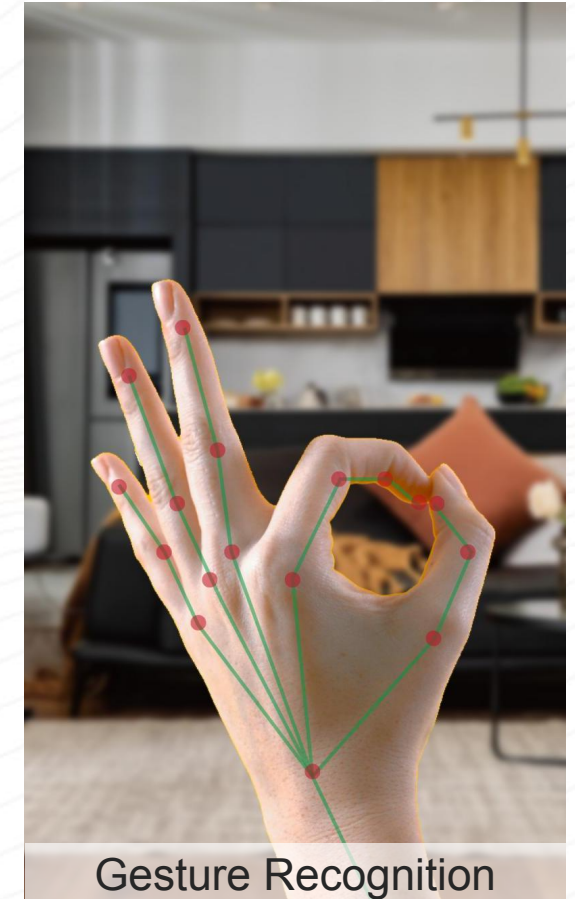
- motions
- fingerprints
- gestures
- faces
- behaviors
- objects
- scenes



The camera knows who just walked through your door, so that you will know when your child comes home after school.



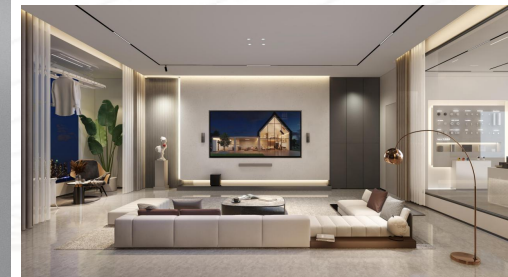
When the camera detects your loved one falls, siren will be triggered and notification will be pushed to phones.



Use hand gestures to control your home, for example, OK gesture to turn on all lights and fist closing to turn them off.

Pioneer in Smart Home Service Provider Stores

- Having the ability to provide a truly end-to-end smart home service has allowed Aqara to develop a deep relationship and understanding of our customers' needs
- Aqara created the concept of “4S” (**S**olution, **S**ales, **S**ervice and **S**urvey) stores, which aim to provide the best end-to-end smart home experience for customers 24/7
- Aqara currently has over **800 showrooms** in nearly 560 cities across China



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Global Distribution Network

5

Continents

50+

Countries

240+

Retailers



Germany



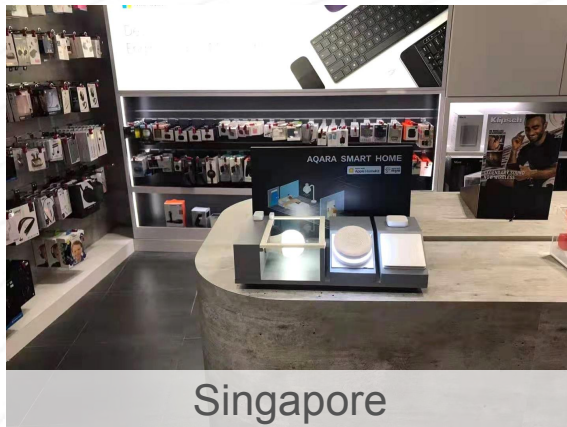
Poland



Australia



United Arab Emirates



Singapore



South Korea



Malaysia

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Increasing Popularity among Users



Aqara Door and Window Sensor, REQUIRES AQARA HUB, Zigbee Connection, Wireless Mini Contact Sensor...
★★★★☆ ~ 1,196



Aqara Motion Sensor, REQUIRES AQARA HUB, Zigbee Connection, for Alarm System and Smart Home...
★★★★☆ ~ 839



Aqara Smart Hub M2 (2.4 GHz Wi-Fi Required), Smart Home Bridge for Alarm System, IR Remote Control, Home...
★★★★☆ ~ 360



Aqara Wireless Mini Switch, Requires AQARA HUB, Zigbee Connection, Versatile 3-Way Control Button for Smart...
★★★★☆ ~ 614



Aqara 2K Security Indoor Camera Hub G3, AI Facial and Gesture Recognition, Infrared Remote Control, 360° Viewin...
★★★★☆ ~ 89



Aqara Security Camera, HomeKit Secure Video Indoor Camera, Night Vision, Two-Way Audio, 1080P HD Plug-i...
★★★★☆ ~ 708



Aqara Roller Shade Driver E1, Requires Zigbee AQARA HUB, with Schedule and Voice Control, Rechargeable with...
★★★★☆ ~ 60



Aqara Smart Wall Switch H1 (No Neutral, Single Rocker), Requires Zigbee AQARA HUB, Remote Control Light Switch...
★★★★☆ ~ 50

Keith Weston **VINE VOICE**
★★★★★ **Finally! A Human Presence Sensor that works as advertised. Pairs easily with Home Assistant**
Reviewed in the United States on December 14, 2023
Verified Purchase
I've tried nearly a dozen mm human detection/presence sensors over the last 6 months. I also tried out version 1 of the Aqara FP, but found it lacking. Version 2 solves nearly all the issues with the first version. And, after applying a series of firmware updates this sensor is far and away the most accurate and easy to assemble of the bunch.

I use this in conjunc
detecting very still
No One
★★★★★ **Endless uses.**
Reviewed in the United States on August 7, 2022
Verified Purchase
This was easy to pai
applying updates, t
As I'm sure you can see from the reviews, this is a great buy. I keep buying more and more! I use some as light switches, but that's just the beginning.
Inside the Aqara api
pays off in successf
The things you can program these buttons to do can be very complex. I have mine running complex lighting automations, with functions that change throughout the day in a perfectly intuitive way. I have them hidden throughout the house to serve various functions. I've got one on my fan, and not only can it turn the fan on and off, it can also adjust it's speed, and it can automatically switch between two set points where I want the fan pointed.
I'm going to order a
I've even got one set up as an emergency button for my grandma. If she presses it, the hub plays an alarm, and everyone in the family gets a Critical Alert from the Aqara iOS app, so even if we have silent mode or do not disturb on, we'll know there's an emergency. It even works on Apple Watch, iPad, and Mac! One of these buttons could genuinely save a life.
Nice job, Aqara!
And I can feel safe relying on them, because I have a reliable internet connection both at home and on the go. The Aqara buttons are extremely responsive. Quick, reliable, well made, cheap, highly customizable, and they work with everything you could ever hope for.

Scott
★★★★★ **Cool Switch!**
Reviewed in the United States on December 30, 2022
Verified Purchase
The switch is made of a high-quality and durable material that is able to withstand frequent use. It is also very easy to install and use, requiring only the AQARA HUB and a few simple steps to set up.
One of the standout features of the mini switch is its versatility. The switch is able to control a variety of smart home devices, including lights, fans, and appliances. It is also compatible with a variety of smart home platforms, including Amazon Alexa and Google Assistant, making it a convenient and flexible choice for controlling your smart home.

In terms of
very easy to
J Newcomb **VINE VOICE**
★★★★★ **Next level presence detection**
Reviewed in the United States on September 10, 2023
Verified Purchase
Overall, I re
are great ac
This takes home automation to another level with multiple zones from one sensor. It did take some work to figure out how to accurately map my room, as I placed in a corner for higher WAF. The mapping is hard to figure out, but there are many YouTube videos to help you understand. Integrating into Home Assistant was challenging, as it had to be placed in Apple Home, then removed again. The real time monitoring in the Aqara APP helps to configure, but is not intuitive. It is a little pricey, but is the first one to market. Great addition for home automation.

ad based to do it.

Thousands of Amazon customer ratings & reviews from around the globe

Media Quotes

🔗 Wirecutter The Best Smart Home Sensors for Alexa, HomeKit, and SmartThings

*“The Aqara Motion Sensor **works reliably**, is **very small**, **easy to install**, and yet costs just \$20. [...] The Aqara Door and Window Sensor is the **smallest contact sensor** we tested, as well as **the cheapest**, and we found it **easy to mount unobtrusively** on a drawer or a door. [...] it was **very responsive**, turning on a smart bulb in a closet in less than a second, then off again when we closed the door. ”*

The Verge The Verge Awards at CES 2023

“The best smart home device at CES is a small white sensor, one of the most boring devices in the smart home — but also the most crucial. [...] the Aqara FP2 uses mmWave radar tech, enabling one device to detect multiple people and monitor multiple areas within a single room simultaneously. This type of intelligent motion detection will help provide the smart home the context it sorely needs.”

DER SPIEGEL

This is how the air conditioning cleverly saves electricity

“Aqara delivers the cheapest solution with the best price/performance ratio in comparison. [...] The extensive automatic options of the Aqara app contrast with the very limited interaction with other smart home platforms. Aqara's own range is largely compatible with the platforms from Apple, Amazon, Google and IFTTT. ”

KOL Reviews

Top 9 ways to "break the lock": Use both iPhone and Apple Watch! - Aqara D100 Zigbee



By Vật Vờ Studio
2.28m followers
31k views

Have Smart Homes Gone Too Far...?



By Snazzy Labs
1.11m followers
120k views

Modern Cozy Apartment Tour & Budget Smart Home Tech Setup (2022)



By Justin Tse
809k followers
96k views

This sensor is TWICE as good as the rest!? The BEST door and window sensor is from Aqara.



By The Hook Up
391k followers
160k views

Partnerships

Aqara entered the strategic partnership with Samsung Electronics in April 2022

- Aqara was selected as the only third party partner guest speaker in the Samsung Global Developer Conference (SDC23)
- Selective Aqara devices are now integrated into Samsung SmartThings platform and available on samsung.com (online store) in Korea

Aqara and LG forged a partnership in 2019 to transform the smart home industry

- LG U+, one of the largest Korean telecom companies, released the second generation of the co-branded security kit with Aqara in May 2022
- Aqara Smart Home Starter Kit, which works with home appliances from LG Electronics, now sells on the LG ThinQ in-app store

Partner of Xiaomi since 2014

- Manufactured smart locks, hubs, sensors, and controller-type products under the Xiaomi brand
 - Worked with Xiaomi to automate its new headquarter with 60,000+ Aqara smart devices for smart lighting & HVAC control to improve energy efficiency
- Aqara also has partnerships with Intelbras, one of the largest security providers in Brazil



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Smart Home Solution for Every Room



Entrance

The Away Mode is automatically activated when you lock your door. The G3 camera and other sensors guard your home when you're away, and send notification to your phone when unexpected activity/situation is detected.



Living Room

Let Aqara set the perfect ambience for you to relax. Just ask your favorite voice assistant to adjust the room temperature and lighting condition, so that you could better enjoy a movie night.



Bedroom

When you are ready for bed, just single press the Wireless Mini Switch to turn off all home appliances and roll down the shades in your room.



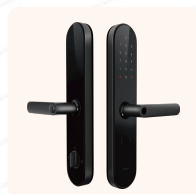
Bathroom

Lights turn on whenever human activity is detected, and turn off after you leave the room. When the temperature and humidity is high, the exhaust fan turns on to keep your bathroom fresh.



Entrance

- Smart Door Lock for easy and secure entrance
- One press to activate Away Mode: surveillance camera on, sensors activated, lights turned off, home appliance power off
- Enable remote monitoring capabilities



Smart Door Lock



Wireless Mini Switch



Door & Window Sensor



Wall Switch



Camera Hub G3



Motion Sensor

connection connection



Living Room

- Use a hand gesture to set the ambience for a movie night: tune the lights to the perfect brightness and color temperature, close the curtains, and turn on the TV
- Room temperature monitored, and your ACs and radiators are automated to keep the room at the right temperature to enjoy the movie



Camera Hub G3



Radiator Thermostat



Temperature & Humidity Sensor



Light Bulb



Curtain Driver

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Bedroom

- Motion Sensor enables nightlight for reading before bed
- Activate Sleep Mode by flipping the Cube
- Lights turned off, and roller shade closed to ensure a good night of sleep
- Air quality monitored



Aqara Cube



Motion Sensor



Roller Shade Driver
E1



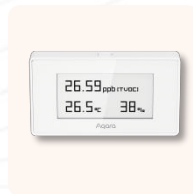
Wall Switch



Smart Plug



Hub E1



TVOC Sensor

continuous connection



Bathroom

- Light turns on when human activity is detected
- Exhaust fan activated if the temperature or the humidity is high
- Water leak detection



Hub



Motion Sensor



Wall Switch



C Water Leak Sensor



U S C Temperature & Humidity Sensor

Vertical Opportunities

Aqara is also committed to provide customized IoT solutions for different industries



Smart Office



Smart Hotel



Elderly Care



Smart Community/Campus



Smart Agriculture



Smart School

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Smart Office

Aqara automates your office space. When you walk into the office, the hallway lights are triggered on, and the curtains open automatically. With a single press of the button you can activate the Presentation Mode, which sets the perfect lighting and ambience.

Case: Xiaomi Science and Technology Park

Aqara deployed 60,000 smart devices in the Xiaomi Science and Technology Park, and established a centralized system managing the security, lighting, AC, sun shading devices, and electronic appliances for the office.

Located in Beijing, China, the Xiaomi Science and Technology Park is the company's new headquarter, and is made of 8 buildings spread over 210,000 square meters.



Smart Apartment Complex

Aqara provides the comprehensive smart system for the apartment building, ranging from lighting, AC, sun shading devices to security. All residents enjoy the convenience and comfort of customized smart homes.

Case: Times China Yunlai Community

Aqara equips all apartments with the comprehensive smart home system including smart lights, smart curtains, the smart security system, and the smart water & air purifier system.

Located in Zhongshan, China, the Yunlai Community is a gated residential community with 500+ apartments, developed by China's top real estate developer Times China.

Smart Hotel

Aqara solution enables self-checkin/checkout, voice control of in-room devices, device energy consumption monitor and management, smart scene automations, etc.

Case: H'Elite Hotel Guangzhou

Aqara adds to the hotel Property Management System (PMS), and utilizes Aqara smart devices to enable mobile hotel key and the automation of AC and light systems for guest rooms.



Thank You

Contact

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