

Qingdao Yeelink Information Technology Co., Ltd.

# Yeelight Products



# Catalogue

**PART ONE**    **Yeelight Bedside Lamp**

**PART TWO**    **Yeelight LED Bulb (White)**

**PART THREE**    **Yeelight LED Bulb (Color)**

**PART FOUR**    **Mijia Lamp**

**PART FIVE**    **Yeelight LED LightStrip**

**PART Six**    **About Us**



**01**

**Yeelight Bedside Lamp**



## Wish wonderful dreams with colorful light

- Give your beloved a sweet dream | 16 million colors into your bedroom
- Professional Optical Design & High quality Manufacturing
- Sleep Timer/Night Mode/Wake-up Light – some small but intimate functions
- Experiences with touch control
- Light the way with Bluetooth-enabled



  
**YEELIGHT**  
LIGHT UP YOUR LIFE



小米生态链企业  
A XIAOMI ECO-SYSTEM COMPANY



**1 bedside lamp**

**16 Million Colors**

**365 different colorful nights**



Blue



Grass Green



Orange



Azure



Magenta



Rose Red

## Special lights design for different scenarios

Yeelight Bedside Lamp can give you blue like the sea and warm yellow like the sunset with different settings. It is not strictly necessary to have the App to use the basic functions, but you will have access to more features if you do. Slide your finger left and right to choose from seemingly unlimited colors. Slide your finger up and down to control the brightness. You can also pick up some colors from your photos and Yeelight can deliver you same light scene as the picture you have selected.



Color  
Adjustable



Color  
Temperature  
Adjustable



Timing



Brightness  
Adjustable



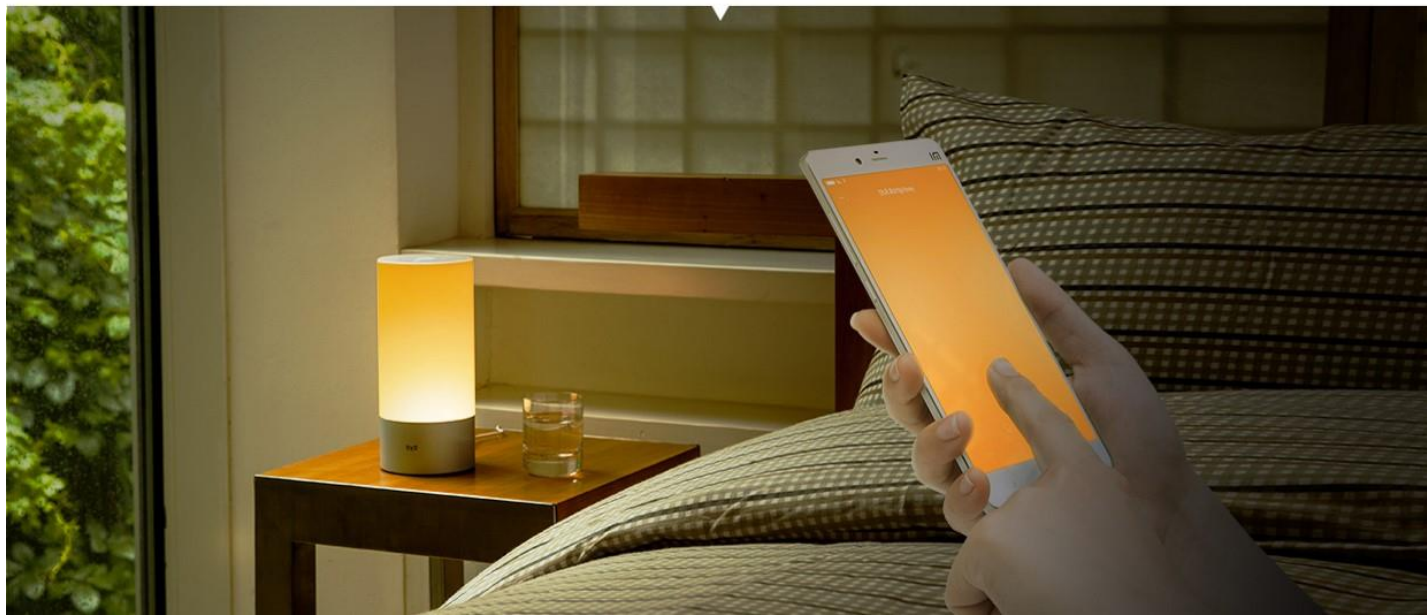
Schedule



Flow



Night  
Mode



## Night Mode

You can turn on the Night Mode and set your own time, then the lamp will turn on with soft light automatically.





## Perfect Design and High Quality Manufacturing

No matter it is on or off, just like a craft that decorates every bedrooms



Full Color Temperature  
Full Color Gamut

Perfectly Suit the  
Family Atmosphere



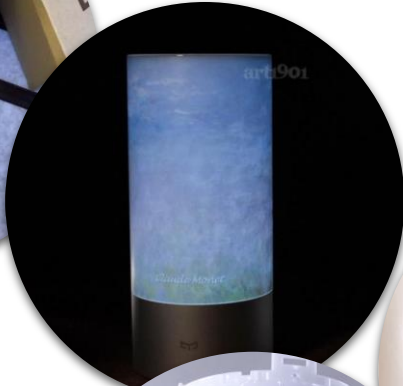


**A Good Choice for  
the Players Surfing  
in the Cool Game  
World**

# Pictures of the Scene Usage



# User's DIY Display





**02**

**Yeelight LED Bulb (White)**



- **4000K Color Temperature, close to natural light | Warm white color suit for daily use.**
- **Up to 11 years lifetime, 8W of ultra-low power**
- **Remote control by Wi-Fi**
- **Multiple bulbs control | Edit bulbs into groups and control them via group management**

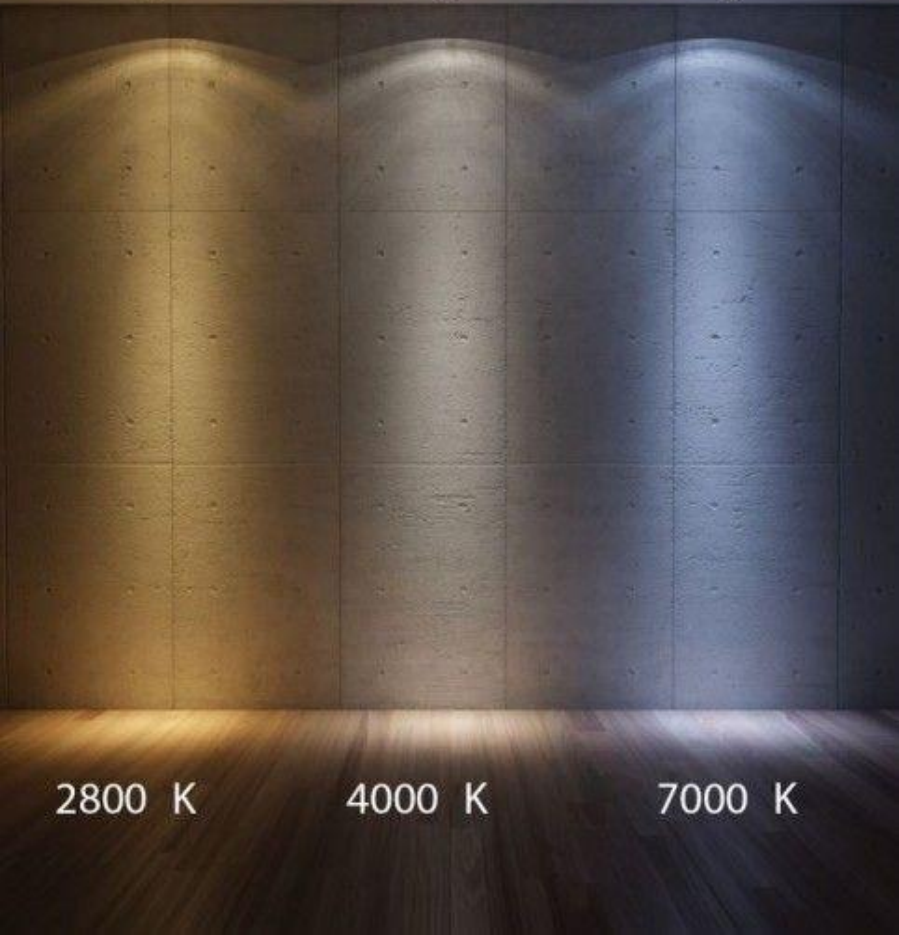


  
**YEELIGHT**  
LIGHT UP YOUR LIFE



 小米生态链企业  
A XIAOMI ECO-SYSTEM COMPANY

# Color Temperature Comparison



2 700 K

3 000 K

4 000 K

5 000 K

4000K color temperature is a neutral color temperature. A warm white color. The light belongs to white color, mainly for offices, conference rooms, classrooms and other environments. 5300K color temperature is a colder white, under which people can be concentrated. So, for scenes of everyday life, 4000K color temperature is the most comfortable choice.



# High Level CRI makes everything looking naturally under the light

High CRI makes everything under the bulb looks naturally just like under the sun. Such perfect light could make people feel delighted and make your house full of "sunlight" even at evening.



## Control your bulb via Wifi

Yeelight makes you control your bulb at any places as long as Wifi available. You could turn off the light quietly without interrupting your sleepy baby; you could turn on the light before getting back home so warm light will be around you when opening the door; you could power off the lamp on the bed by only one finger touching your phone. Everything turns to be simple and easy with Companion App based on Wifi environment.



Turn on Light  
on the way home



Turn off your  
home light  
at any time  
any place  
with Wifi available



One finger touch  
to close light  
before sleeping

## Bedroom Lighting

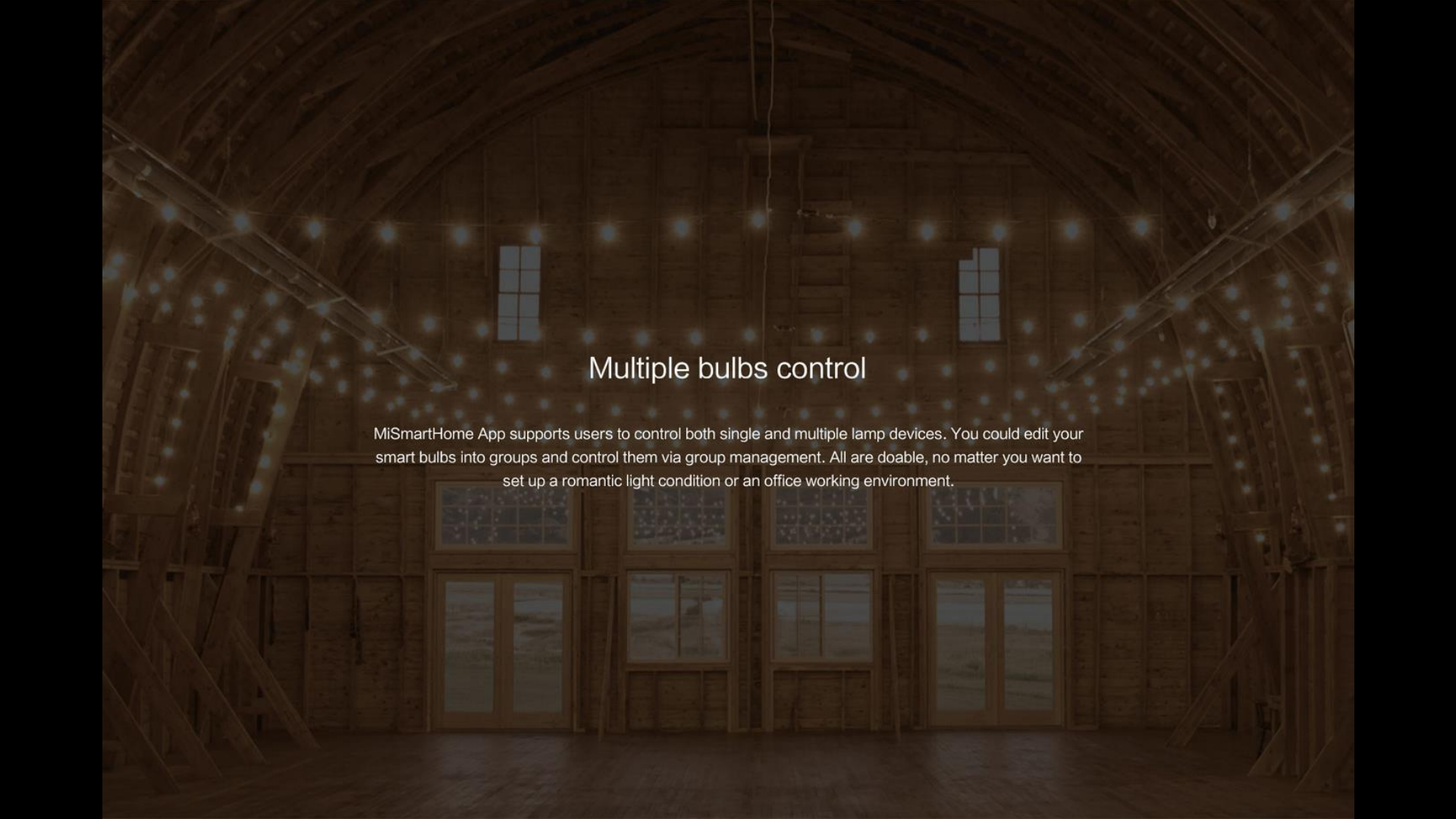
Say goodbye to the switch  
Free and endless adjustment on APP



## Living Room Lighting

Meets the needs of the brightness





## Multiple bulbs control

MiSmartHome App supports users to control both single and multiple lamp devices. You could edit your smart bulbs into groups and control them via group management. All are doable, no matter you want to set up a romantic light condition or an office working environment.



**03**

**Yeelight LED Bulb (Color)**

**16 Million of Beautiful Colors**

**Color Temperature and  
Brightness Adjustable**

**Remote Control with Wi-Fi  
on the Phone**

**11 Years of Lifetime**



## Special light for you

The color of light can affect human senses, stimulate nerves, and produce emotional and psychological effects. Studies have shown that red color is exciting and vigorous, it affects people in a similar manner. Quiet calm blue tones are relaxing, orange stimulates the appetite. And black brings fear and nervousness. Special color can also improve the quality of human life. Specific temperature and brightness of the lamp can affect the brain activity which will help you to concentrate during mental activity, or to calm down, relieve fatigue and improve your sleep.



Relax



Restore



Atmosphere



Wake-up



Focus



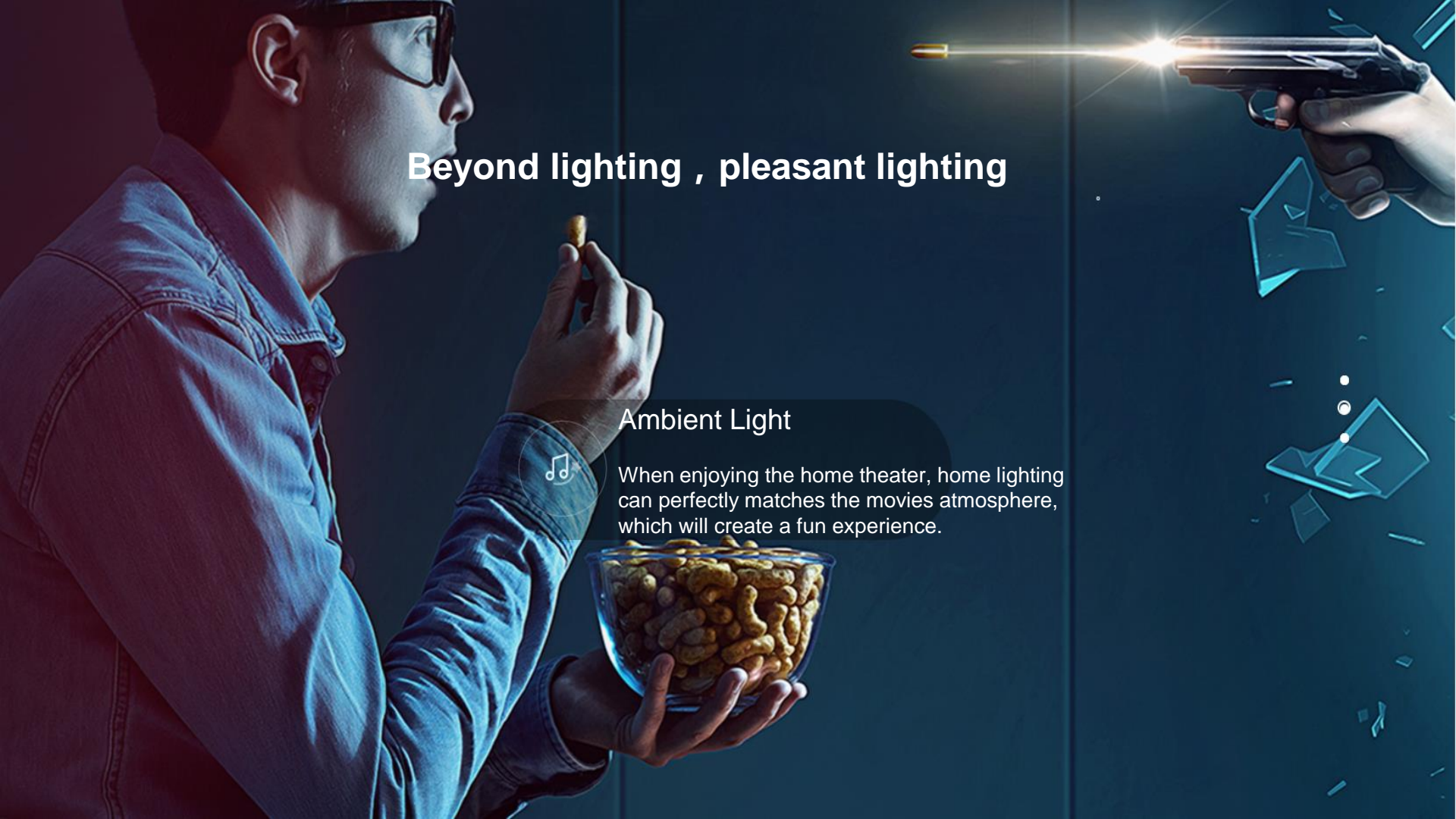
Security



## Beyond lighting , pleasant lighting

### Flowing Color

Lights automatically cycle through different colors, and the tempo can be adjusted, which will create more surprises and romantic atmosphere.

A man in a denim jacket and glasses is shown in profile, eating popcorn. In the background, a hand holds a lit handgun, with a bright light and a bullet trail. The scene is set against a dark blue background with some floating geometric shapes.

## Beyond lighting , pleasant lighting

### Ambient Light



When enjoying the home theater, home lighting can perfectly matches the movies atmosphere, which will create a fun experience.

## Beyond lighting , pleasant lighting

### Color Picker



This technology can pick up colors from the photograph and apply them to the lights, which will restore the beautiful scenery you've met.



## Use a proper color temperature

The bulb uses professional optical design with high-quality LED Lamp beads, which allows the light to remain stable, no flicker, so that the eyes are fully protected. At the same time, the color temperature can be adjusted between 1700K and 6500K, and the brightness can also be adjusted according to your needs. To let the light change with your changes of needs. (The color temperature at 5300K and above can make people concentrate and stay focused.)



\* The color temperature of the white color bulb is fixed at 4000K.

## Relax your body and mind

To create a relaxed atmosphere with friends, choose warm shades of Yeelight Smart Bulb, and your conversation will certainly be pleasant, friendly and cheerful.



# Control the light anytime, anywhere



Away home control



Anytime control



App control

## Multiple Bulbs Control

Do you want to make a small surprise?

Do you want to create a romantic atmosphere?

The multiple bulbs group function can easily help you with this.



## Stable, Reliable, 11 years of lifetime

In order to give each day of your life a rich spectrum of colors, we have created this wonderful LED lamp Yeelight, which will serve you for many years. The brightness of 600 lumens is provided by the ultra-low 9 W power consumption, which is 30 % less than in the classic incandescent lamps. You will be able to enjoy the beauty and tranquility of the Yeelight LED bulb for 11 years.





## White

4000K CCT  
Dimmable  
Wi-Fi enabled  
Energy-saving



## Color

16 million colors  
CCT  
Wi-Fi enabled  
Long lifetime



## Two steps, easy installation

Set the Yeelight LED bulb, find the device in the Yeelight mobile application and add it to the device list, and start to enjoy the smart lighting.



Setting



Searching by Yeelight App

A red-tinted photograph of several wooden boats on a body of water. In the background, a city is visible on a hillside, and a prominent mountain peak rises in the distance. The scene is captured from a low angle, looking towards the boats.

**04**

**Mijia Lamp**

# Mijia LED Smart Desk Lamp

## Artwork of light

Flicker free, Color Temperature & Brightness Adjustable, 4 Scenes of Optimizing Dimming, Wi-Fi enabled



## Beyond lighting, pleasant lighting

The new Mijia desk lamp comes with four lighting modes for different needs, pomodoro mode, reading mode, PC mode and kids mode. Further, you can set color temperature and brightness of the lamp via Yeelight APP. This is definitely handy for all your lighting needs. As for the design, the lamp has a very minimalistic design. You get a super thin stand and a thin tube, so it should be easy to place it anywhere you want without taking a lot of space.

### Flicker free

Flicker free, UV free

### Dimmable, CCT adjustable

Fit most scenes you need

### 4 scene modes

Optimized brightness and color temperature for 4 scenes

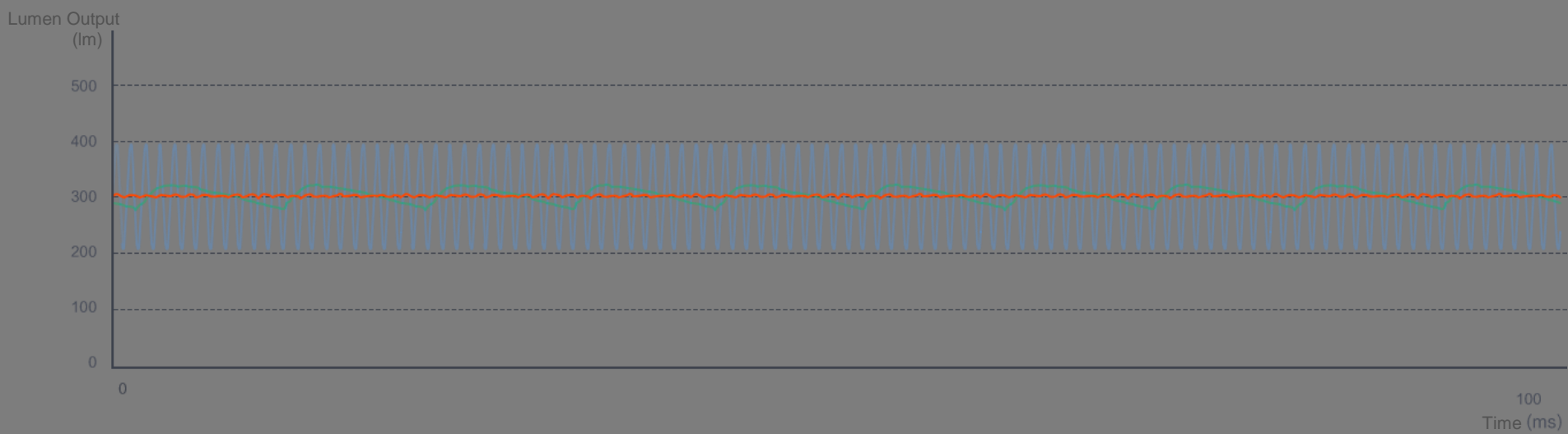
### Elegant design

Elegant design with iconic white body and red line, high quality engineering for durable products





# The comparison of flicker



Mijia LED Smart Desk Lamp

CQC Standard

Florescent light

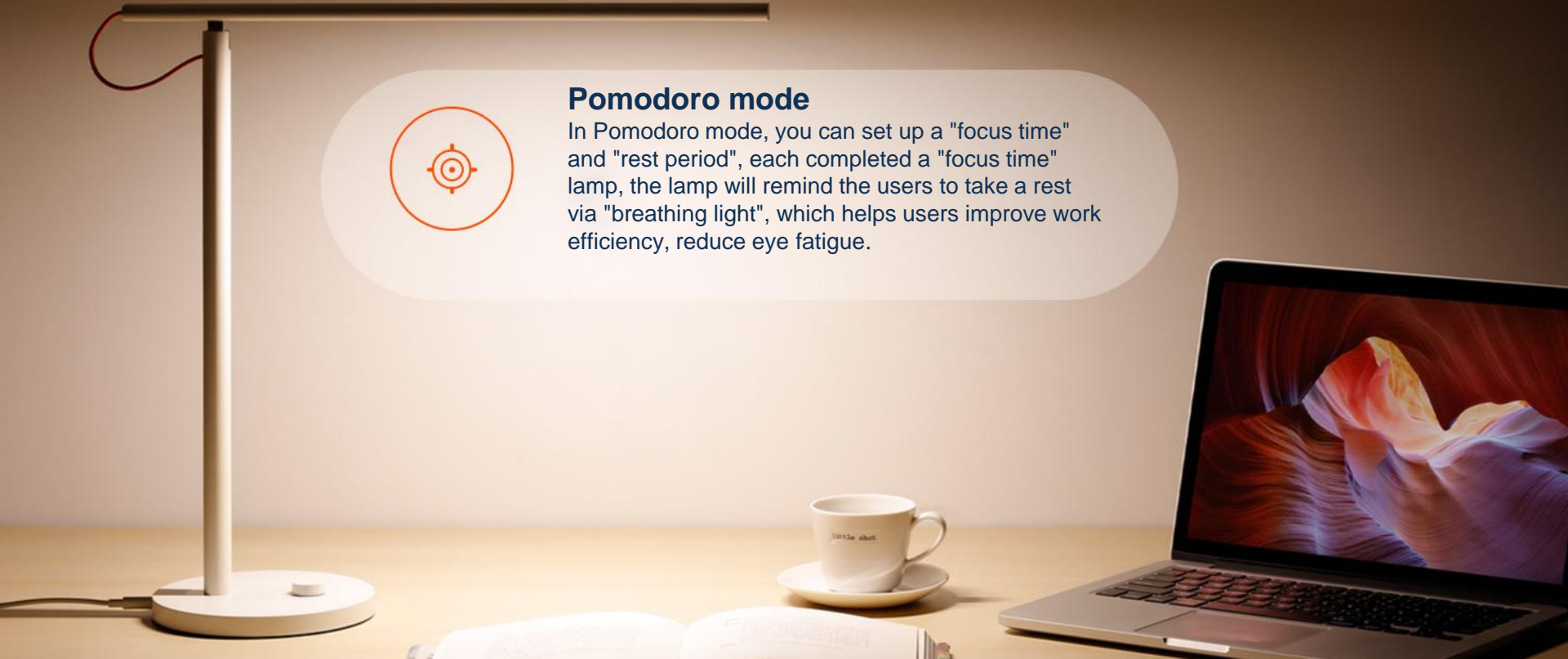
# Silent protection, under illumination

The new Mijia desk lamp comes with four lighting modes for different needs, Pomodoro mode, Reading mode, PC mode and Kids mode.



## Pomodoro mode

In Pomodoro mode, you can set up a "focus time" and "rest period", each completed a "focus time" lamp, the lamp will remind the users to take a rest via "breathing light", which helps users improve work efficiency, reduce eye fatigue.





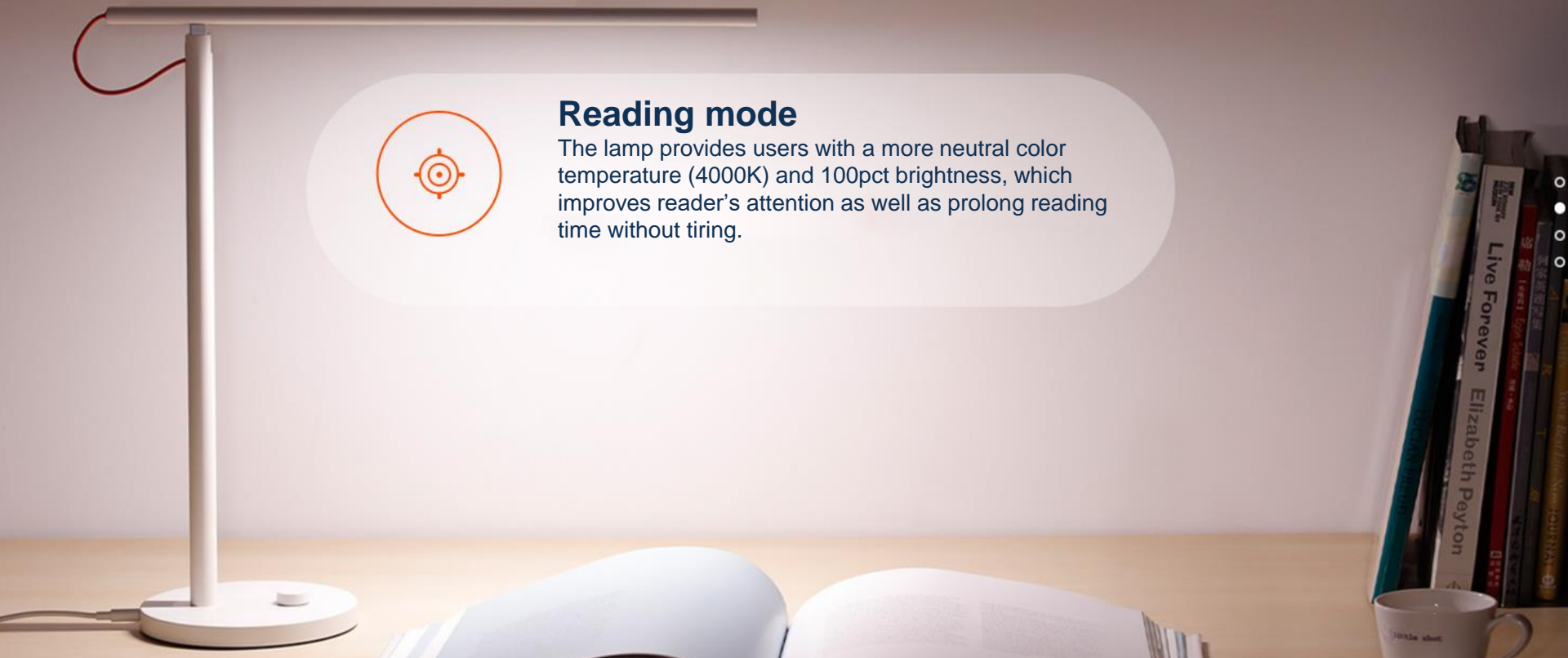
# Silent protection, under illumination

The new Mijia desk lamp comes with four lighting modes for different needs, Pomodoro mode, Reading mode, PC mode and Kids mode.



## Reading mode

The lamp provides users with a more neutral color temperature (4000K) and 100pct brightness, which improves reader's attention as well as prolong reading time without tiring.



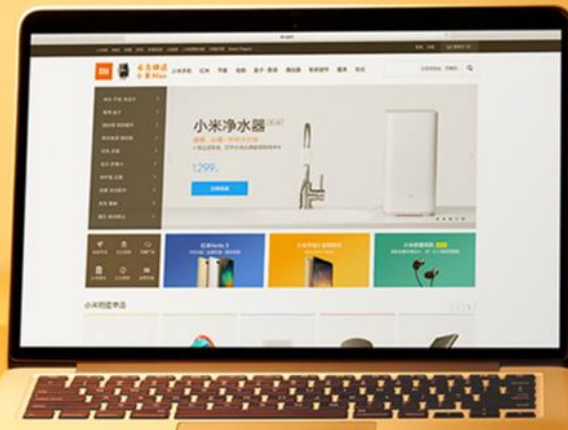
# Silent protection, under illumination

The new Mijia desk lamp comes with four lighting modes for different needs, Pomodoro mode, Reading mode, PC mode and Kids mode.



## PC mode

Blue light from computers will damage to your eyes. The setting of 2700K color temperature of light is designed to reduce the proportion of blue light and protect your eyes when using computers.



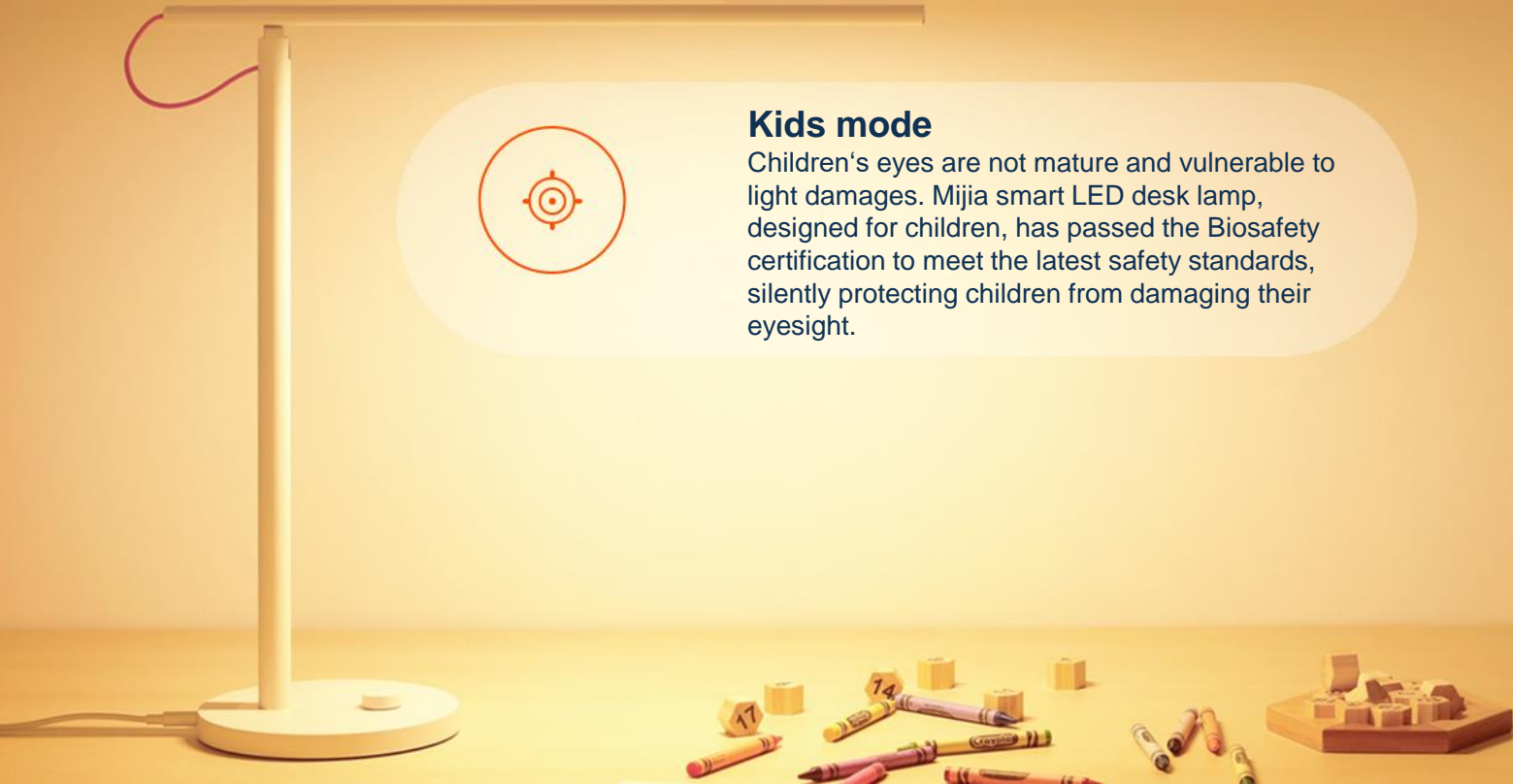
# Silent protection, under illumination

The new Mijia desk lamp comes with four lighting modes for different needs, Pomodoro mode, Reading mode, PC mode and Kids mode.



## **Kids mode**

Children's eyes are not mature and vulnerable to light damages. Mijia smart LED desk lamp, designed for children, has passed the Biosafety certification to meet the latest safety standards, silently protecting children from damaging their eyesight.





## From warm to cold, and bright to dark

1k

CCT accuracy

1%

Intensity accuracy



Single click  
Turn on/ off



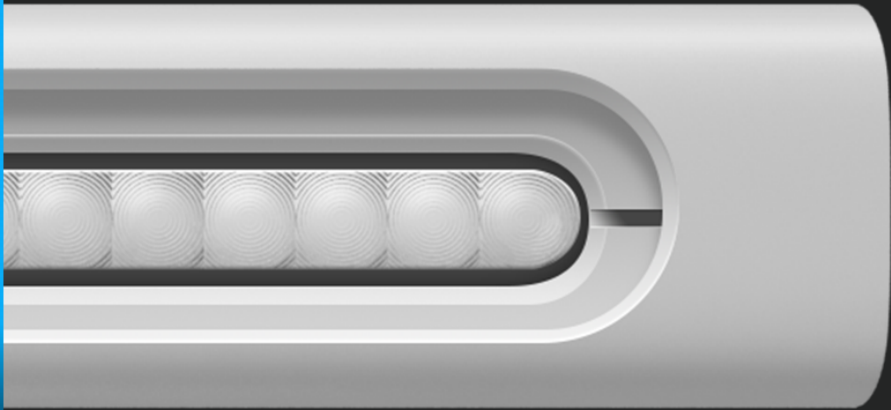
Twist  
Intensity



Press & Twist  
Color temperature



Double click  
Pomodoro mode



## **Flicker-free, pleasant lighting**

Let the natural light cover your desk. Patented optical design, never stop discovery

## Precise hinge design

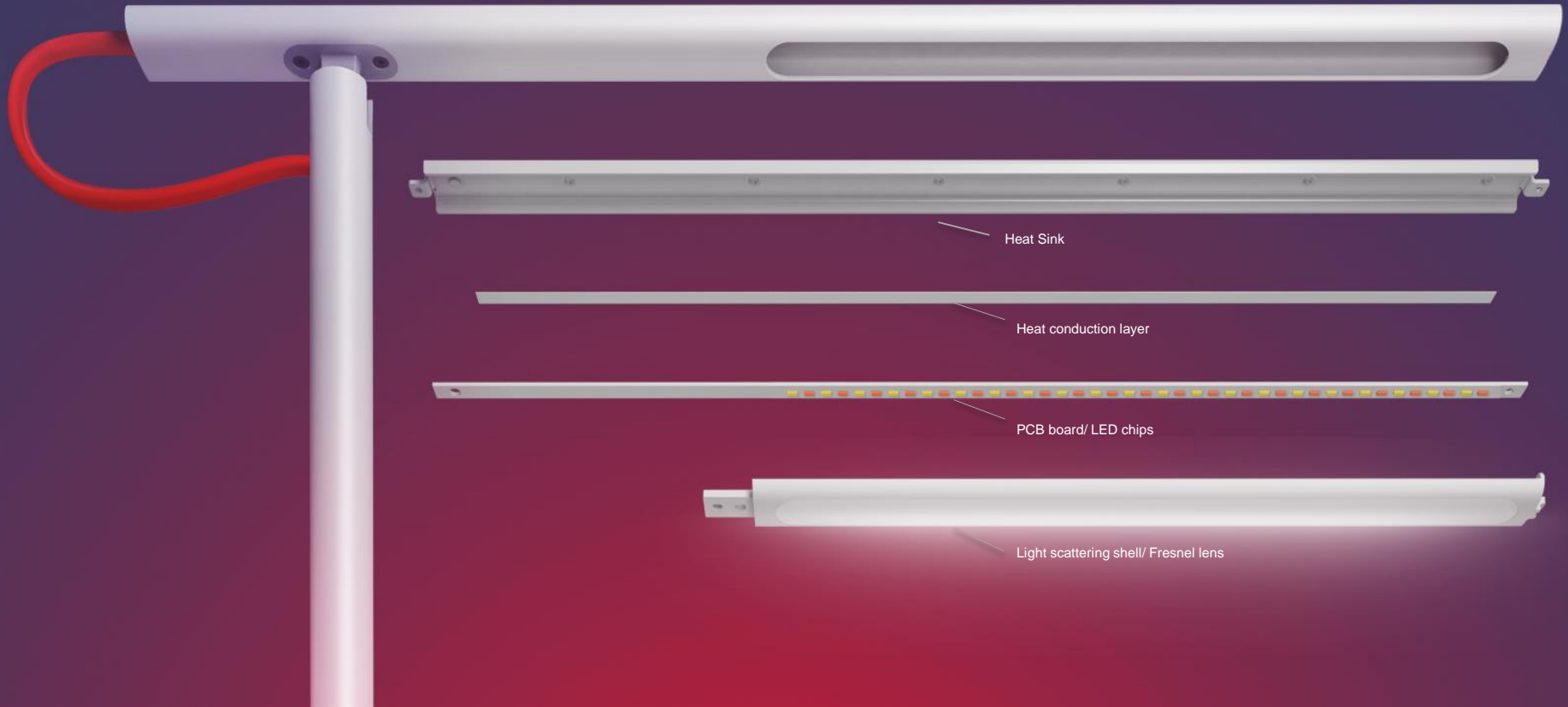
Long-term durability with 10, 000 times fatigue test, more reliable.

\* After 10, 000 times usages, damping reduces is fewer than 17%, and lamp works in good condition.

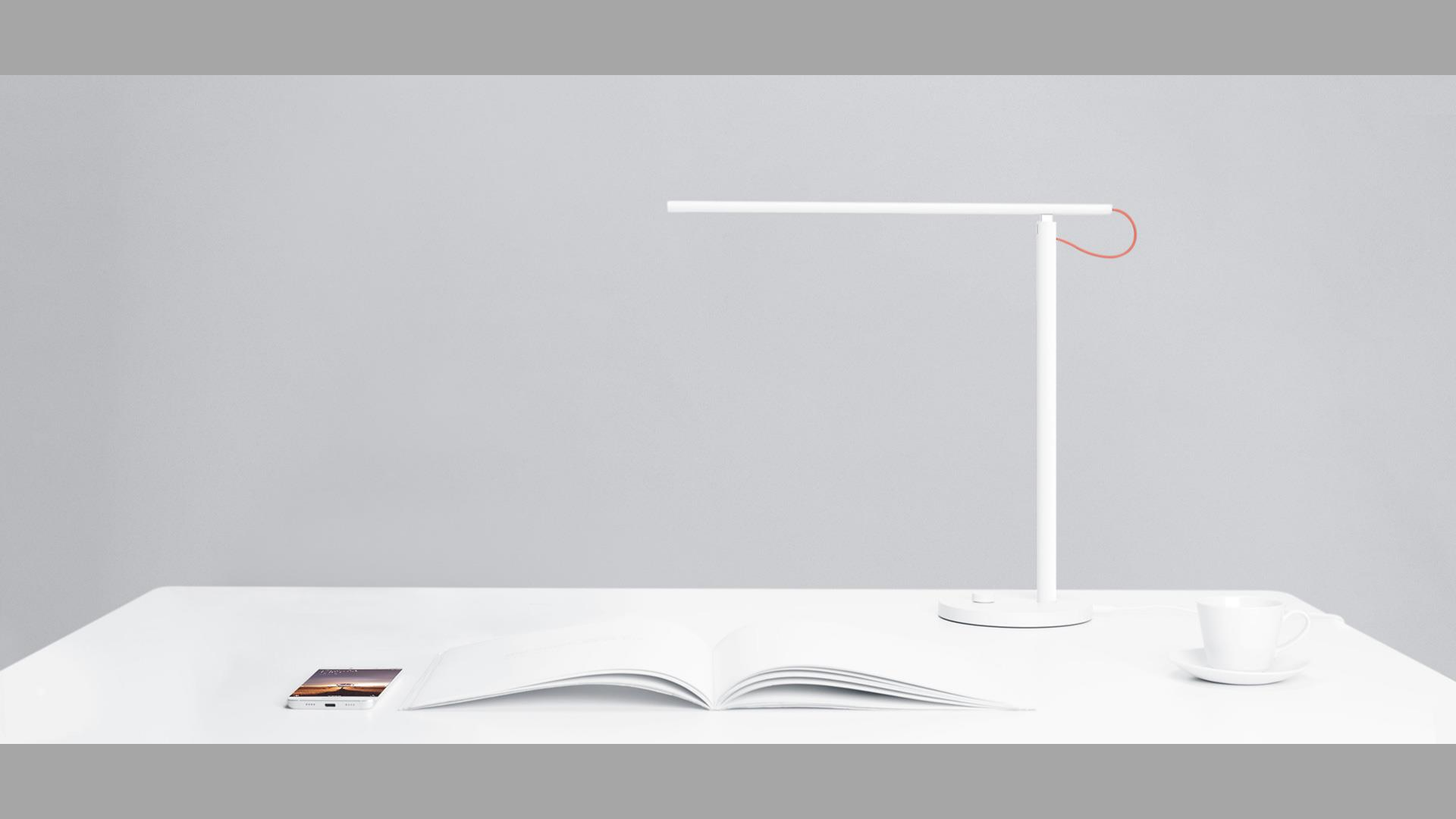


# Efficient heat sink

Better heat dissipation to ensure high performance of LED chips and prolong extended the lifetime of whole lamp.









**05**

**Yeelight LightStrip**

# Yeelight LightStrip

Beyond illumination, the ultimate magician of lighting

Flexible, 16 million colors, Wi-Fi enabled



## Flexible PU gel design

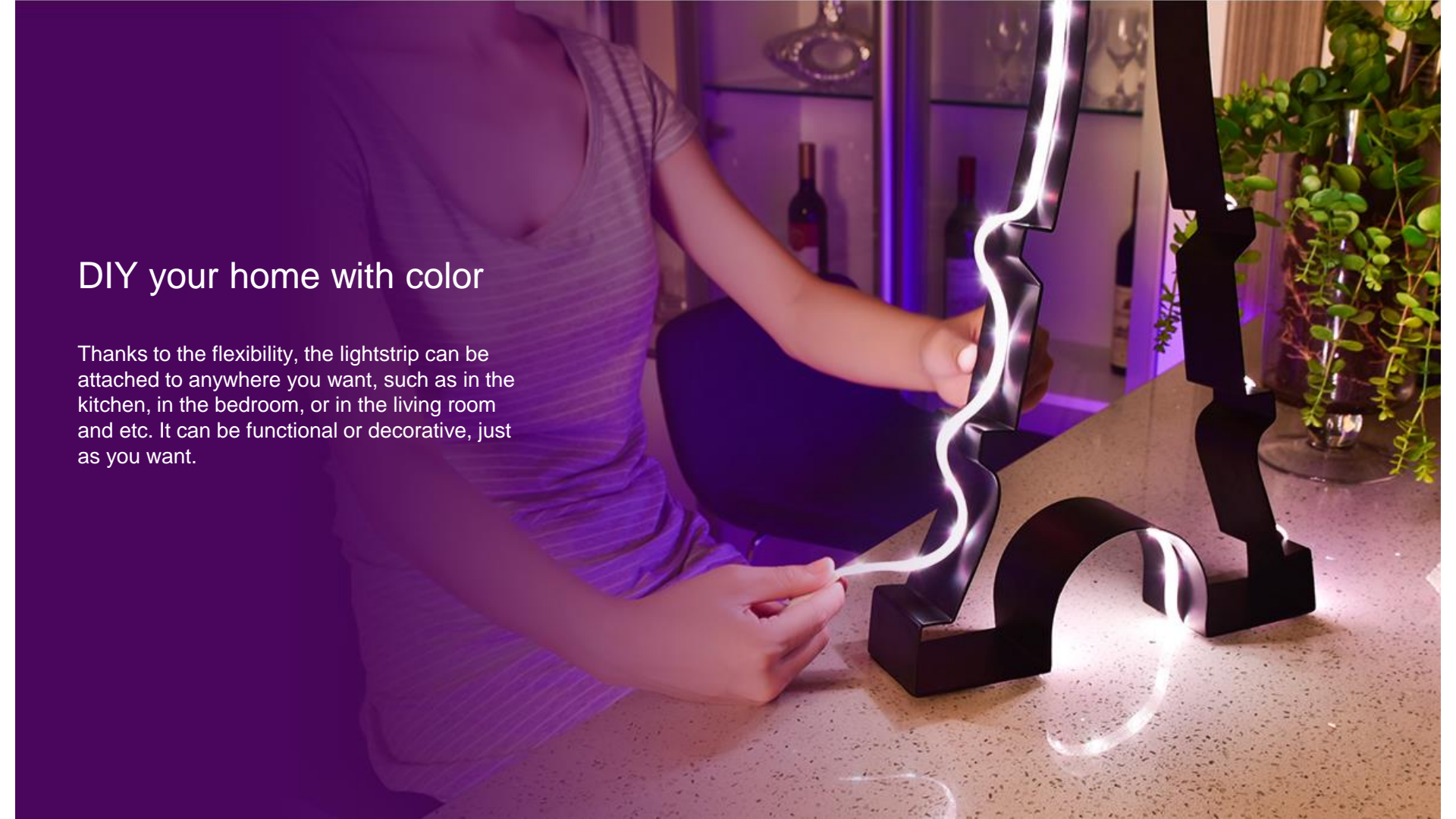
With the mercury-free soft PU gel, it is easy to bend the lightstrip and fit your furniture.





## DIY your home with color

Thanks to the flexibility, the lightstrip can be attached to anywhere you want, such as in the kitchen, in the bedroom, or in the living room and etc. It can be functional or decorative, just as you want.



## Easy to install

Adhesive tape on the back, design for easy installation.



## Dance with light and music

Combine your favorite music with family lighting, feeling the rhythm of light.  
Download Yeelight APP, and get party started with Yeelight lightstrip.







## Just one button, get special scene

You can switch the lightstrip on or off by pushing the button, or change the color by long pressing. It's very useful at night, because you are too sleepy to find your smart phone for control.

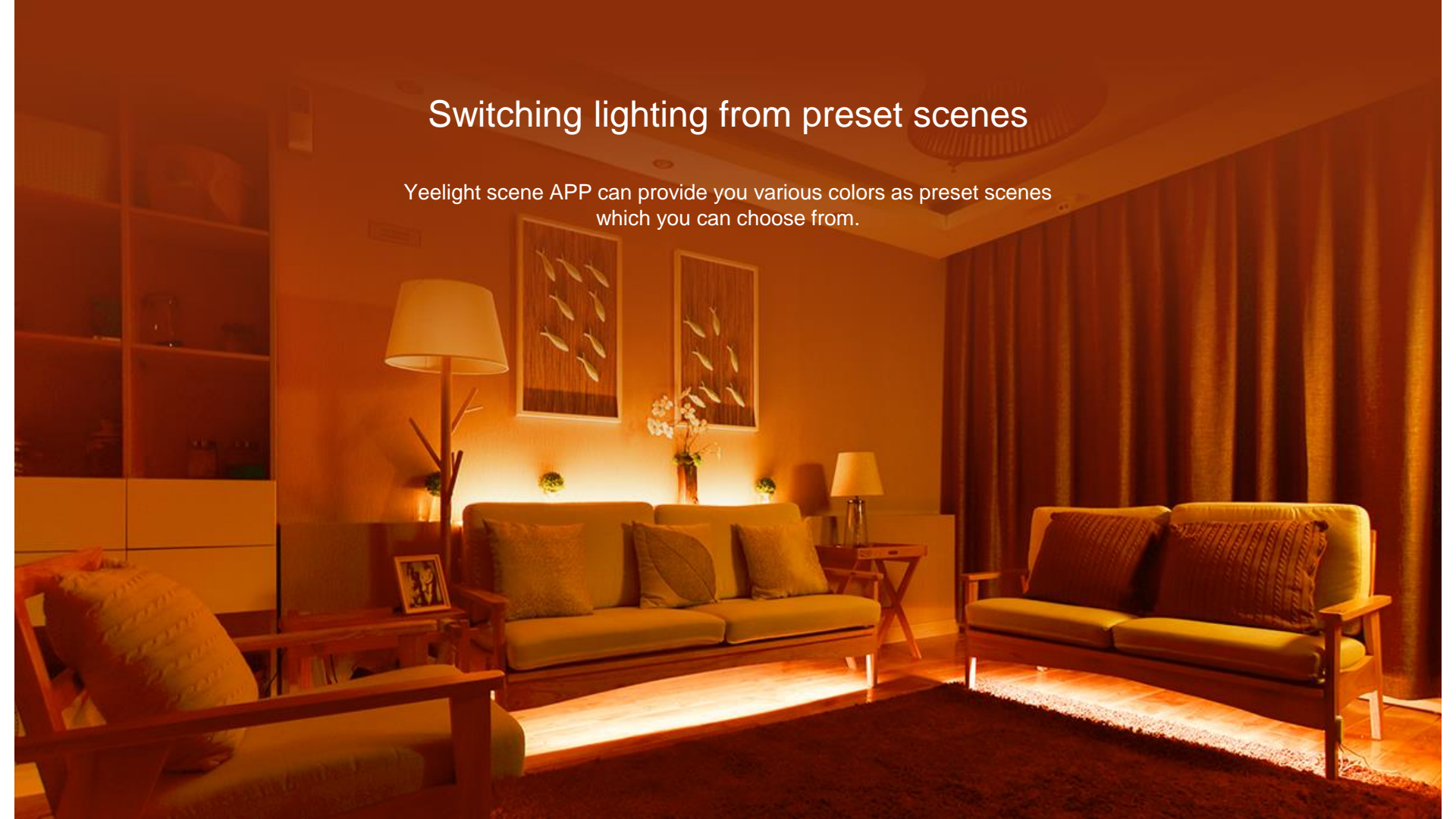
## Automated with other devices

The lightstrip can be integrated with Xiaomi eco-system, and co-work with other devices.



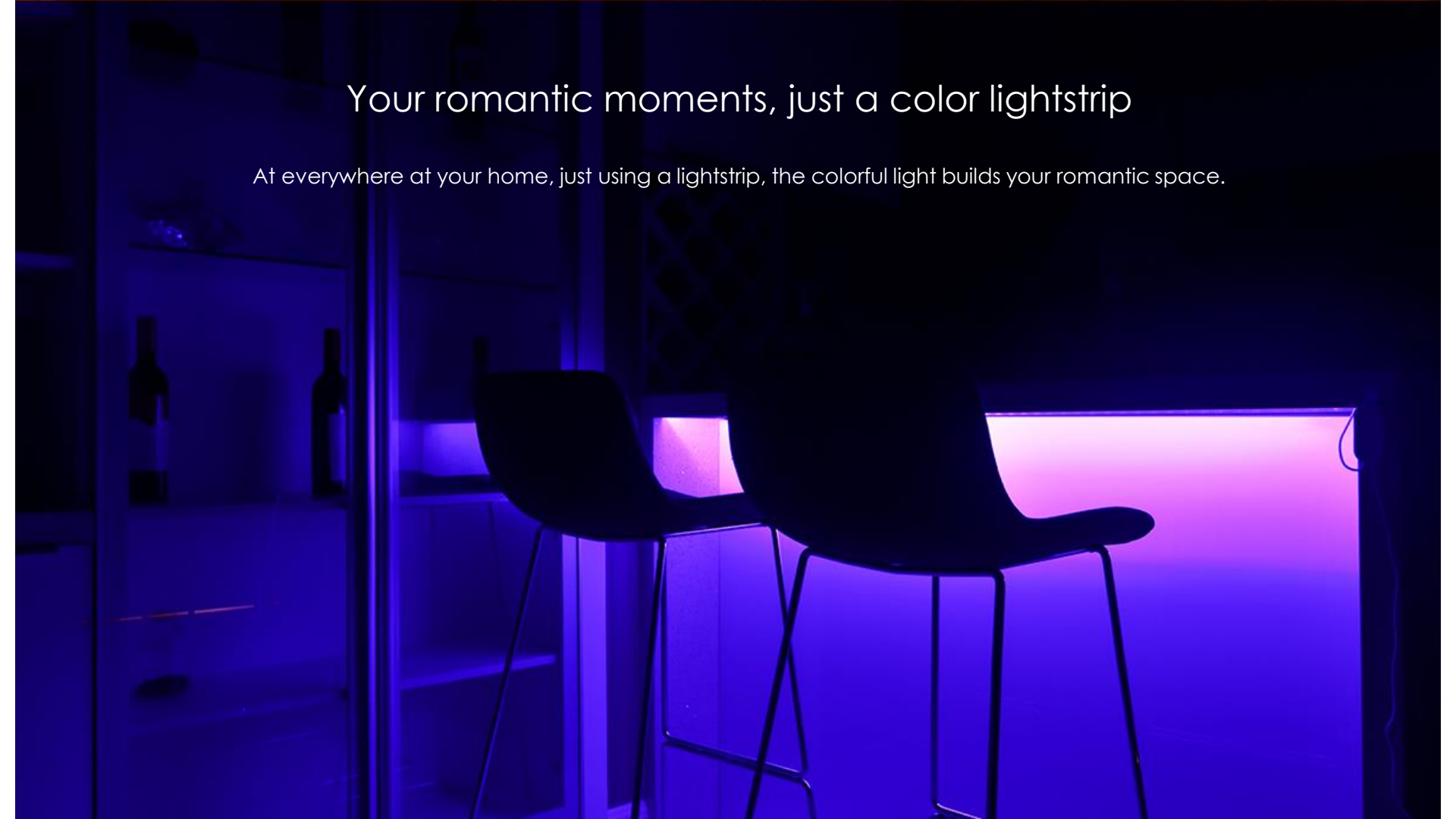
## Switching lighting from preset scenes

Yeelight scene APP can provide you various colors as preset scenes which you can choose from.



# Your romantic moments, just a color lightstrip

At everywhere at your home, just using a lightstrip, the colorful light builds your romantic space.



## More features, more happiness



Color



Dimmable



One button operation



Scenes



Scheduler



Sleep timer



Smart control



Hardware upgrade

A red-tinted photograph of several wooden boats on a body of water. In the background, a city is visible on a hillside, and a large mountain peak rises in the distance. The scene is captured from a low angle, looking across the water towards the boats.

**06**

**About Us**

## About Yeelink Team



Jan in 2015 Annual Meeting  
With the company's rapid development, we have staff of nearly 30, and established a sound technical and R & D team. We also have first-class supply chain and partners.



Jan in 2016 Annual Meeting  
Recalling Yeelight rapid development of the previous year, We have exceeded the work plan, and also make a new plan and outlook for the following year. Our team members reached more than 40 peoples.

Dec in 2012, HAX Incubator  
Start-up team showed at San Francisco HAXLR8R demo day, and Yeelight appeared on Make Faire.



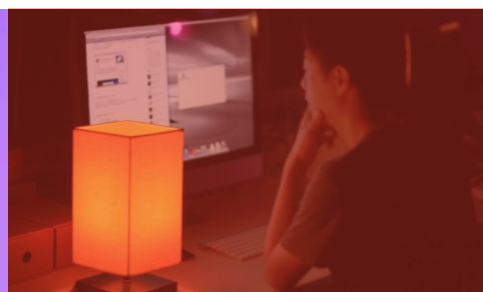
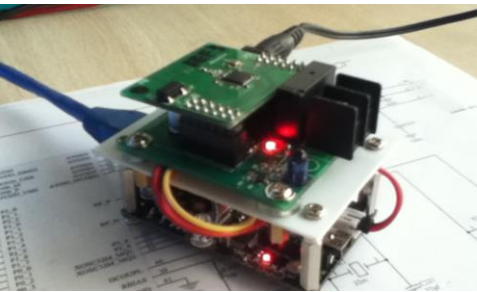
July in 2015, Project Summary Will  
Yeelight Bedside Lamp successfully listed. Our team grew rapidly with more and more professionals joined us and team members reached 40.



# The Development of Yeelight

Jiang zhaoning (CEO) said: “Lit up a warm light”

In most cases, people do not get the light they wanted. Lighting needs of different scenarios are not the same. Yeelight will keep closer cooperation with Xiaomi ecological chain to provide better light and better life.



- 战略合作伙伴
- 青岛市科技
  - 青岛高新区
  - 青岛市人社
  - 青岛市委
  - 青岛市创业投资引导基金管理中心
  - 橡胶谷集团
  - 青岛市商贸发展服务中
  - 崂山区政府





## YEELIGHT BEDSIDE LAMP

11/11 Activities in 2015

### Yeelight Bedside Lamp

It first appears in Xiaomi's Media Communication Conference. After a year-long development cycle when we overcame numerous technical problems, the Yeelight Bedside Lamp successfully listed on 11/11, and create a daily turnover of 3,842,491RMB which results in the 11/11 activities.



天猫·2015

11.11

YEELIGHT  
床头灯

总销售额

¥3,842,491

智能设备类单品销量

★ 第 9 名 ★

YEELIGHT LED BULB

Wi-Fi Controlled

## Yeelight LED Smart Bulb

12/12/2015, first listed and sold 26K on that day  
New Wi-Fi Technology , 4000K color temperature  
Maintain a stable monthly sales of at least 30K

很高兴见到你

Nice to meet u



¥59

Yeelight LED智能灯泡 今日开售  
On sale today

YEELIGHT BEDSIDE LAMP

Mi Fan Festival

小米  
米粉节  
2016

2016米粉节  
总销售金额突破

18.7亿元

累计参与人数

683万人

\*参与人数为活动期间独立访问UV数

游戏参与次数

10.2亿次

小米生态链

10大热销新国货排行



1 小蚁摄像机 夜视版

2

小米空气净化器2

3

九号平衡车

4

小米净水器

5

10000mAh电源高配

6

小米圈铁耳机

7

16000mAh移动电源

8

小米手环 光感版

9

小米体重秤

10

Yeelight床头灯

Yeelight

March 31<sup>st</sup>, 2016 to April 6<sup>th</sup>, 2016

The first time of Mi Fan Festival to hold the promotional activities for a week, during which the Yeelight Bedside Lamp have been sold more than 24000, the top 10 hot products in Xiaomi's ecosystem.

The Yeelight Smart Bulb have been sold 14K during this activity.

YEELIGHT

Jingdong 3C Shopping Festival

# Yeelight

April 11<sup>th</sup>, 2016

Jingdong Mall held electronic shopping festival activities on the internet. The Yeelight has won TOP 5 best sellers of all the smart home categories.



## FEEDBACK FROM KOREAN USERS

# Yeelight-Hot in Korea!

Highly Anticipated smart lighting products in Korea  
Korea as Asia's leader in design, recognized Yeelight on its better products. With the rise of the Xiaomi domestic products, Yeelight has come into Korean friends' bedroom. We believe good products will be recognized by the market, and the pursuit of beauty knows no boundaries.



36 次赞

7 周

ranzoooo 가을이불도 새로사고  
은은한 조명까지. 완벽한 안방☺☺ #샤오미무드등  
#yeelight#신혼집인테리어#안방인테리어  
coffee\_2u 아늑하니 잠이 잘 올것같아요☺  
summer421 ☺☺  
gaeulbam8i\_t9 와~ 정말 아늑하니 이뻐요!!  
ssoominii 12월 예신이에용ㅋㅋ 인테리어 도움  
많이 될것같아요☺☺



78 次赞

3 周

jacob\_baeyh 개아빠 #침실 #샤오미미라이트  
#Xiaomi#Yeelight #샷음 #나혼자산다  
#사치 결국엔 #전기세  
#대전#갈마동#둔산동  
#26살#이름#이습#개아빠#제이콥#한화#무쏘#  
세카#세피#스피#데이카#전세



#샤오미 #샤오미부능능 좋구먼  
#자유의여성상  
96doit ㅋㅋ점장님 귀엽  
romanus1104 @96doit ☺☺