



[yitechnology.com](http://yitechnology.com)

A person wearing a bright red hooded jacket is seen from behind, holding a camera up to their eye to take a photograph of a vast, snowy mountain range under a cloudy sky. The scene is captured in a cinematic style with soft lighting.

# WE INSPIRE

We are dedicated to delivering a new generation  
of intelligent imaging products and services

A group of people is sitting on a grassy area, possibly a park or waterfront, with a city skyline in the background. The scene is dimly lit, suggesting dusk or dawn. The people are silhouetted against the light. The city skyline features several tall buildings, including the Freedom Tower. The text "WE ARE YI COMMUNITY" is overlaid on the image. "WE ARE" is in white, and "YI COMMUNITY" is in pink.

# WE ARE YI COMMUNITY

Established in 2014,  
we are growing fast, and we won't stop  
until the whole world knows us.

# We are YI, Young Innovator

Our development team consists of the **industry-leading** experts from **US, China, Japan and Israel** with highly professional experience in imaging technology, algorithms, data analysis and mobile applications. We believe that the very best imaging and sensing technology should be easy-to-use and accessible to everyone.



4.5 millions + Users in less than 2 years

# OUR MISSION

Our mission is to provide the best imaging technology to people everywhere in the world and to make everyday life safer, richer, fuller and better connected.



# VALUES

- Premium imaging business and technology
  - Top-quality products for great value
    - User-Friendly Experience
- Help people to tell stories and share their lives
  - For everyone, everyday and everywhere



**\$766,600**

YI 4K Action Camera Sold  
out in less than 24 hours

(May 12th, 2016)

**3,000,000+ Units**

YI Home Camera sales

(May, 2016)

**15,000 Units**

Dash Camera sold out in 10  
seconds at launch

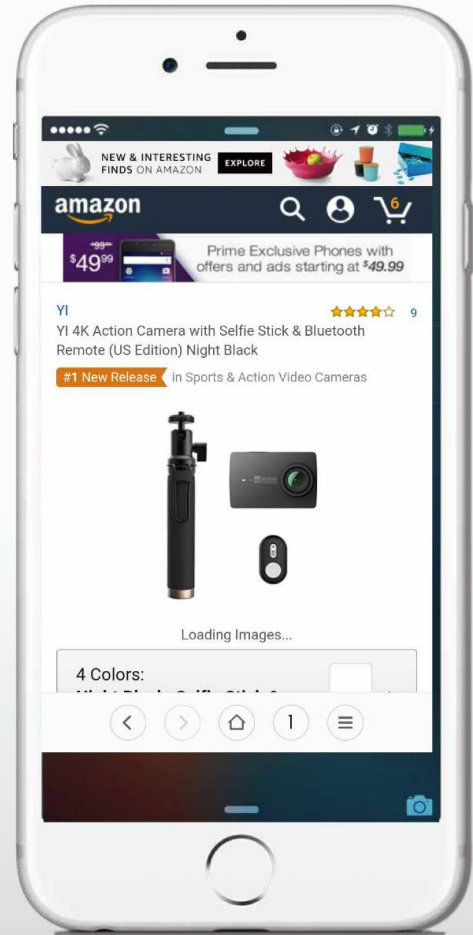
(March 1st, 2016)





Within 24 hours of release,  
YI 4K Action Camera was named

**#1**  
New Release on  
Amazon



# Let's Be The Difference



# YI ERIDA

## Carbon Fast 4K Sharp

Up to 75mph

Up to 40 mins flight time

Carbon Fiber body

Lightweight (1.3kg)



Follow



Random



Beam



Focus



Orbit



Freeflight



Mission



Autopilot

# YI 4K+ Action Camera

Introducing the World's First 4K/60fps Action Camera  
Upgrade your world



Electronic Image  
Stabilizer



4K/60fps



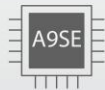
USB (3.0) Type-C



RAW

# YI 4K Action Camera

The 'GoPro Killer'



Ambarella A9SE75  
CPU



AUO 2.19"  
Screen



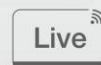
4K Video



2 Hours Battery  
Life



5Ghz Wi-Fi



Live Streaming



# YI 1080p Action Camera

Our most popular action, just got a lot better



1080p  
60 fps  
High Definition

2"  
LCD  
Screen

16MP  
Images

3  
Hours  
Battery Life

G-Sensor  
Image  
Sensor

Wi-Fi  
&  
Bluetooth

Mountable



# YI Action Camera

Small, Yet powerful

1080p  
60 fps  
High Definition

16MP  
7fps  
Burst Mode

40m  
Underwater  
With Housing



H.264  
Image  
Encoding

BSI  
Image  
Sensor

3D  
Noise  
Reduction

# YI Handheld Gimbal

3-Axis Compact & Light | 2-4.5 Hours Battery Life





# YI Handheld Gimbal 2

Stay stable in 4K with four function modes

Joystick  
Control

PTZ

3  
Hours  
Battery Life



4  
Function  
MODES

EV  
Button

External  
MIC  
Support

# YI-M1 Mirrorless Digital Camera

The World's Most Connected Mirrorless Camera



IMX269  
Sony image Sensor

20MP  
Still Image

4K/30FPS  
Video Recording

BLE+Wi-Fi  
Bluetooth

Master Guide  
Templates

280g  
Low-light





## YI 42.5mm F1.8 Lens

Designed specifically for shooting portraits, the 85mm lens (35mm camera equivalent) focal length features a depth of field to bring attention to your focal point and blur the background.



## YI 12-40mm F3.5-5.6 Lens

Features a 24-80mm (35mm camera equivalent) focal length and advanced optical glasses to capture every moment with exceptional image quality. This portable and high resolution lens offers high contrast and sharpness.



## YI M1 UV Protection Filter

Protects your lens while improving image quality. Features 12 double-sided coating layer and the average light transmittance is greater than 98%.

# YI Dome Camera 1080p

Experience 360° Panoramic View in High-Quality Resolution

1080p HD



Pan- Tilt Control



8 Preset Bookmarks



Auto - Cruise



Motion Tracking



Baby Crying Detection



Two - way Audio



Flexible Storage Options

# YI Dome Camera 1080p

Complete 360° Coverage Smart Home System

## The Best Image Quality - 1080p HD

Store up to 8 positions as bookmarks and easily return to them at a touch of a button.

Choose to auto-cruise horizontally, 360° or make pitstops at your selected bookmarks

## The Best Image Quality - 1080p HD

Smart Motion Tracking: advanced motion algorithms, detect moving objects and automatically tracks and captures their movement trajectory.



# YI Dome Camera

360° Complete Coverage Smart Home System



# YI 1080p Home Camera

Incredible Image Quality with Cutting-edge Design  
Makes YI 1080p Camera the Best in its Class



1080p Full HD



Night Vision IR



Motion Detection



Baby Crying  
Detection



Two-way Audio



Mobile &  
PC App



YI Cloud



Lens Distortion  
Correction



# YI 1080p Home Camera 2

Arrival of Computer Vision Technology from Seeing to Thinking



HD Video



Self Encode



Ultra wide-angle

Smart AVC™

Efficient Bitrate Encoding



Smart HDR



Lens Distortion Correction



Full Colors



HD CMOS Sensor



940mm Non-invasive LED



Omnidirectional Audio



Human Detection



Gesture Recognition



Baby Crying Detection



Enhanced Zoom Details



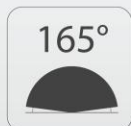


# YI Dash Camera

Drive smarter, drive safer.



ADAS



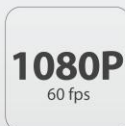
YI Ultra wide angle lenses



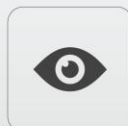
Large Aperture



Ultra HD images



High Speed Recording



e-HDR



Wide Screen



Nonflamable

# YI Dash Camera

## ADAS (Advanced Driver Assistance System)

With advanced DSP algorithms, it monitors the distance of the vehicle in front and alerts the driver when the car strays from the lane track. It has three collision sensor modes and includes emergency recording which automatically records an accident to avoid disputes



# Google Announces Cooperation with YI Technology at Google I/O

At Google I/O, Google's annual developer conference, Google announced that it is working in collaboration with YI Technology ("YI") on a new Jump camera.

Google's cooperation with YI, and the forthcoming Jump project, the 3D-360-degree camera is part of Google's ongoing commitment to capture and experience virtual reality.

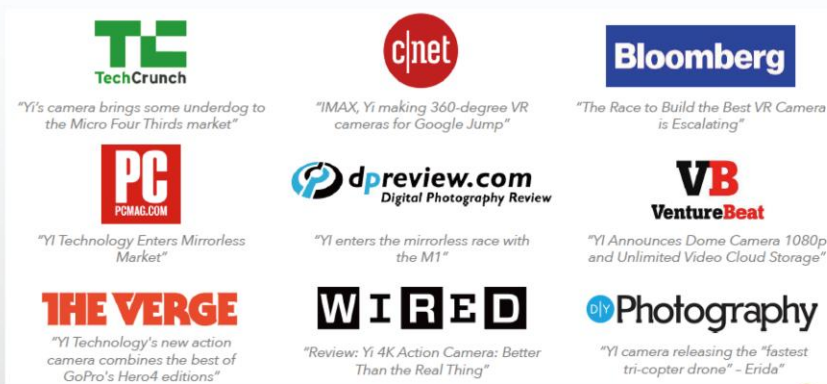
**YI + JUMP**

**Google**





# Our Innovation is Widely Recognized by World Renowned Media



# YI Technology is Shaking up the Camera Industry



CLAPWAY

## YI 4K Action Camera to Kill GoPro

YI 4K Action Camera is the undisputed competitor of GoPro. Even though GoPro has been assumed leadership of action camera for long time. Action Camera underdog YI Technology beats GoPro with simply features. YI 4K has a touchscreen and also with their outstanding rechargeable battery, YI 4K stands by you with up to 11 hours of standby time.



CEMarket

## YI Technology is setting new standards in the camera market

The YI Technology is presenting the YI M1 with a compact mirrorless system based on the proven Micro Four Thirds standard, which takes photos and 4K videos in a professional way.



NEWATLAS

## THE 6 BEST ACTION CAMERAS OF 2016

YI 4K Action Camera has 4K 30 fps recording with a high-resolution touchscreen. Also built-in Wi-Fi and Bluetooth allow the camera to be used with the iOS or Android YI Action Camera app for editing and sharing footage. YI 4K Action Camera costs \$250 for the camera only, or around \$275 bundled with a waterproof housing.



DIYPhotography

## DIYP REVIEWS THE YI M1 MIRRORLESS MICRO FOUR THIRDS CAMERA

The M1 mirrorless camera from YI Technology was one of the biggest surprises at this year's Photokina. A company known for Action cameras, dash cams and home monitoring devices was now getting into the "real camera" market.



WFAA

## Holiday Hardware Gift Guide 2016 Part 1

If you or someone you know are looking for an in-home monitoring camera then the YI Dome Camera might be right up your alley. This dome camera is a quick and easy sets up

# YI Owned Global Channels over 4.5+ million reach

YI Action App



YI Home App



YI Dash App



**WE CREATE** SUCCESSFUL STORIES  
YOU COULD BE THE NEXT ONE





**WE WANT YOU TO GROW WITH US**



**Our Presence** Will Change The Imaging World

[www.yitechnology.com](http://www.yitechnology.com)

