



Smart Home Sales & Marketing Tips

V1.0 2019

By ORVIBO Overseas Sales & Marketing Center

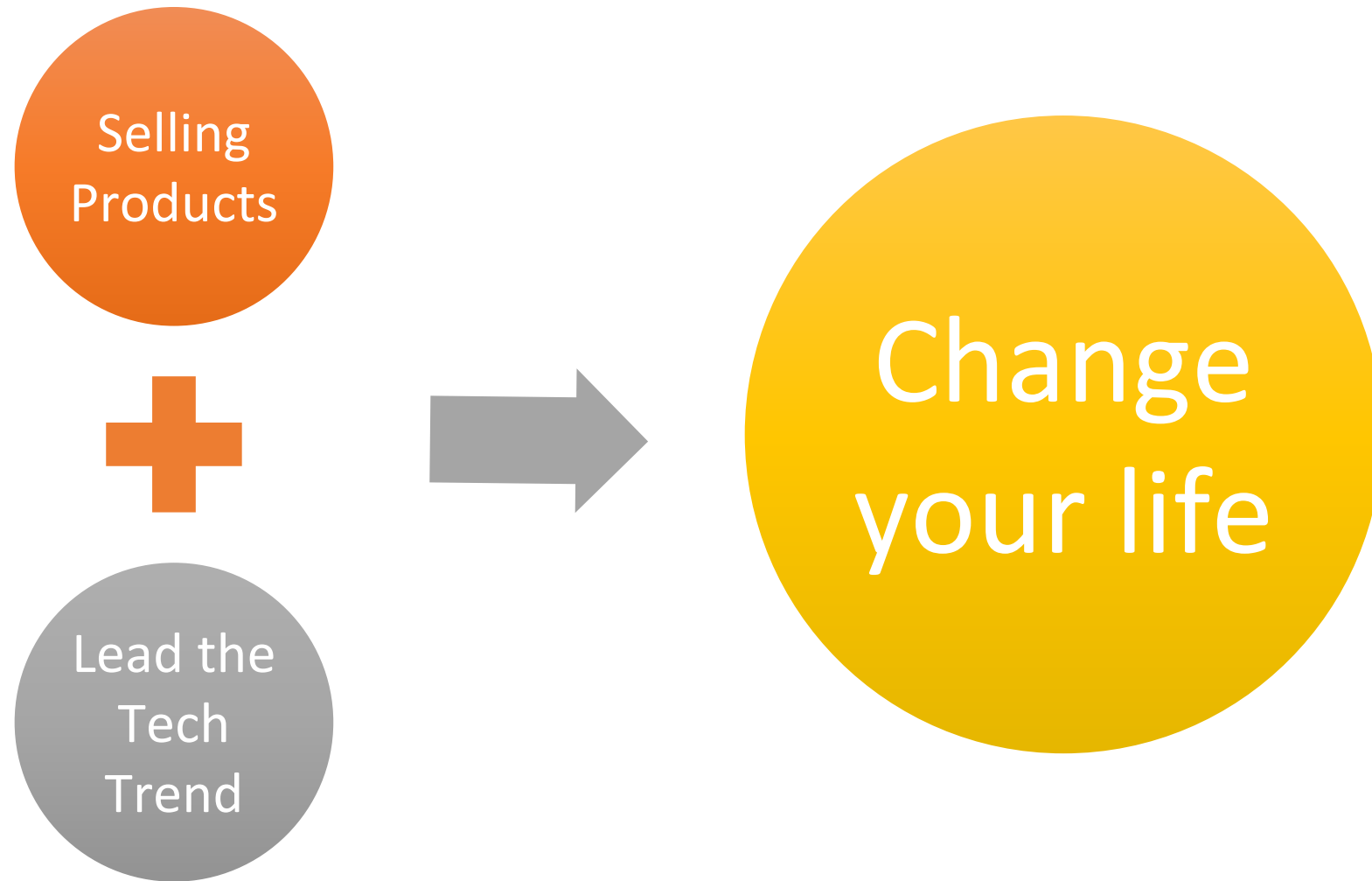


OUTLINE:

- 1. Sales Tips***
- 2. Marketing & Promotion Activities***
- 3. Customers Development***
- 4. Customer Service & Tech Support***
- 5. Local Products Strategy***
- 6. Case Study***

Vision: *Change your mind, Change your life*

- We are not only selling products, but also lead the new technology trend. The goal is to change your life.



Everything is new, build up new concept

- reset your own biz concept
- help your agent or dealer reset new biz concept



Pop Your Slogan in Public for Brand PR

Improve your home
Change your life
More simple, more smart
Easy, simple & smart
We make life better



ORVIBO has grown up to the leading top brand
in Asian Smart Home Industry since 2011



Our Ethics & Principle for Partners

Professional | Win-win | Efficient | Trust





Show ORVIBO's Muscles:

- Who we are
- Why choose us
- What we offer
- How it works
-

ORVIBO Strength:

Brand
Design
Technology
Quality
Service



BRAND REPUTATION

ORVIBO as International Top Brands'
Partners



ORVIBO is the No.1 WINNER of

4 international industrial design award

It is an honor to announce to your customers that all products are from the winner of 4 international industrial design award.



GOOD
DESIGN



reddot



DESIGN
AWARD
2016



GOLD
AWARD
2017

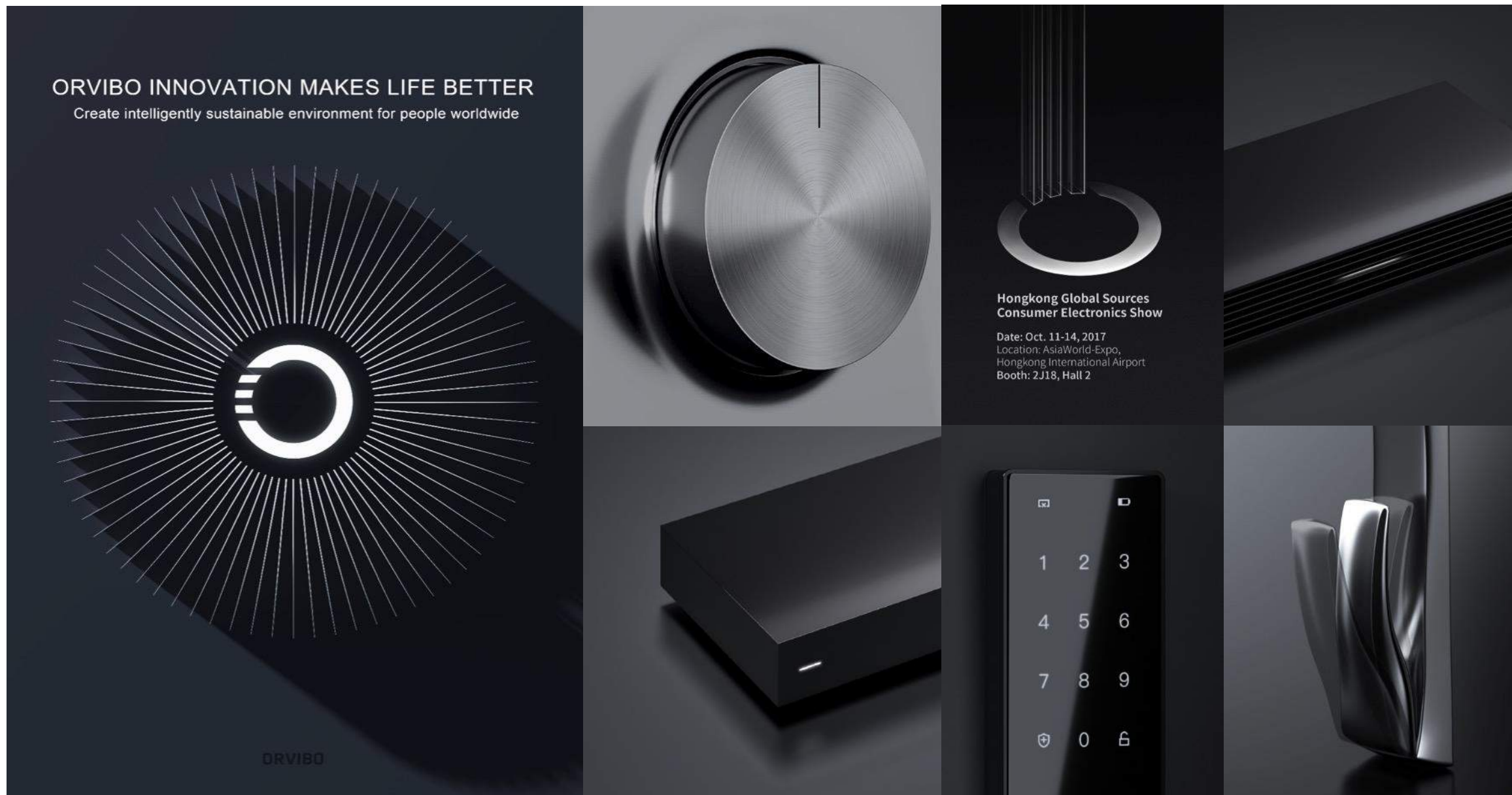


DESIGN
AWARD
2018

IDA
INTERNATIONAL DESIGN
EXCELLENCE AWARDS '17



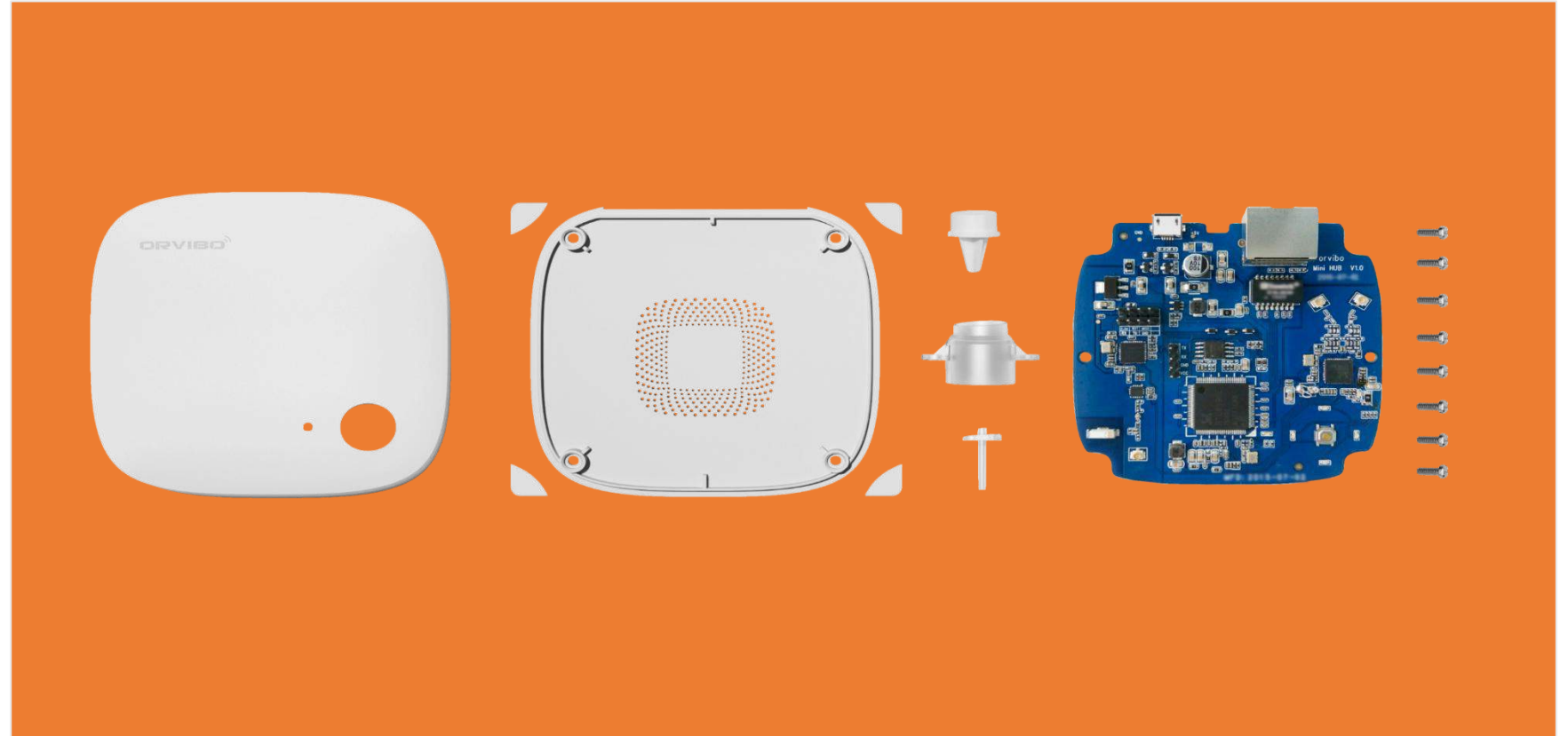
We have 7 years world-class experience & capability to present its unique & stylish design in Smart Home circles



Core Technology, Industrial Patent and Professional Skills held by ORVIBO



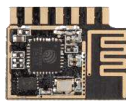
- **Key component: Smart Modules (Zigbee & Wi-Fi)**
- **Smart Devices & Systems**
- **Mobile phone APP**
- **Cloud Service**
- **Wireless edge technology**



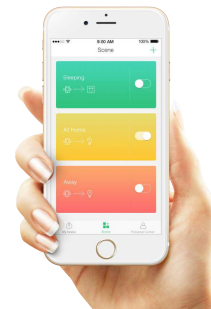
OW8266-01



OW8266-02

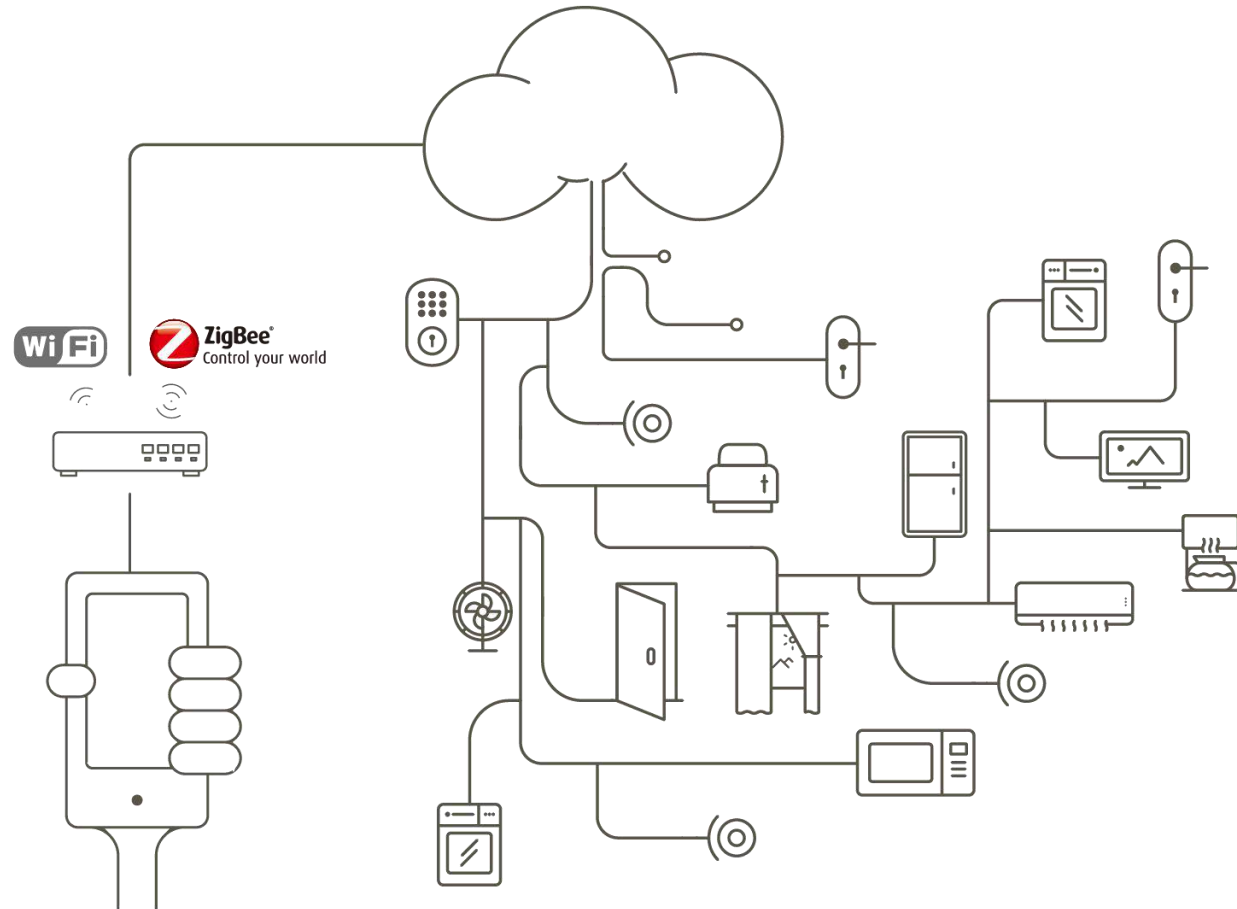


OW8266-04



ORVIBO IoT Cloud Service Platform

Compatible, Open and Safe Guarantee



Existing Active Users

1,200,000

Total Users until 2019

6,000,000

Full House Smart Home Automation Solution Provider



Smart lock system



Smart security system



Smart lighting system



Smart appliance control system



Smart media system



Smart door&window system



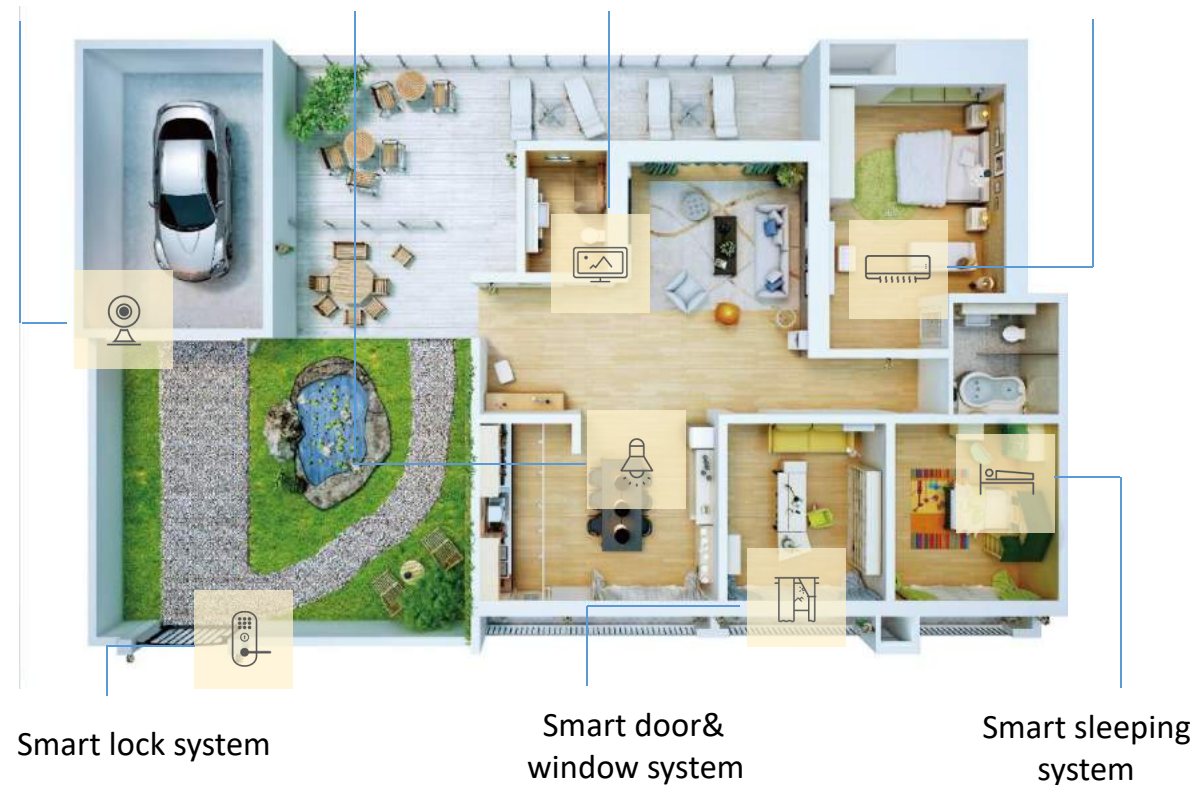
Smart sleeping system

Smart security system

Smart lighting system

Smart media system

Smart appliance control system

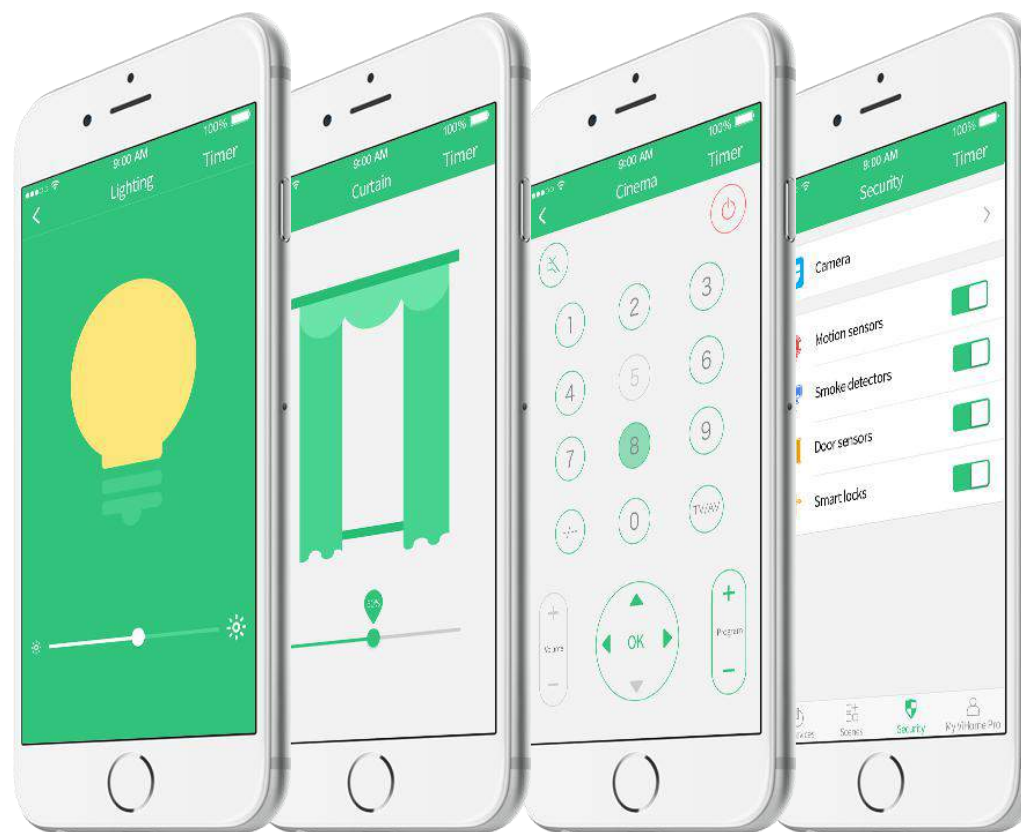


All-in-One Multi-functional Mobile App by ORVIBO



HOMEMATE

Friendly UI, practical function, easy settings,
rich sensor data, support kinds of IFTTT,
powerful end-user's activity analysis by cloud



13:51



Language

Done

简体中文

English



繁體中文

日本語

Français

Deutsch

Español

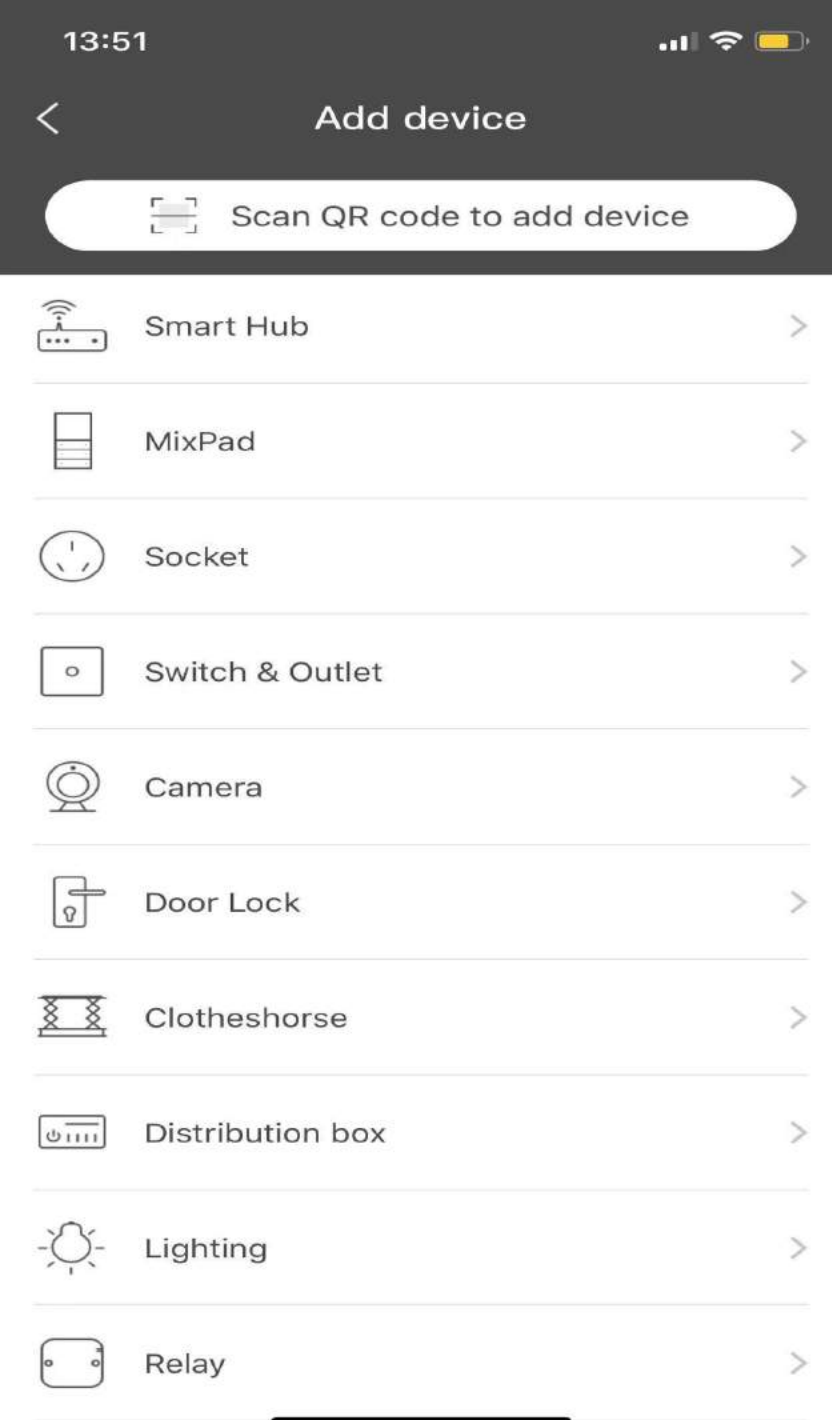
Português (Portugal)

Português (Brasil)

한국어

ORVIBO app supports local language:

7 countries language suitable for most of the population. Meanwhile ORVIBO supports to add more local language into our app and system in order to provide more convenience to end users.



Our advantage: full house home automation solution provider

All-in-one app supports various wireless smart devices, such as lighting, home security, curtain & door control, power saving, home appliance, air conditioning, etc.,

Sometimes no need to persuade customers to buy full smart home system. Only to sell 1 or 2 smart devices to them so that they will find more and more cute & helpful smart devices in the app. As a result, customers will come to you for purchasing or choosing more smart items.

ORVIBO Smart Voice Control Technology - its IoT platform & most of devices working with voice control system by Google Home, Amazon Alexa, iPhone Siri.

amazon echo



Google Home



Siri



Quality Certificates

RoHS



More...

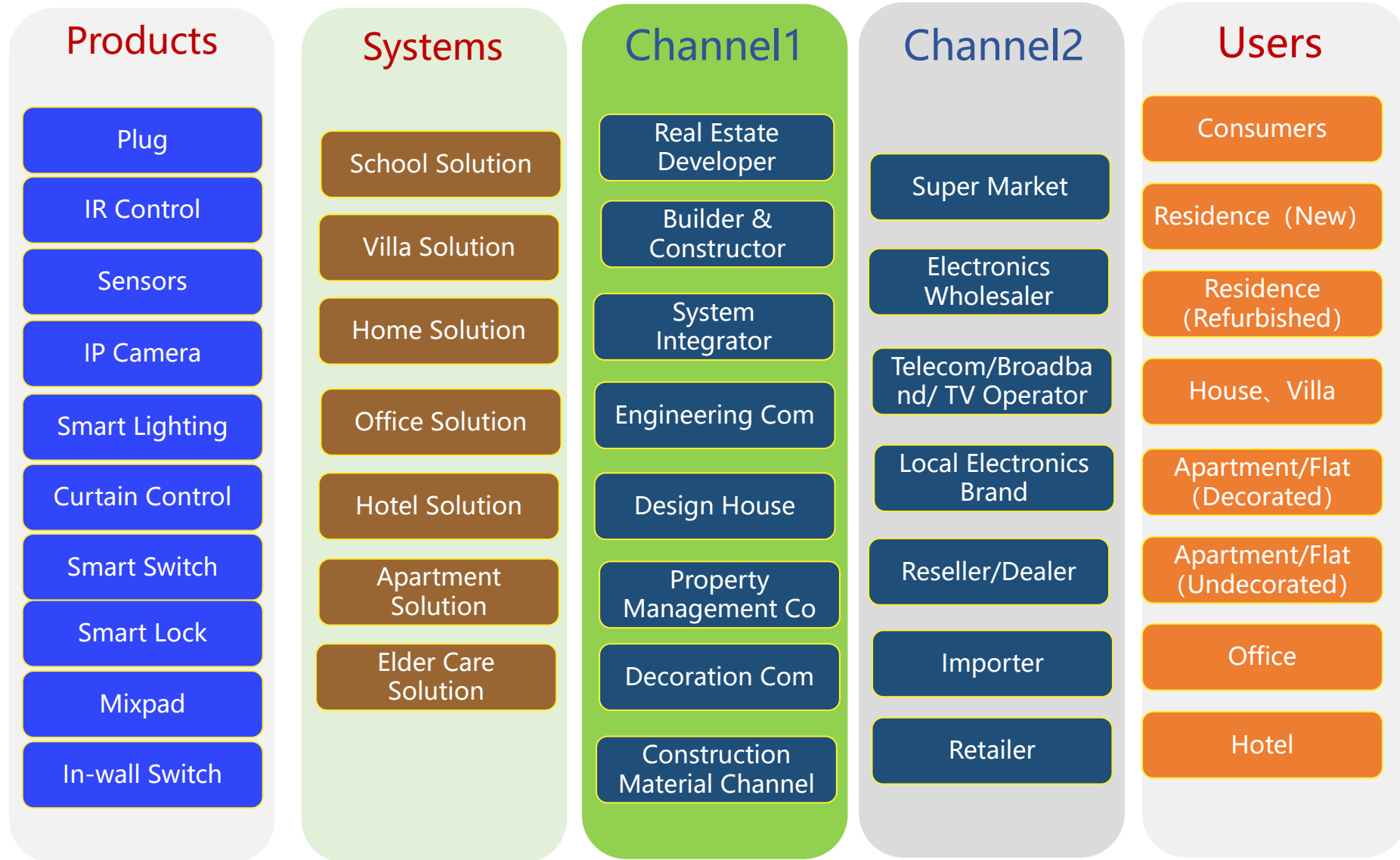


Certificate No. C991013
ISO 9002



Target sales channel & customers

Target Customers & Channels:



C1. Engineering & Installation Channel

Real Estate Developer

Professional Builder

System Integrator

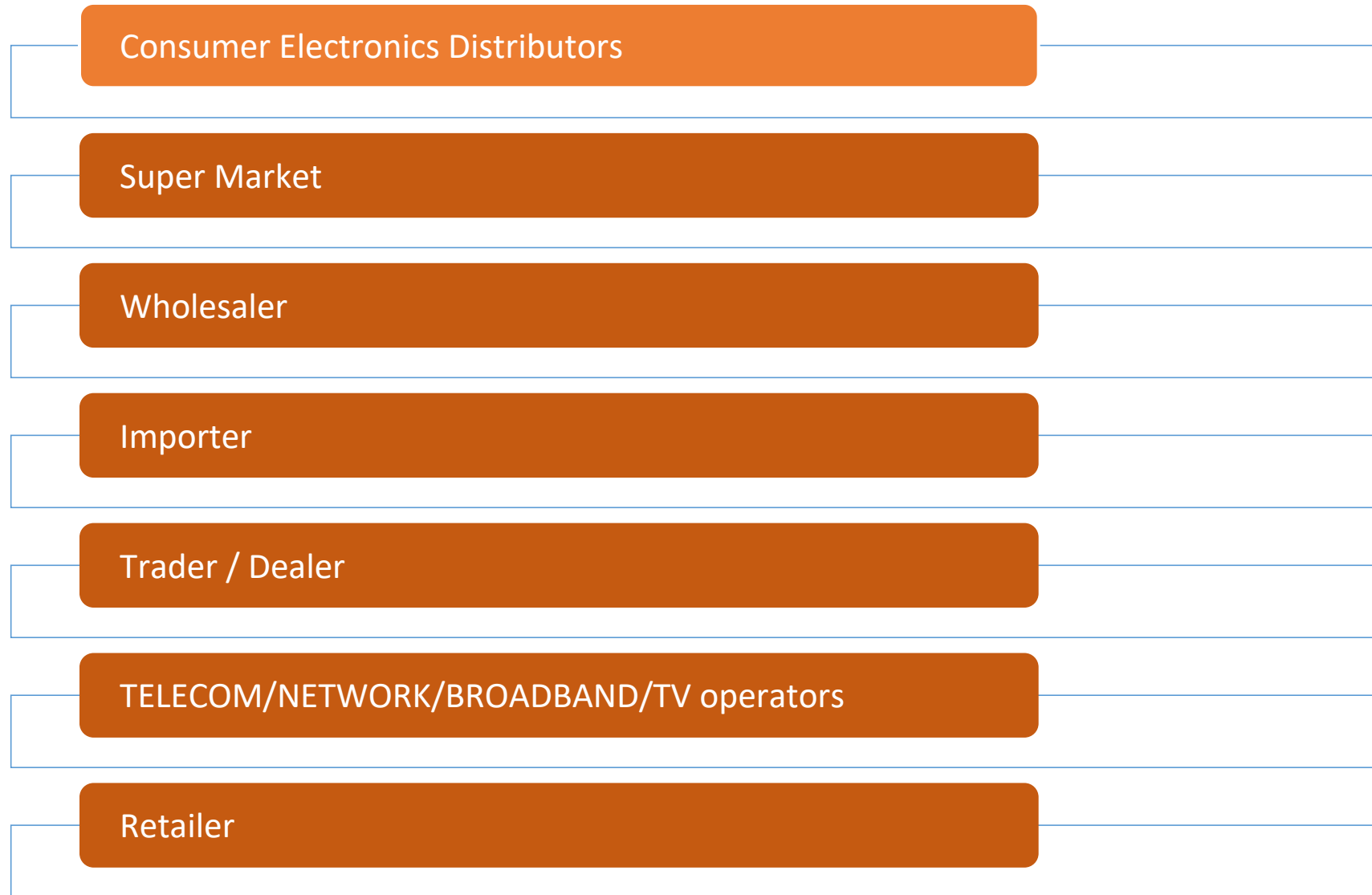
Design House / Institute

Engineering Company

Property Management Company

Construction Material Channel

C2. Retail Channel

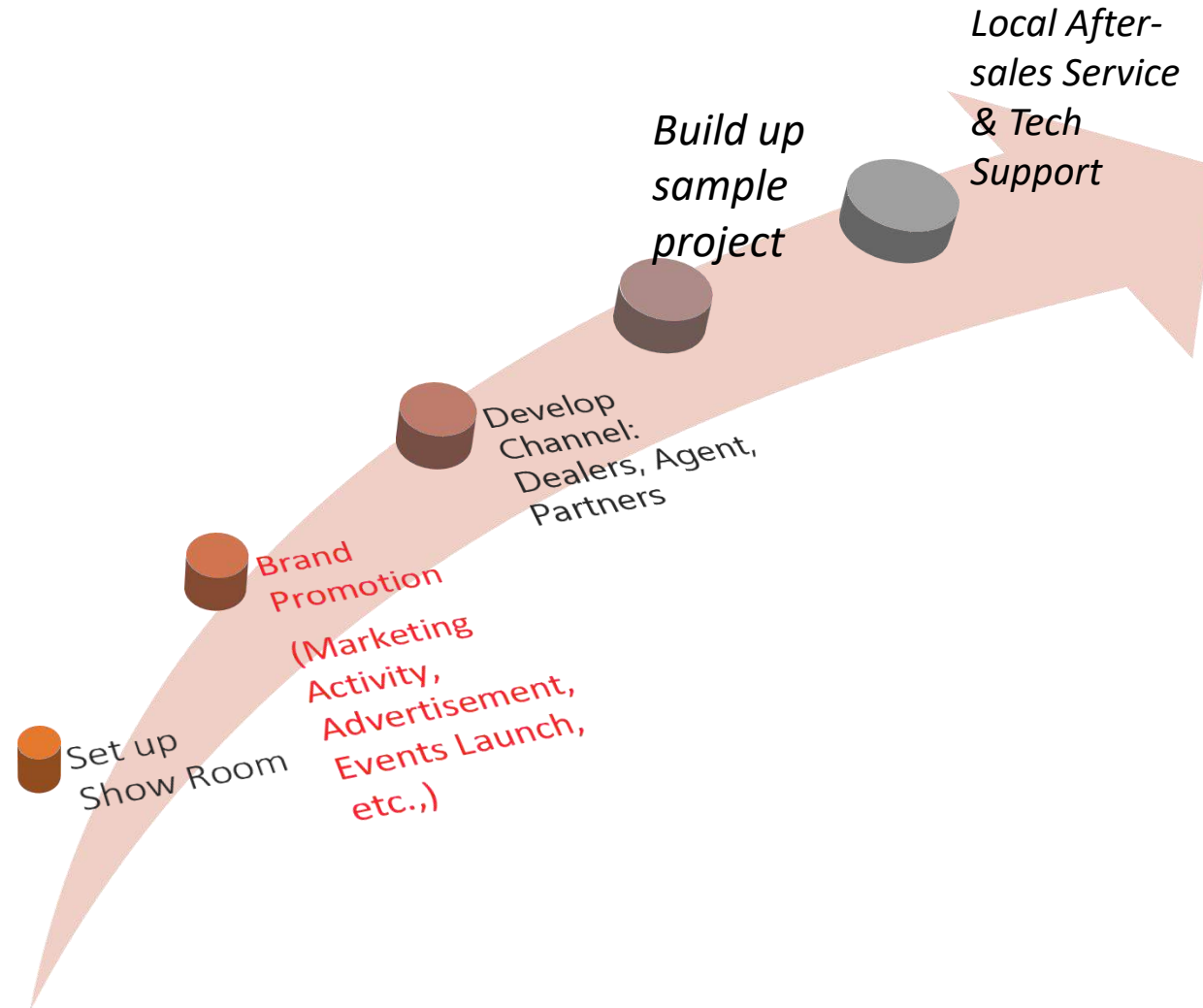


Quick Start Guide

5 Key Steps for ORVIBO Local Sales & Marketing



Smart Home Business Grow-up Roadmap

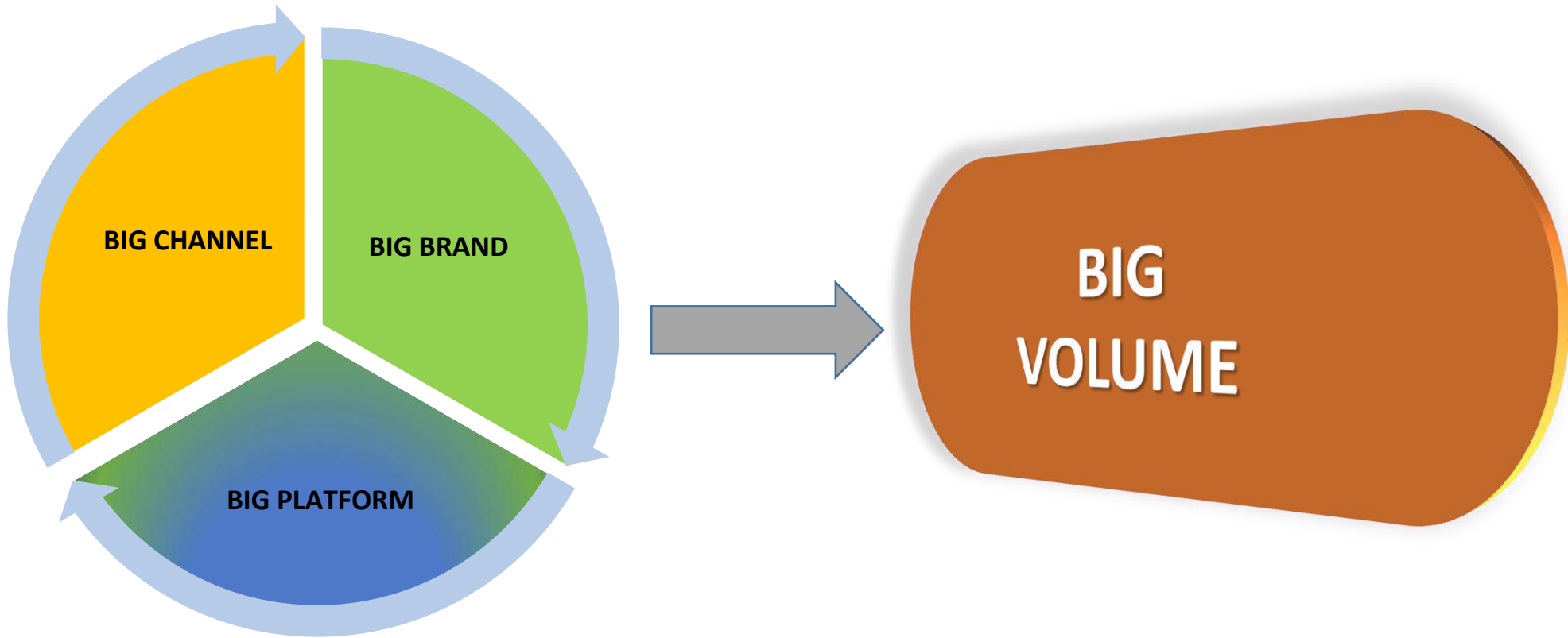


Local Partnership

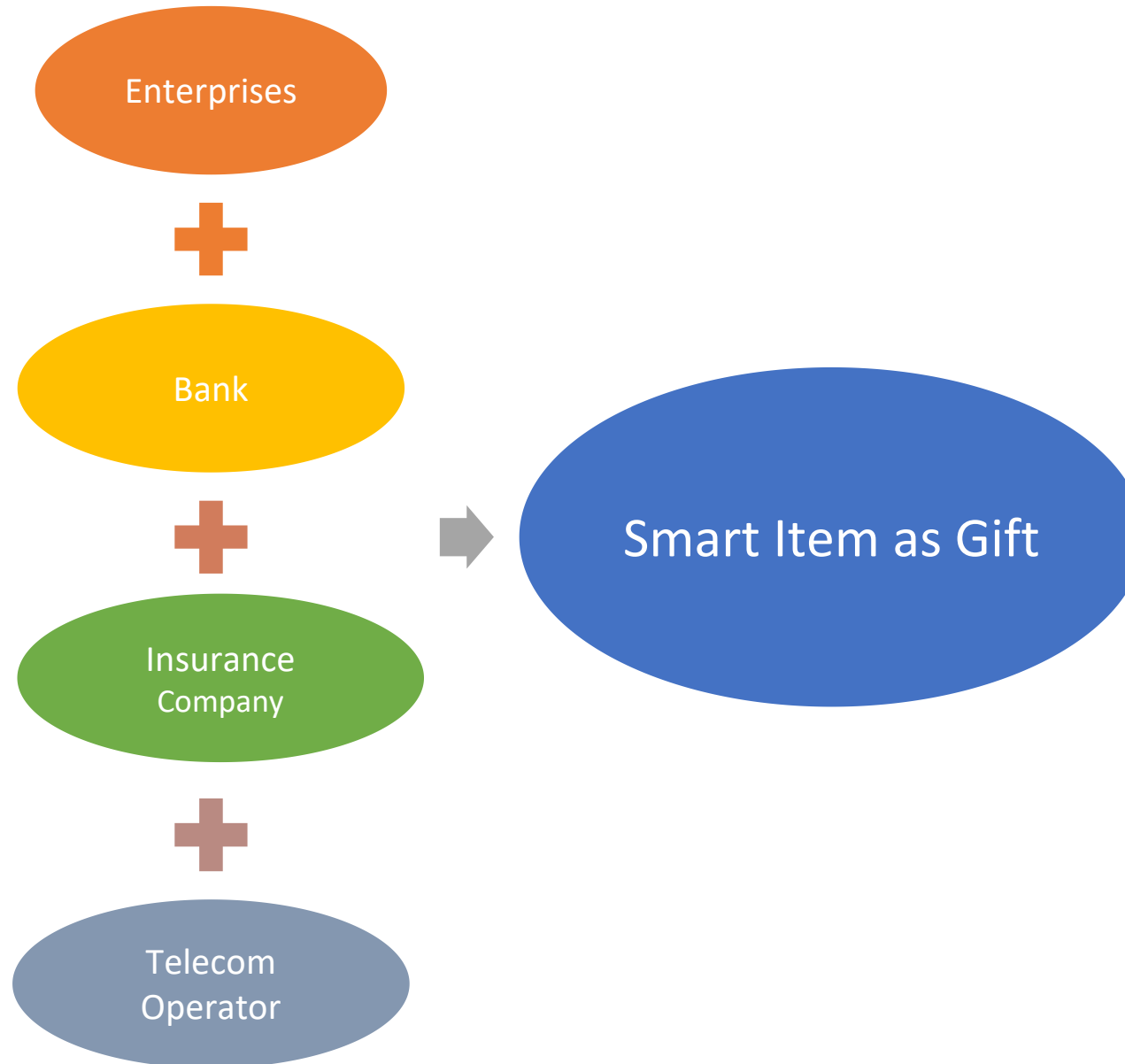
- Set up partnership with related circles
- Join some industry committee
- Join some target customers activity, events



Strategy on Searching for “3B Customers”



To Develop Big Volume Target Customers



Your
COMPANY NAME
Slogan.



Smart Plug



S25US- 10A B25AUS- 10A

Smart Plug



S31 Smart WiFi Plug

IR Remote Control



Magic Cube (Wi-Fi)

Smart Door Bell



Wireless Self-Powered Door Bells

Security Kit



Door/Window Sensor IP Camera ZigBee Hub Motion Sensor

Smart Switches



Dimmer Switch On/Off Switch Scene Switch Curtain Switch

ORVIBO
www.orvibo.com

Retail Smart Home Items' Target Customers:

- Telecom Company
- TV & Broadcasting Operator
- Broadband & Networking Provider
- Insurance Company
- Banks
- Big Enterprises (Water, Electricity, Real Estate, etc.,)

Smart Devices for:

- Can be sold as Mini or Macro Smart Home Kit for Family Users;
- Or Free gift to Subscriber for Telephone, Internet, Set top box, etc.,
- Can also work as company gift for big events, ceremony, festival, annual celebration, etc.,



Best choice for
Employees, Colleagues, Family
members, Classmates, etc., as
Season's Gift
Annual Gift
Big Event Gift
Memory Gift
Subscriber Open-account or
contract renewal Gift
Birthday Gift
New Opening Gift





S25 WiFi Plug



S31 WiFi Plug



COCO Power Strip



Magic Cube Remote Control

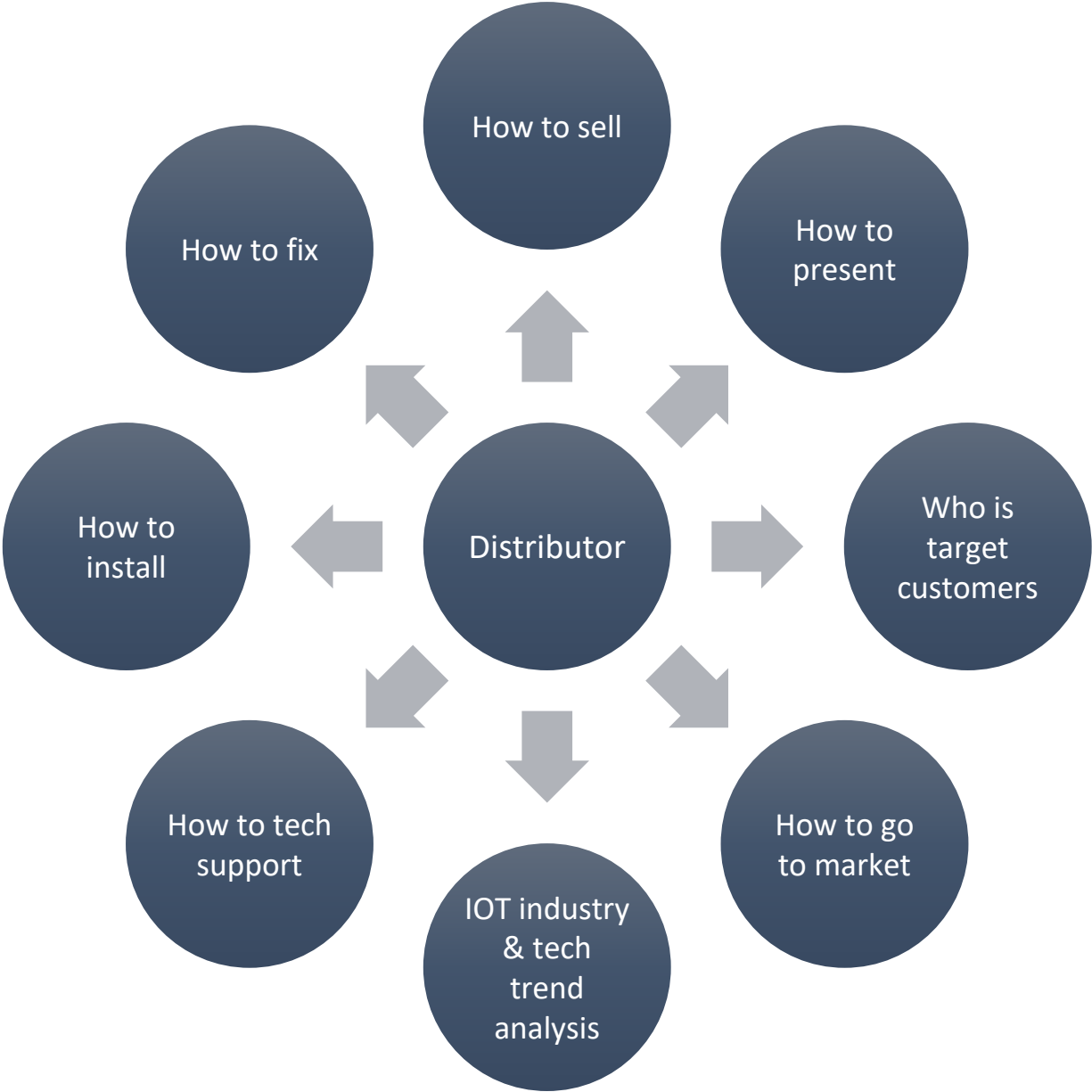


Security Kit

For end-users & families:

- Delicate Retail Gift box Package
- Stylish ID design
- Up2Date IOT Devices
- Friendly App
- Remote Control
- Change the lifestyle

For your agent or dealer, not only sell products to them, but also need to train them how to sell smart home products and system

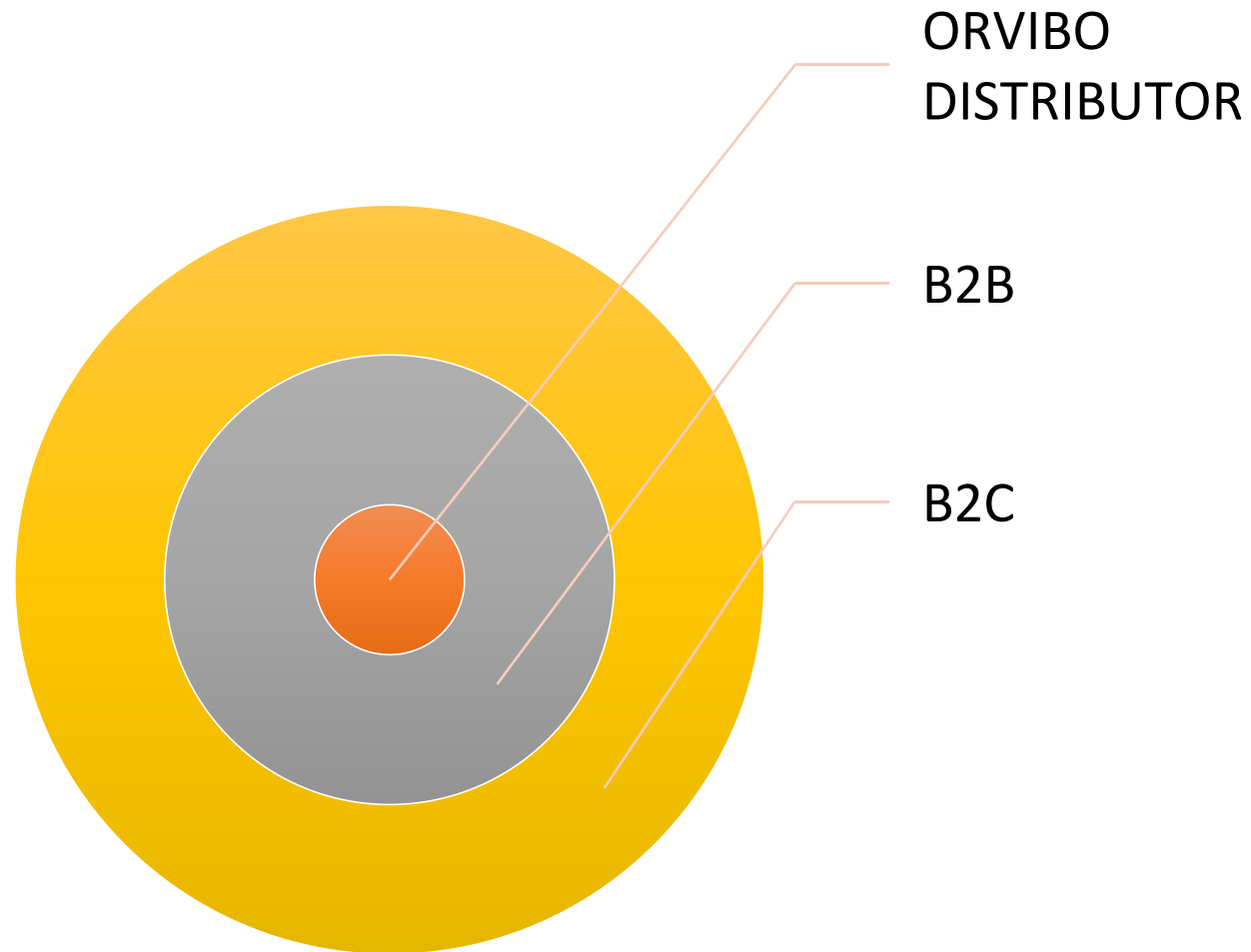


Sales & Marketing Strategy

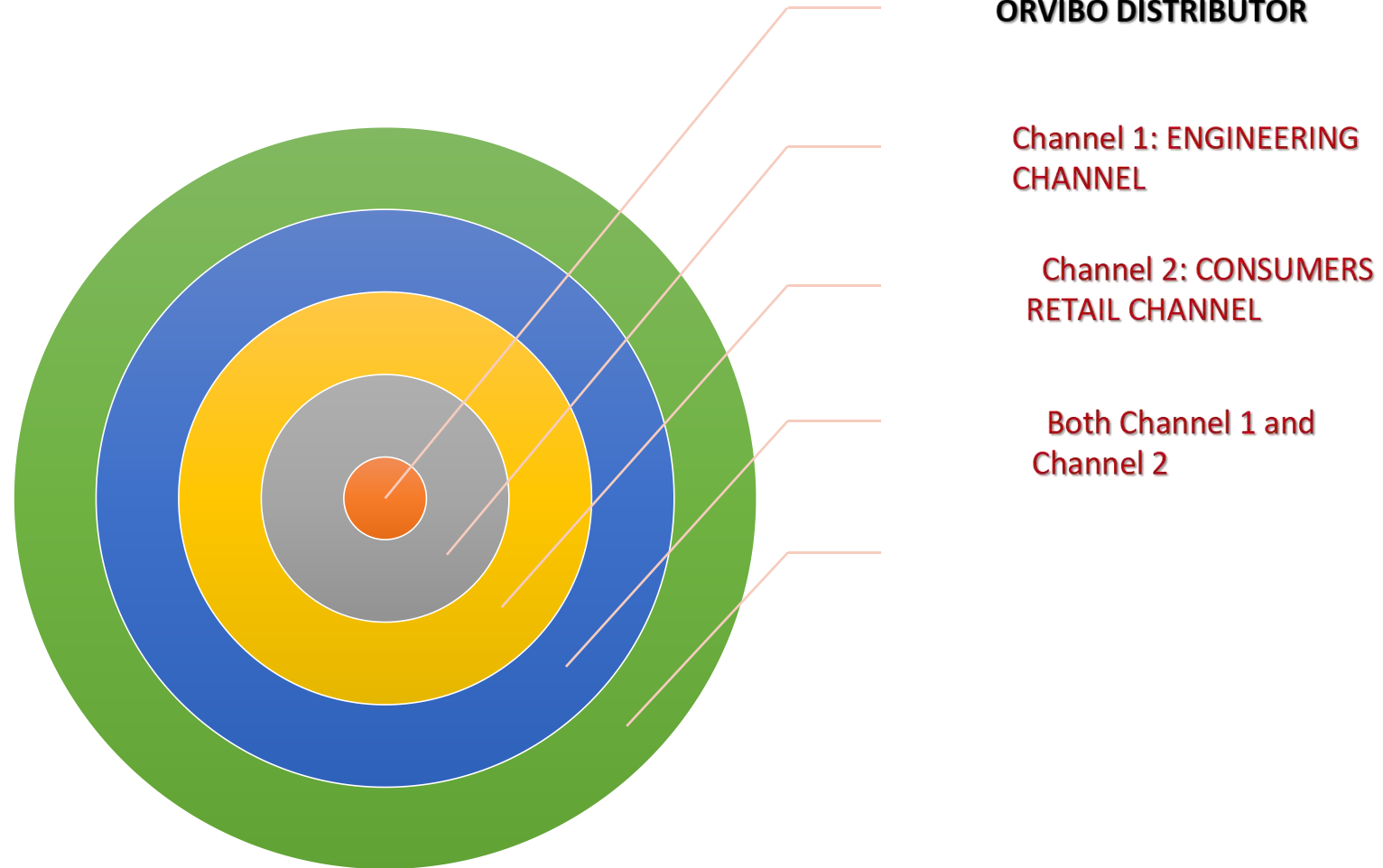
Conduct Local Marketing Survey:

- Family or End-users requirements for smart home products
- Competitor (who, price, sales channels, projects, etc.,)
- Real estate projects status & market
- Local market consumption price

Define Suitable Key Business Mode



Define Sales Channel



How to enter & present ORVIBO in retail chain stores:

To set up IoT Show Corner in downtown area, shopping mall, CBD, etc.,

- Franchise Store
- Store in Store
- Brand Shelf
- Products Counter / Stand / Booth





2. Open Smart Home Retail Experience Center



ORVIBO



ORVIBO opened **Shanghai IOT Experience Center** which is the No.1 in Asia Market.



ORVIBO offers:

Design

Project Plan

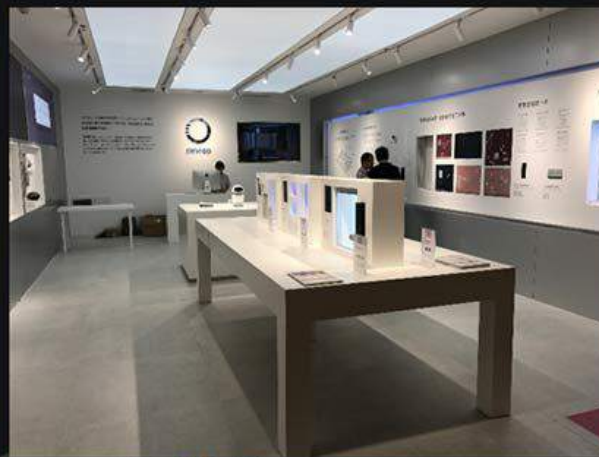
Systems & Solutions

Marketing Support

Sales Training

Technical Coaching

Professional Service



ORVIBO Various Design for IOT Products Presentation & Marketing

ORVIBO

ORVIBO Mini Store

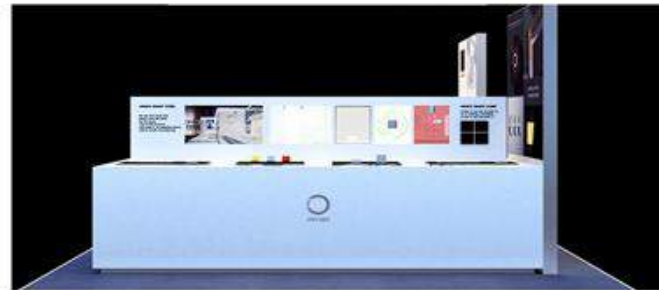
Space 20~50 m²



ORVIBO

ORVIBO IOT Counter

Free assembly



ORVIBO

ORVIBO Flagship Store

Space 150~300 m²





CHINA



BeiJing:	5 stores
ShangHai:	9 stores
GuangZhou:	3 stores
ShenZhen:	3 stores
ChengDu:	4 stores
HangZhou:	4 stores
ChongQin:	4 stores
SuZhou:	4 stores
WuXi:	4 stores
HuZhou:	3 stores
WuHan:	2 stores
QingDao:	3 stores



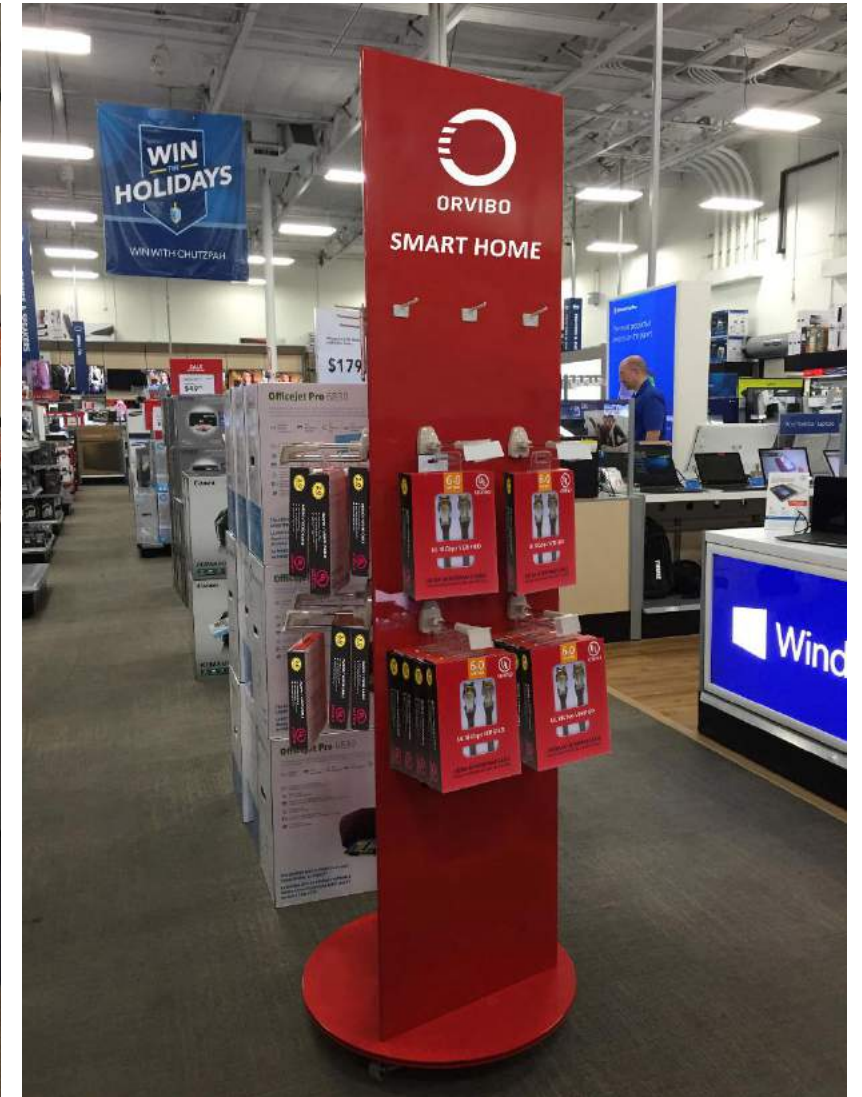
Total: **200** stores in China

Shenzhen ORVIBO Technology Co.,Ltd.
WWW.ORVIBO.COM

ORVIBO brand design for IOT shelf in supermarket or electronics chain stores



ORVIBO Design for IOT Shelf in Supermarket or Electronics Shop





3. Attend the Exhibition & Present Brand and products; Gain customers contact info.

How to present & promote products to dealers or customers



Attend more show or exhibition:

- Construction Material
- Smart Home / Home automation / Smart City / Smart Community
- Home electricity
- Real Estate
- Engineering & Installation
- Lighting
- Home Security
- House Design
- Electronics
- Home Decoration





In the Exhibition:

ORVIBO provides free design to local distributors.

In the show, the smart home or home automation live scene is the most important display of how those smart home system or products works. Attract visitors to experience or try the products is very critical.



360 degree to promote, present and advertise brand & products



O2O

Interaction from Online to Offline Promotion



UP to Date Smart Voice Control Technology

- ORVIBO'S IOT Platform Working with Google Home, Amazon Alexa, iPhone Siri

amazon echo



Google Home



Siri



The 1st key step:

- to win one project or big customer, or big supermarket, or big operator in order to set up the star project or key customer sample case.
- by this sample case or project, you have advantage of affecting, presenting or promoting to other potential customers.

**SAMPLE
TEXT**



The 2nd Key Step

➤ Create your professional technical Home Automation Specialist Public Image;

➤ Copy your successful IOT sales experience and Looking for city agent or regional dealers.

By

- Work with government or related authority to promote home automation
- Set up more show room or products counter nationwide
- Countrywide Roadshow
- Smart Home Launch Activity
- Join IT, Computer, Construction, Design, Security, Lighting Committees or groups
- Create AI or IOT Forum to regularly update or share new technology and information with target customers

The 3rd Key Step: Market Strategy for Regions (2+2)

2 Business Line Strategy :

1. System & Solution Provider in Real Estate Develop & Engineering channel: Smart Home, Office, Hotel, Villa, Apartment, etc.,
2. Smart Devices Supplier for Retail Channel (Lighting, Security, Electricity, etc.,)

2 Kinds of Strategic Partners :

1. Engineering & Installation Channel:

Professional Partners: System Integrator, Real Estate Developer, Engineering Company, Décor or Design Company, etc.,

1. Retail Channel:

Local Retail Distributors: Construction Material Wholesaler, Shopping Mall, Furniture Mall, Consumer Electronics Wholesaler, etc.,

Key Figures Present to Your Customers

1000+ Real Estate
Projects

35+ Countries'
Distributors

2 million pcs
smart products

1 million +
active users

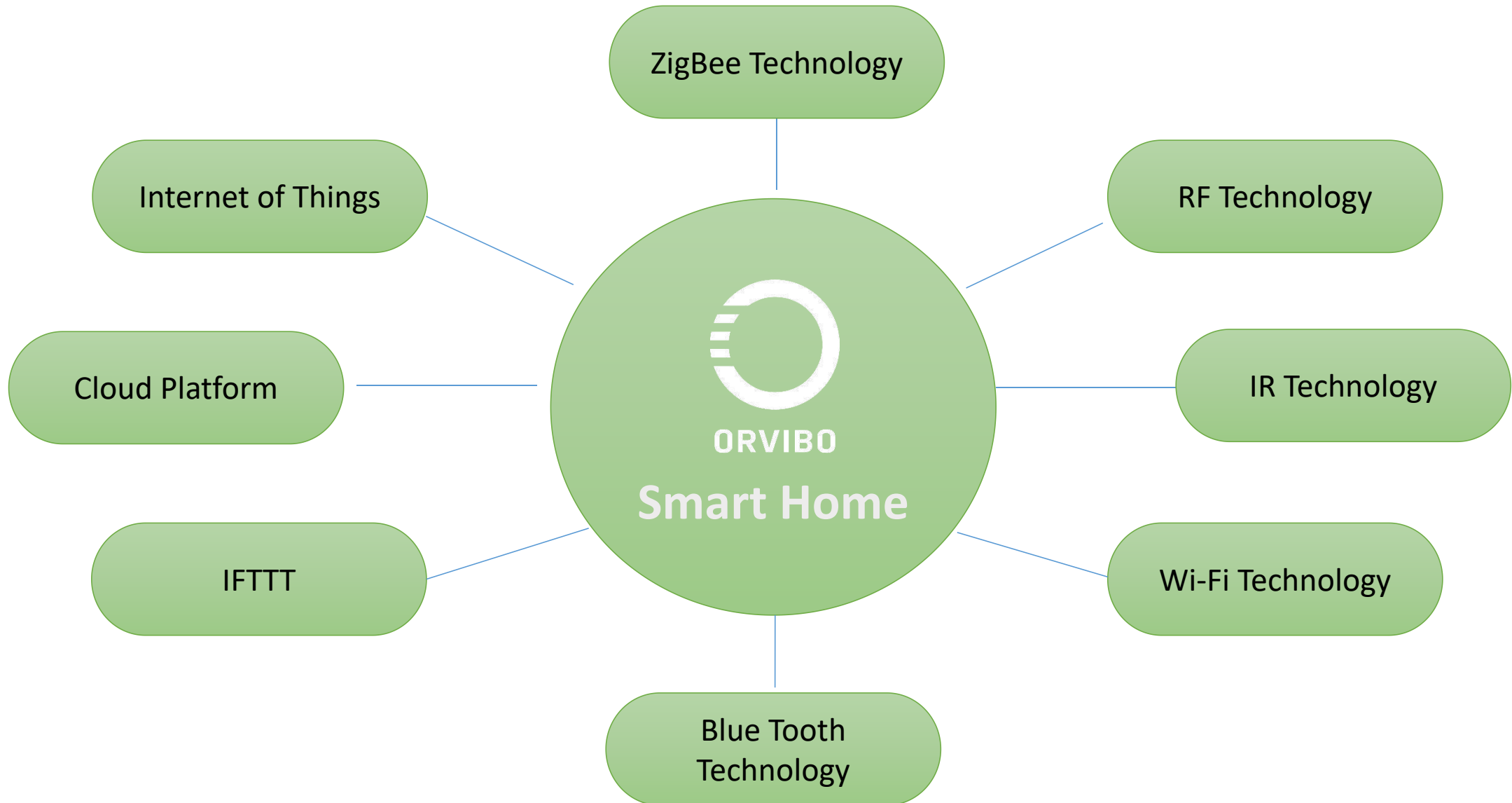
ORVIBO's Distributors in 35+ Asia-Pacific Countries:

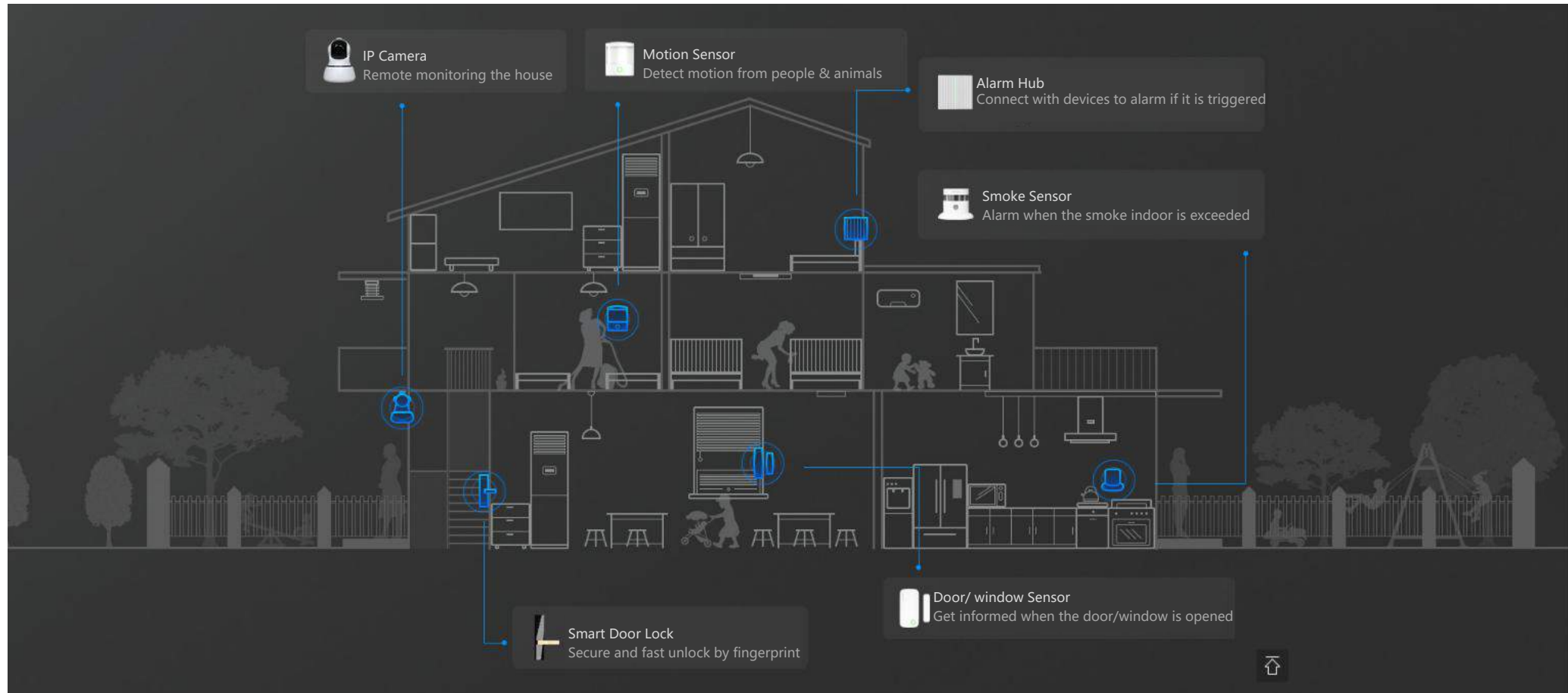


Products Strategy

PAAS + SAAS + HAAS

ONE PLATFORM WITH MULTI-TECHNOLOGY COMBO

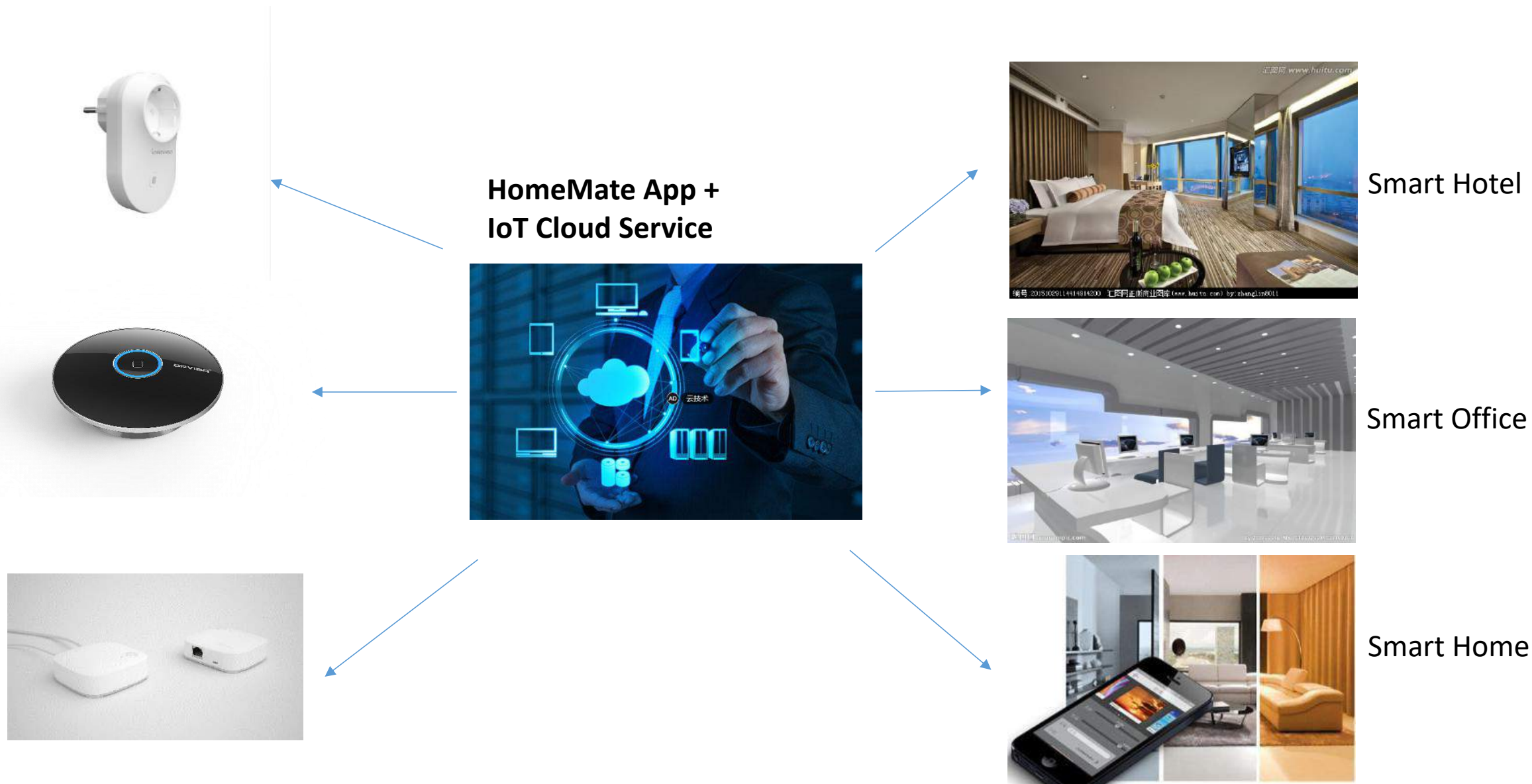




PRODUCT APPLICATION- FULLVIEW SMART SECURITY

Build the smart security network by IP camera, smart door lock, sensors and more devices. Get alarm and take actions in time when there is any accident.

ORVIBO Total Solution Brief (Devices + Apps + Cloud)





COMPLETE SMART PRODUCTS LINE

With the strong R&D capacity, ORVIBO has complete smart home products line and continues to launch new products quarterly to the global market.

works with the Google Assistant | amazon alexa



Smart System & Solutions



SMART HOME SOLUTION

Improve your smart life experience, provide complete home automation systems including lighting control, home security and alarm, environment and curtain control, home appliances control, etc..



SMART OFFICE SOLUTION

Smart lighting and energy management system especially for joint office, small and medium enterprises. Support remote monitoring and control, improve the efficiency and save 40% energy cost.



SMART HOTEL SOLUTION

High-end and efficient automation system for hotel. Convenient and secure access control, smart lighting, sun-shading and appliances control systems. Provide with the smart and comfortable hotel experience.

ORVIBO GLOBAL SMART HOME CASE STUDY

ORVIBO as International Top Brands' Partners

Local big brands or international brands will be your first choice to introduce ORVIBO OEM service for smart home products line.



ORVIBO IN KOREA

Co-branding with LG for smart sensors series



◇ LG전자가 가정용 IoT 센서 5종을 출시했다. [사진=LG전자]



ORVIBO as Strategic Supplier for Worldwide Operators

Your local telecom, TV or Radio broadcaster, internet operators have very strong interest in new technology, such as smart home, AI, IOT, etc.,



ORVIBO's Smart Hotel Solution:

smart lock, curtain motor, home appliance control, sensors, etc.,

Hotel

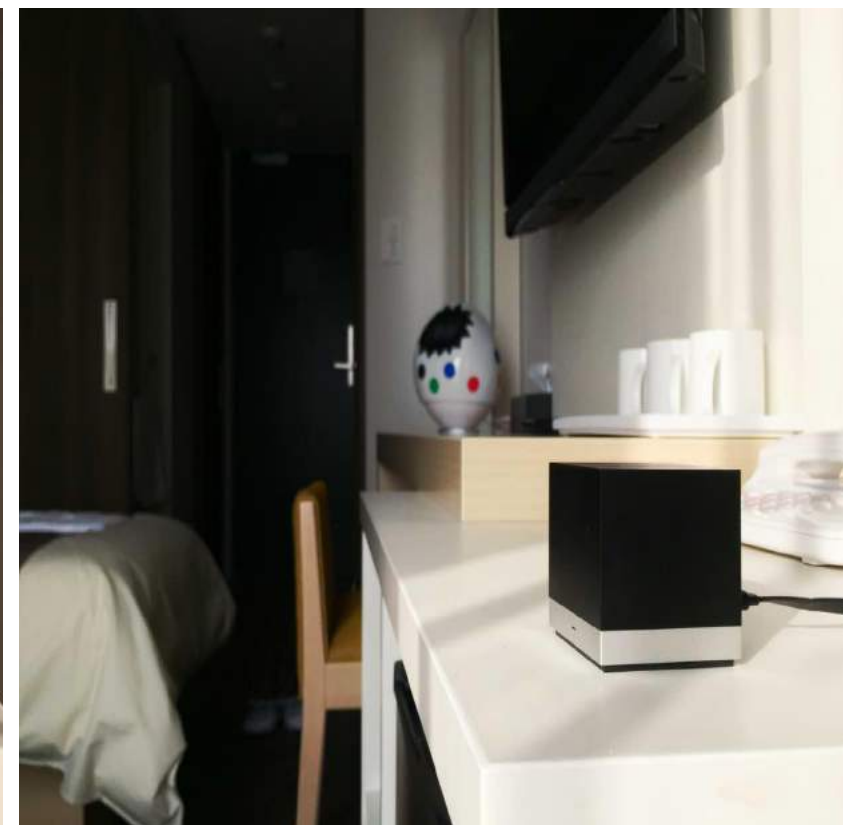
AMBASSADOR 5-Star Hotel in Korea used ORVIBO SMART HOME PRODUCTS



ORVIBO IN JAPAN



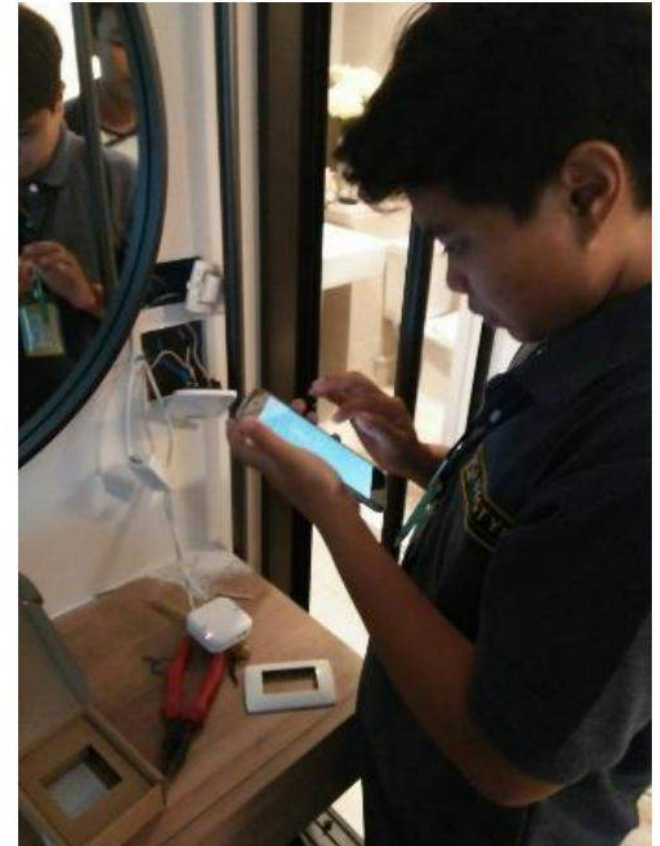
The 1st smart hotel in Japan, namely Henna Hotel in Tokoyo use ORVIBO products.



ORVIBO IN THAILAND

IT, Construction Material, Lighting Shops, Home Decoration, Supermarket, Electronics Chain Stores

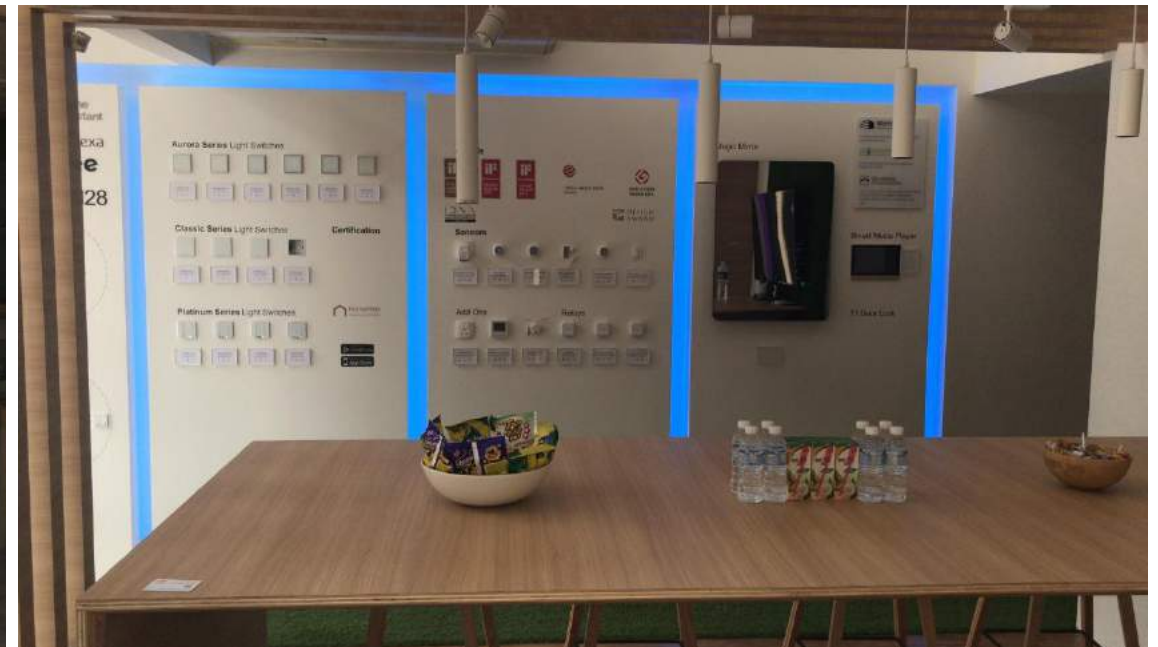






System Integrator

ORVIBO SinTech Innovation Pte. Ltd



ORVIBO IN MALAYSIA



starproperty!my
FAIR 2017
i-City Edition
10 - 12 Jun 2017 • 11am - 7pm
i-City (i-Gallery)

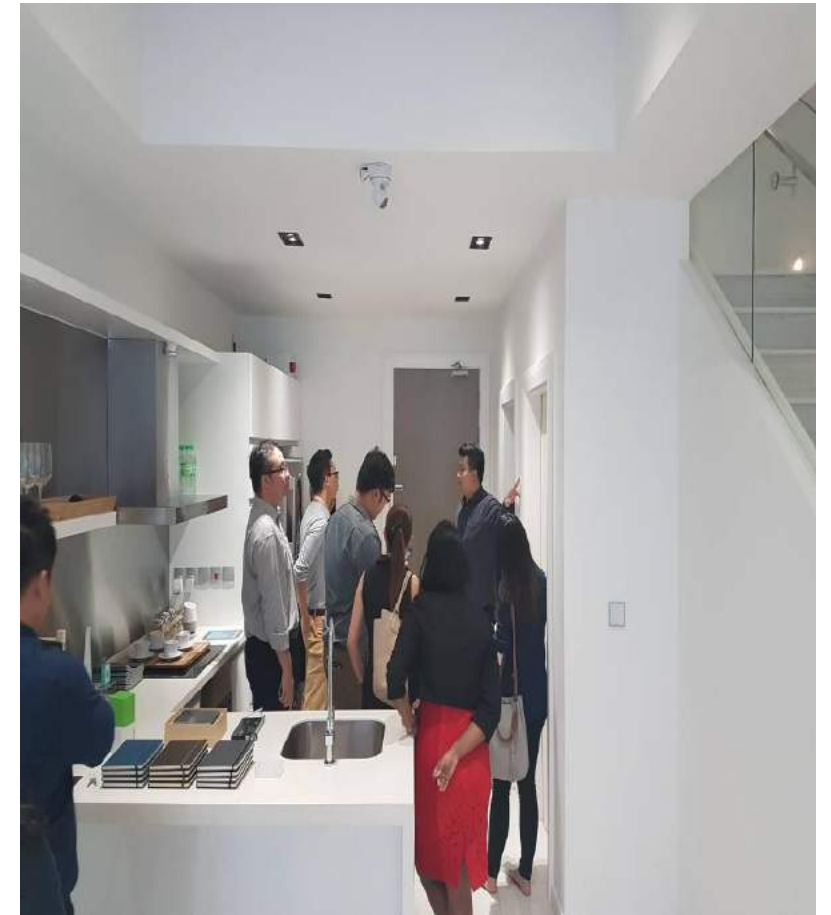
How IoT & Smart Automation
can Change the Way We Live
and Add Value to Our Property

TERRENCE LIM
Managing Director,
Avance Smart Home

i-City
i-Gallery

12 JUNE
2017

4pm - 5pm





MALAYSIA Project: SUNGAI BESI

Project Name: Trion @ Sungai BESI

TRION

by AVANCE

FREE

SMART HOME SYSTEM

FOR NEW HOME BUYER

Smart Home Package:

Smart Mini Hub

1 unit

Smart Touch 3 Gang Switch

2 units

Smart WiFi Cube

1 unit

Smart WiFi 360 Camera

1 unit

worth RM 2620.90

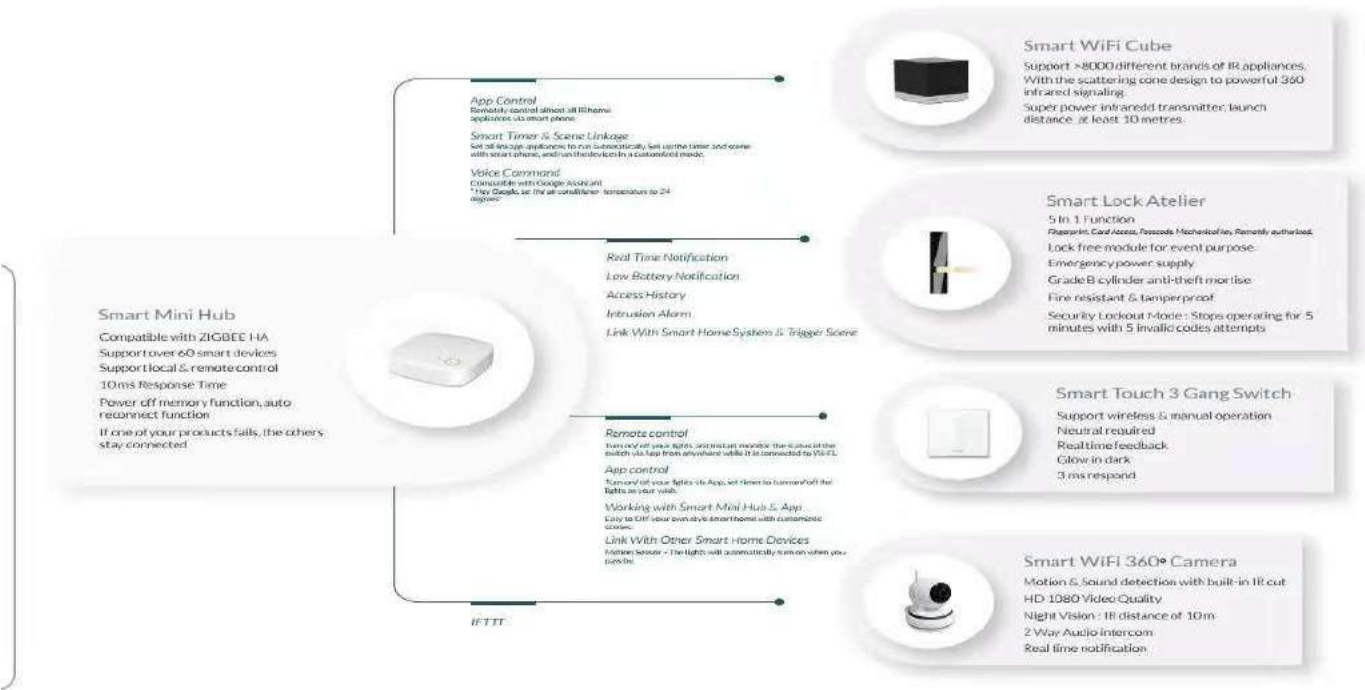
DURING GRAND LAUNCHING

FREE SMART ZIGBEE MOTORISED

FOR 1ST 500 BUYER

WORTH

RM 2,413.60



ORVIBO IN Singapore



Fantasy Singapore Branch 's Apartment Project “6 DerByshire” used ORVIBO smart home products



ORVIBO smart home products are widely used in Villa & House in Asia



ORVIBO REAL ESTATE PROJECT IN Southeast Asia Region

