

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**

The background of the slide is a photograph of a boat on a body of water, with a red overlay. The boat is in the foreground, and the water extends to the horizon. The red overlay is semi-transparent, allowing the underlying image to be visible but tinted with a deep red color.

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





1 bedside lamp

16 Million Colors

365 different colorful nights



Blue



Grass Green



Orange



Azure



Magenta



Rose Red

Special lights design for different scenarios

Yeeelight Pro Series Light strips comes with 16 colors like the special warm yellow like there is a set with different Led strips. 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 slide up some colors from your photos and Yeeelight can deliver you same light scene as the picture you have selected.



Color
Adjustable



Color
Temperature
Adjustable



Timing



Brightness
Adjustable



Schedule



Music



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

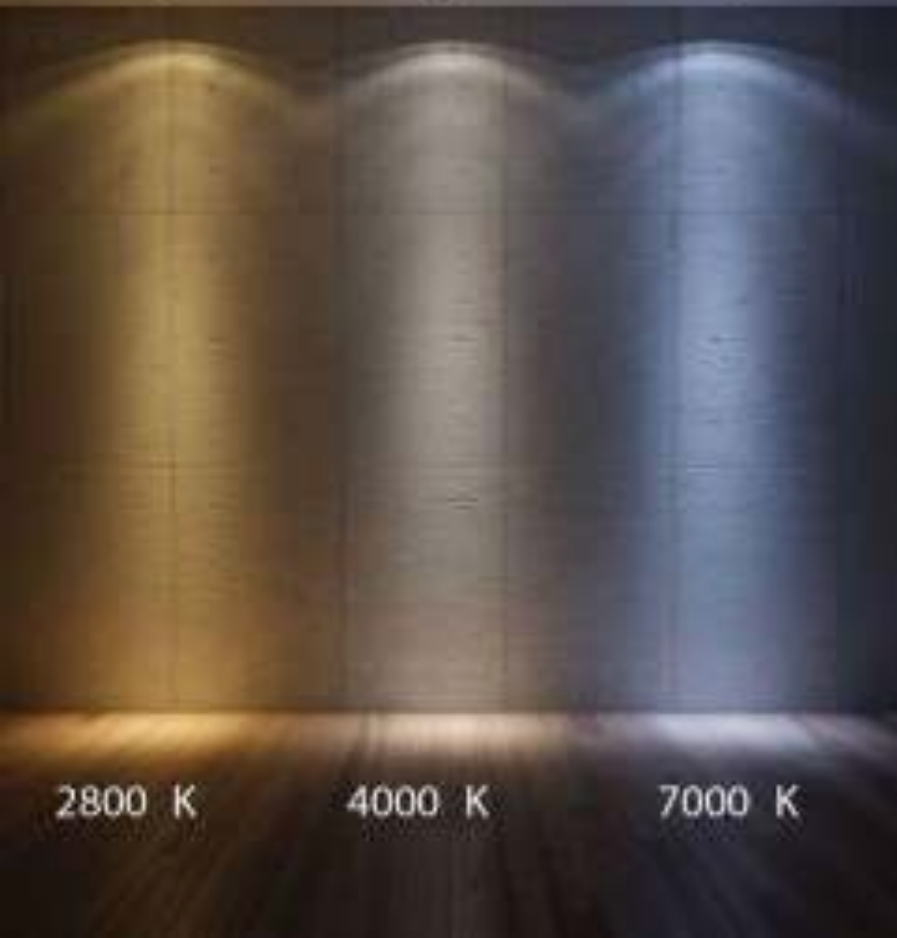
Yeelight LED Bulb (White)



- **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**



Color Temperature Comparison



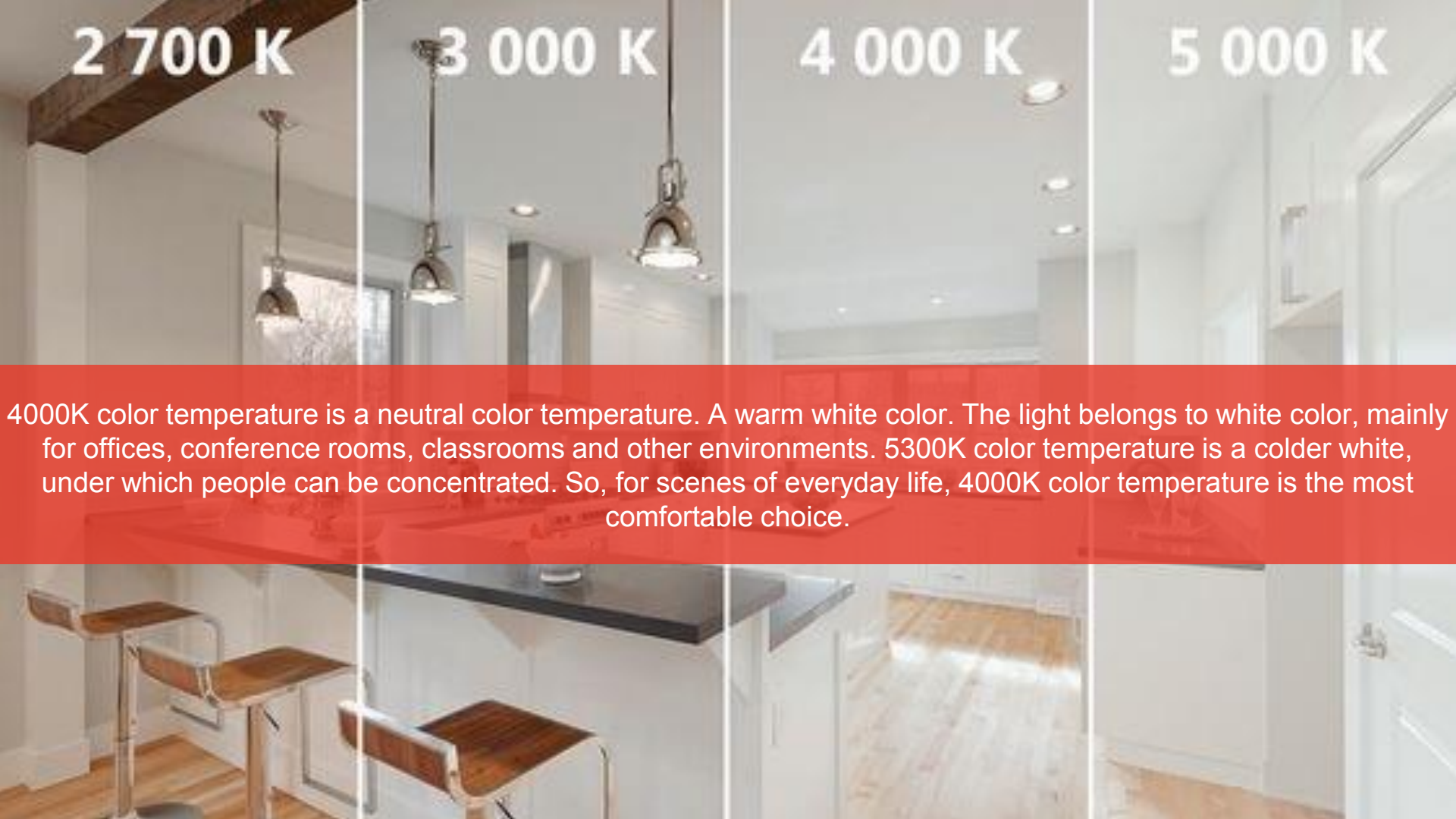
2 700 K

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 well delighted and make your house full of "sunlight" even at evening.



Control your bulb via Wifi

Twilight makes you control your bulb at any place as long as Wifi available. You could turn off the light easily 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 the phone. Twisting lamp to be simple and easy with Companion App based on Wifi network.



Turn Light
on anywhere



Turn off your
lamp light
easily by
one finger
with Wifi network



Dimmer control
through Wifi
networking

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

MP smart bulbs give you the power to control individual bulbs in multiple groups. You could have your smart bulbs in groups and control them via your smartphone. A few do it, no matter you want to control a room, hallway, 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

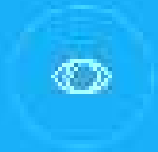


Special light for you

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



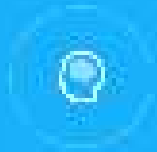
Restore



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 blue jacket and glasses is shown in profile, eating popcorn. In the background, a hand holds a lit gun barrel, with a bright light and smoke emanating from it. The scene is dimly lit, with a blue and purple color palette.

Beyond lighting , pleasant lighting

Ambient Light



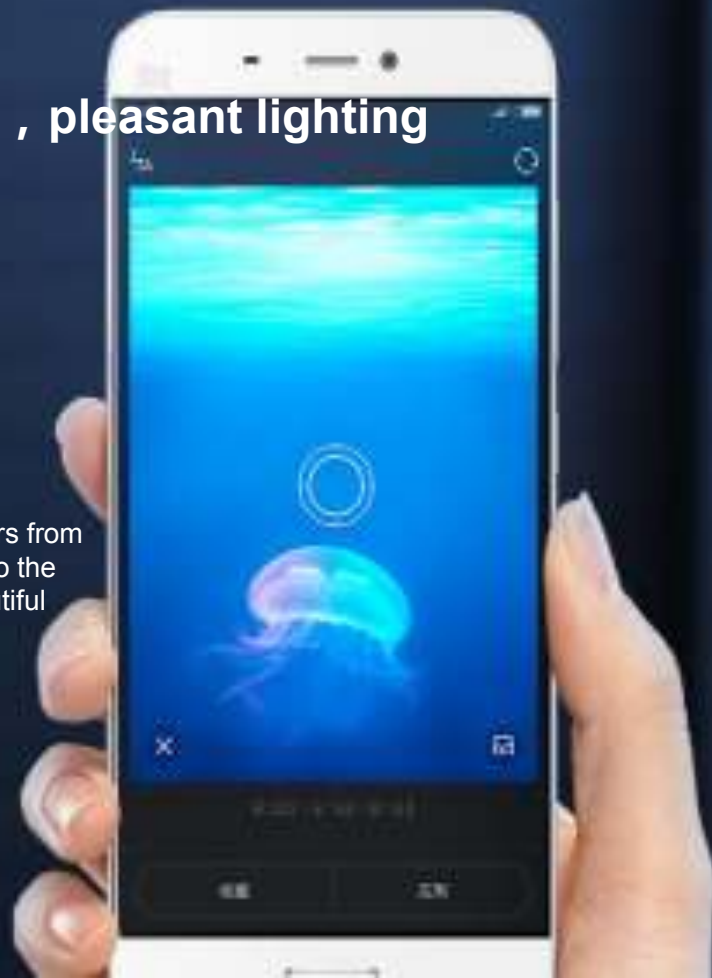
When enjoying the home theater, home lighting can perfectly matches the movies atmosphere, which will create a fun experience.

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



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

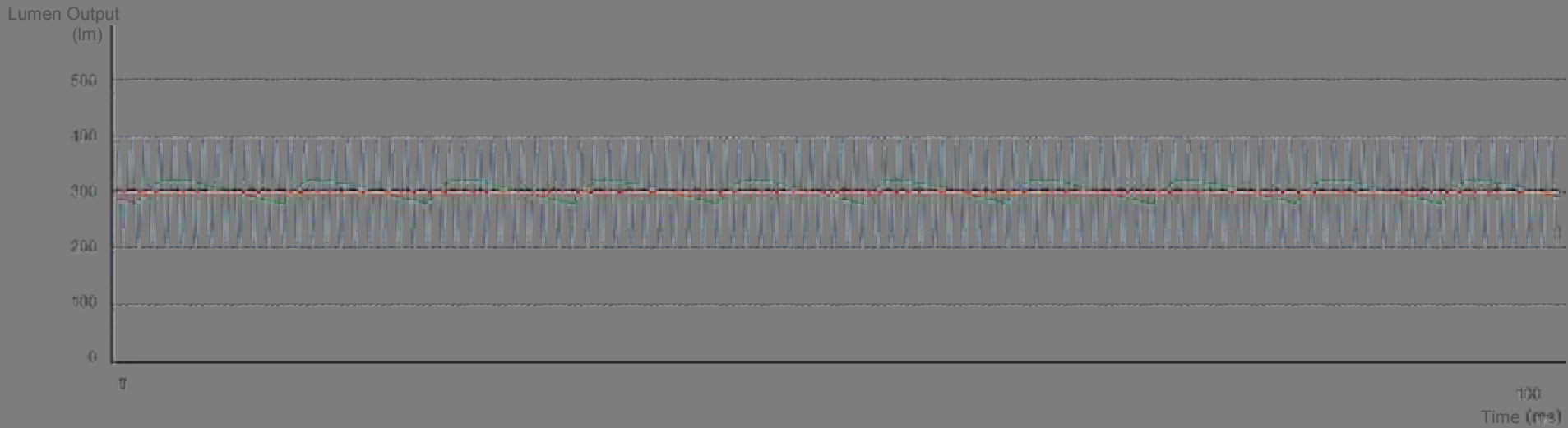
Elegant design

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

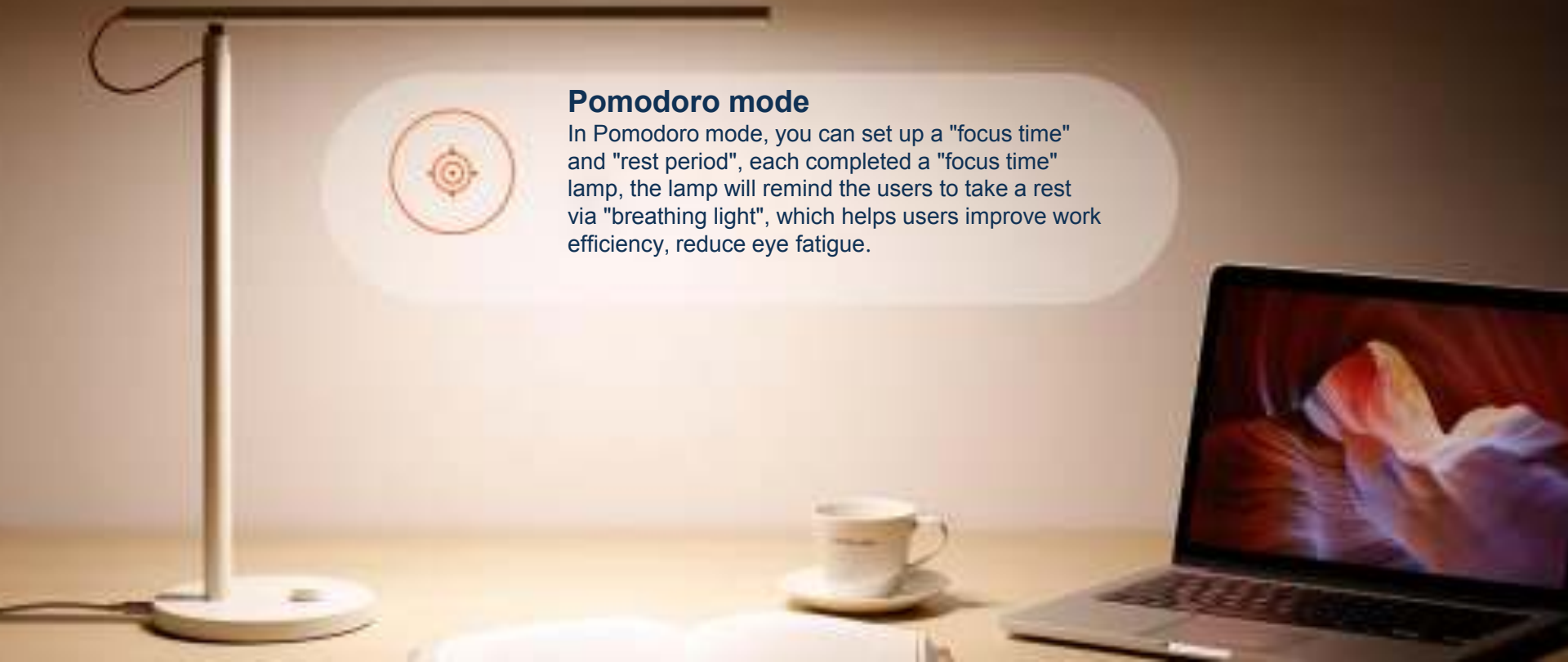
Silent protection, under illumination

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.



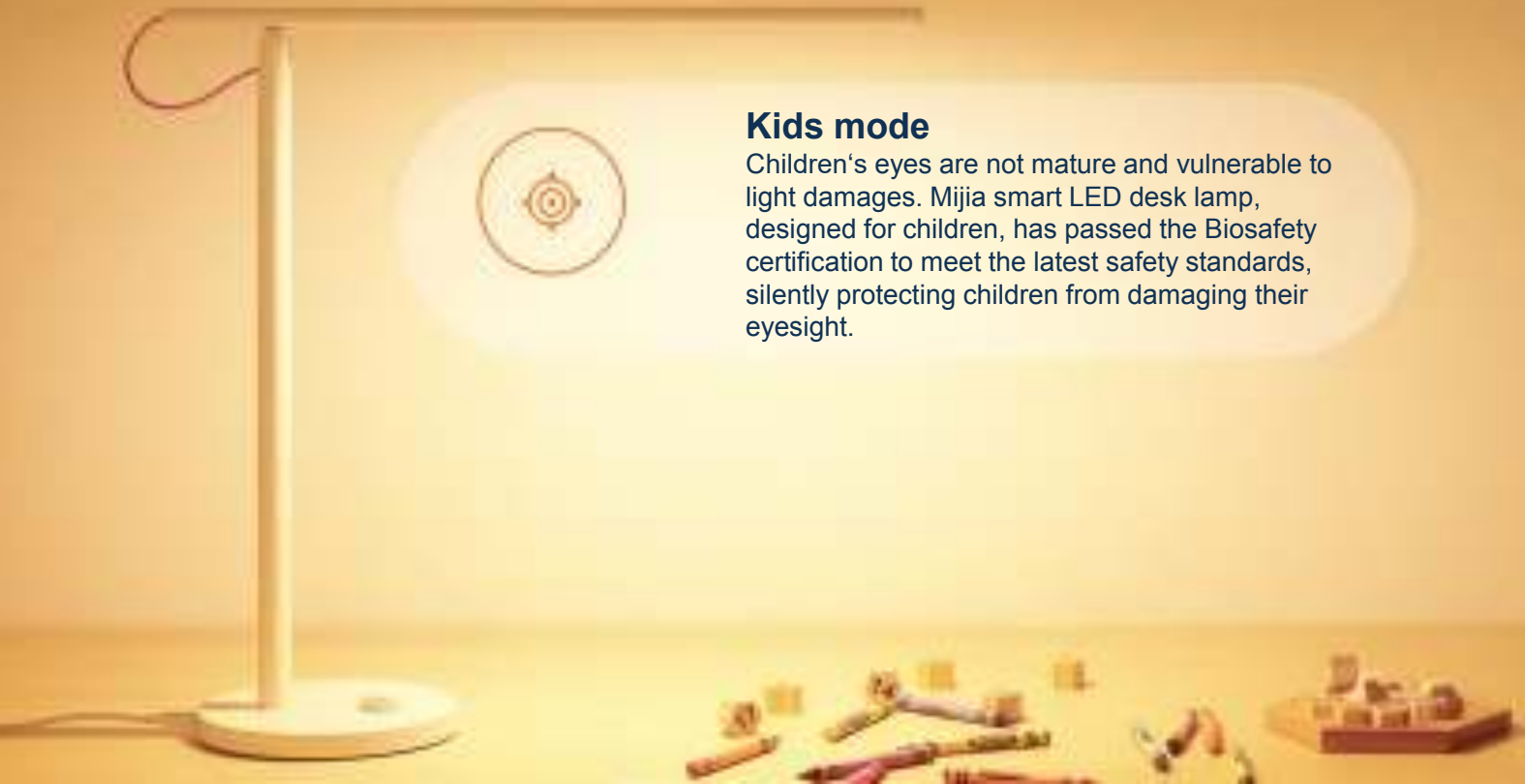
Silent protection, under illumination

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



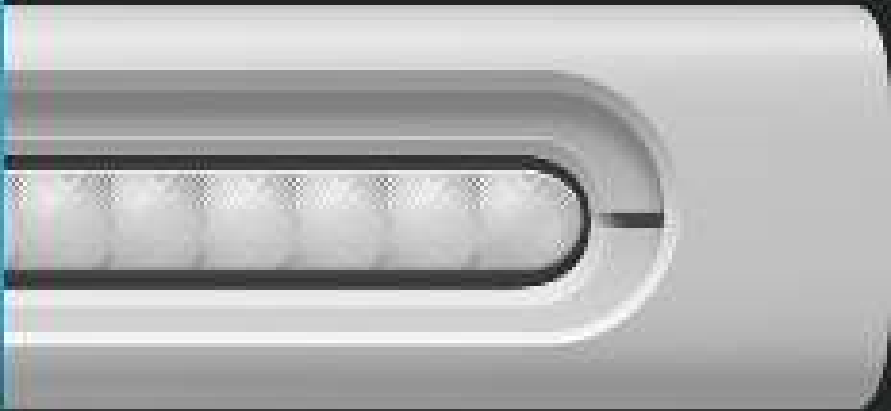
Twist
Intensity



Press & Twist
Color temperature



Double click
Pomodoro mode



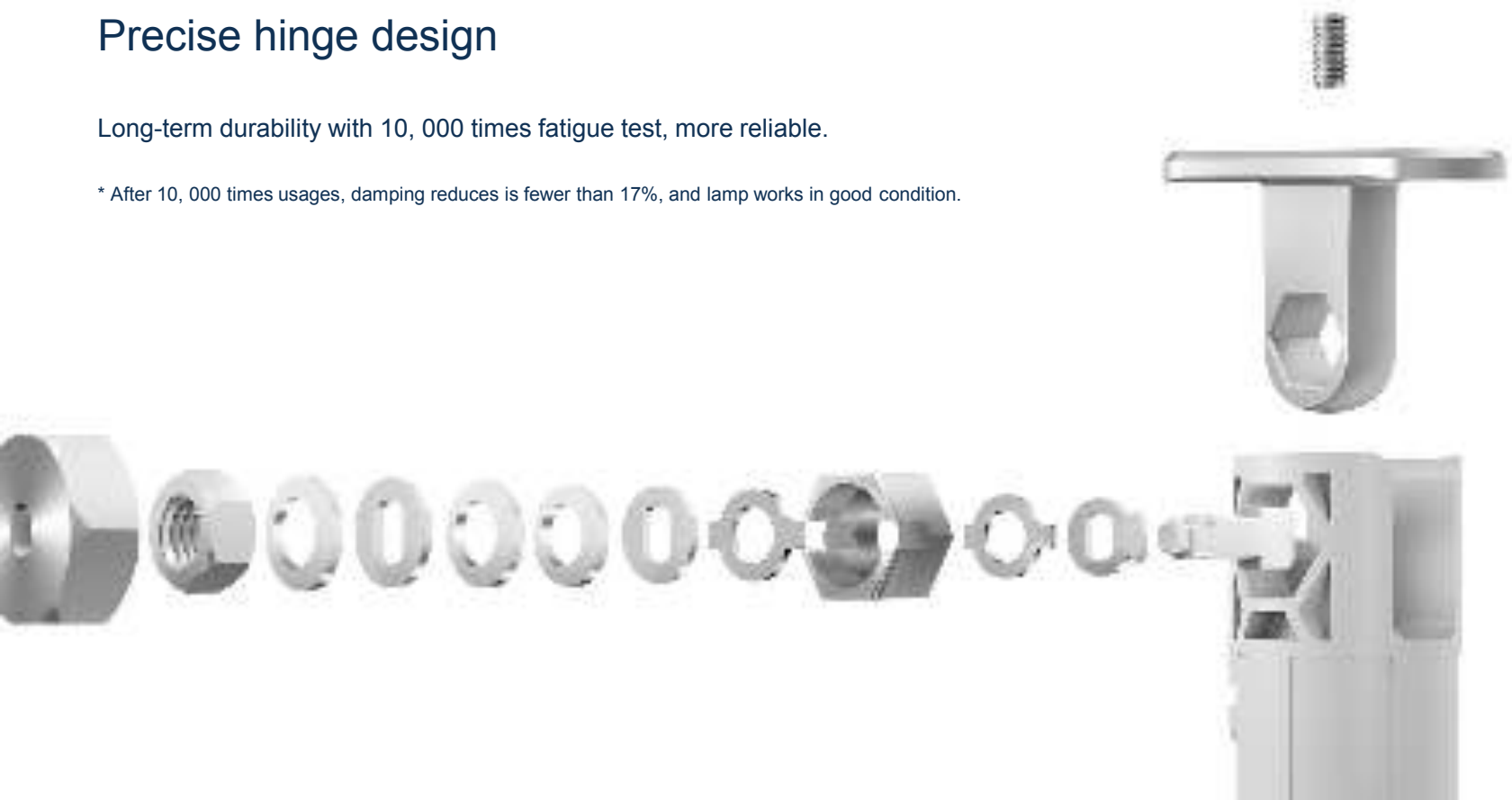
Flicker-free, pleasant lighting

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.

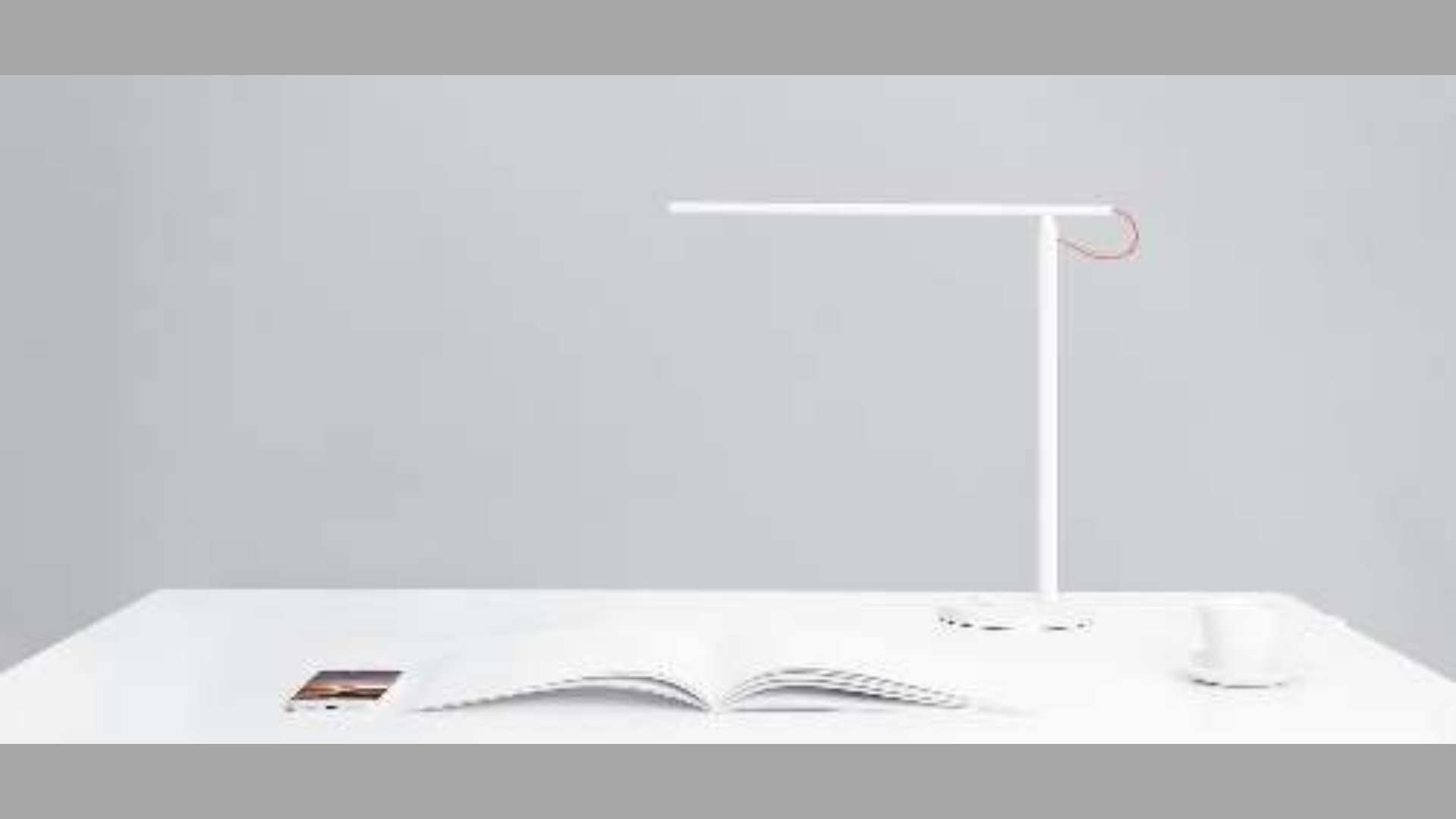
* After 10, 000 times usages, damping reduces is fewer than 17%, and lamp works in good condition.



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

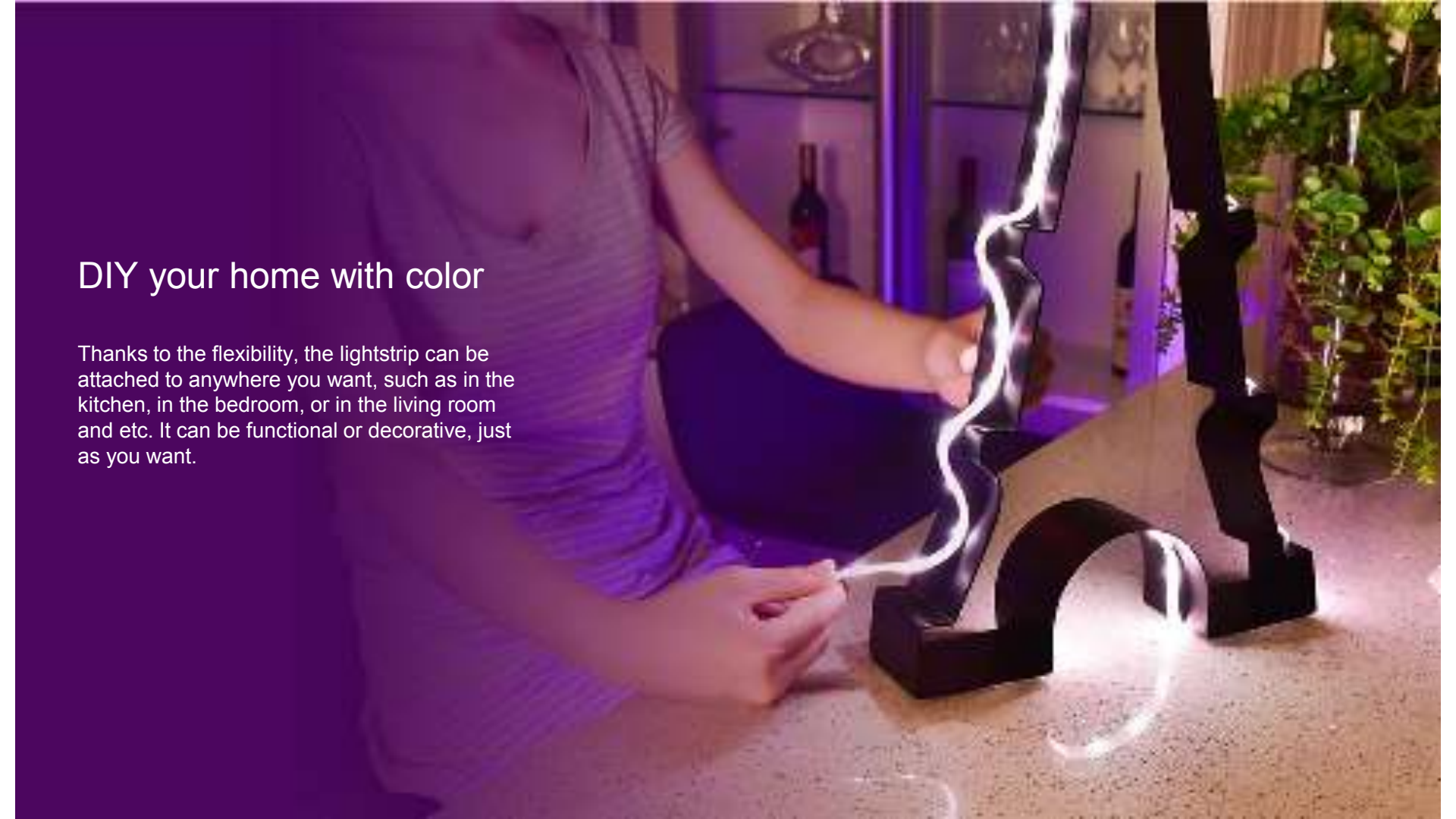
With the mercury-free soft PU gel, it is easy to bend the lightstrip and fit your furniture.





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.



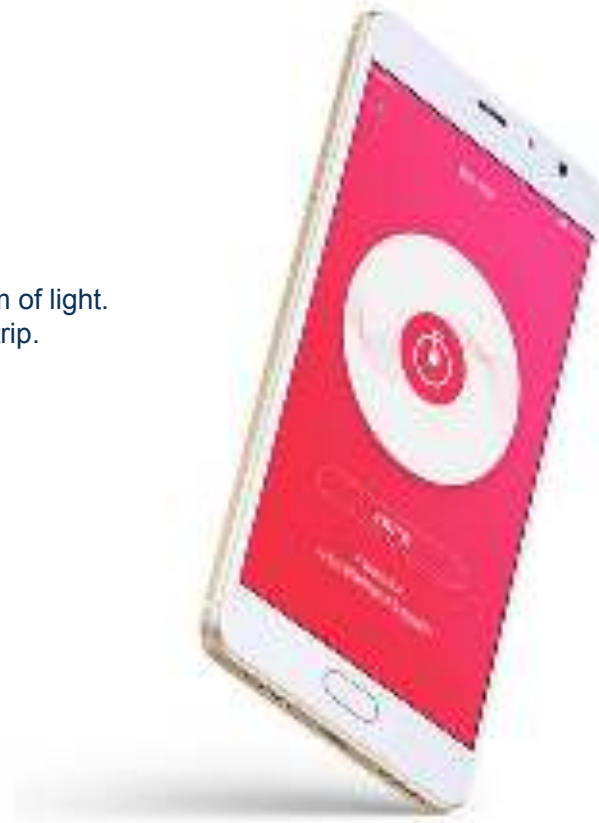
Easy to install

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.



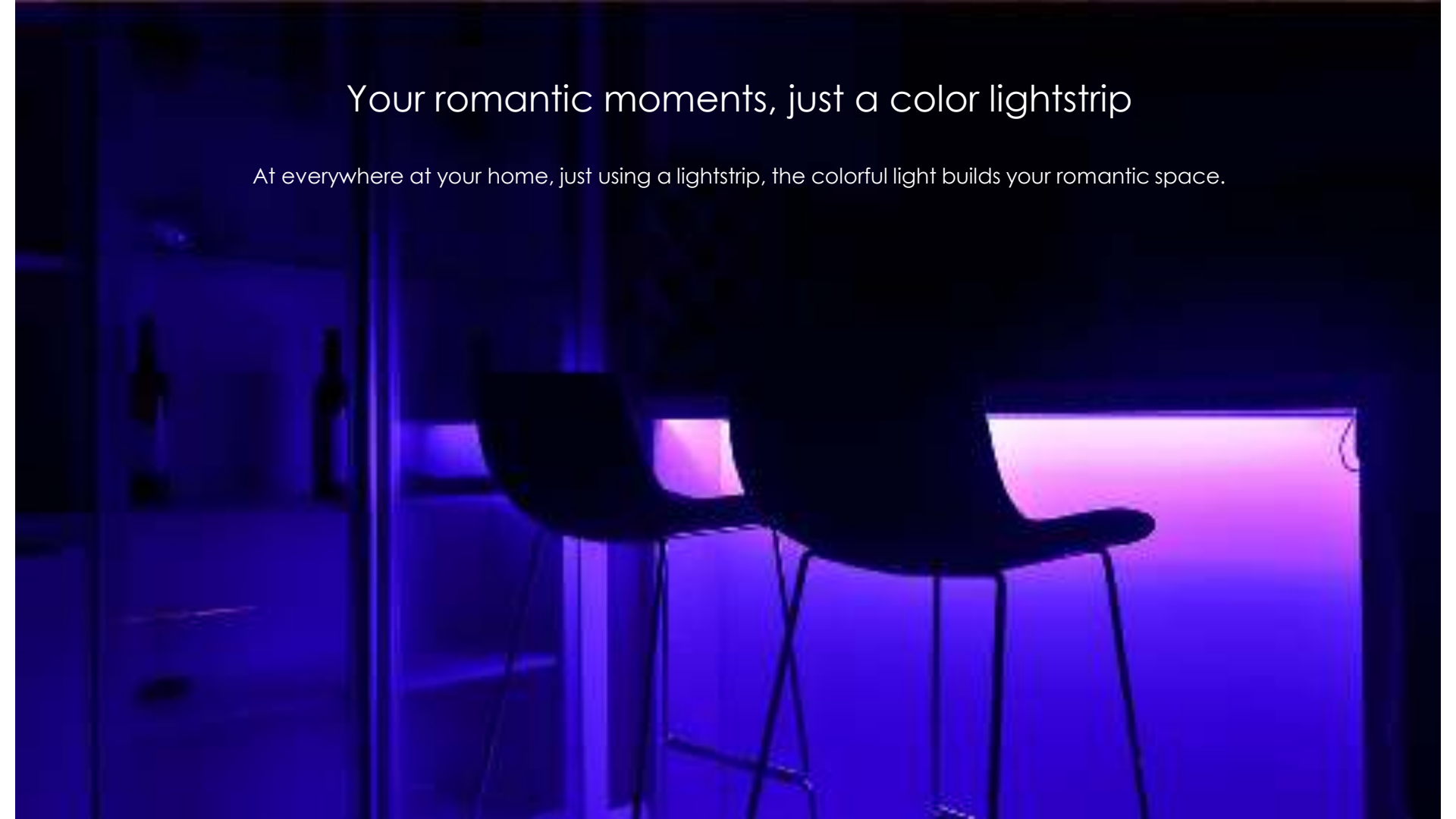
Switching lighting from preset scenes

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



Your romantic moments, just a color lightstrip

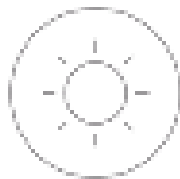
At everywhere at your home, just using a lightstrip, the colorful light builds your romantic space.



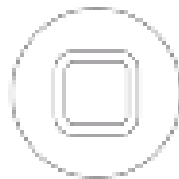
More features, more happiness



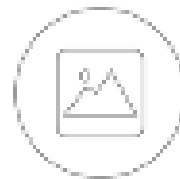
Color



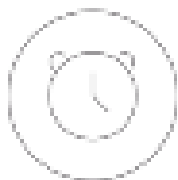
Dimmable



One button operation



Scenes



Scheduler



Sleep timer



Smart control



Hardware upgrade



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.



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

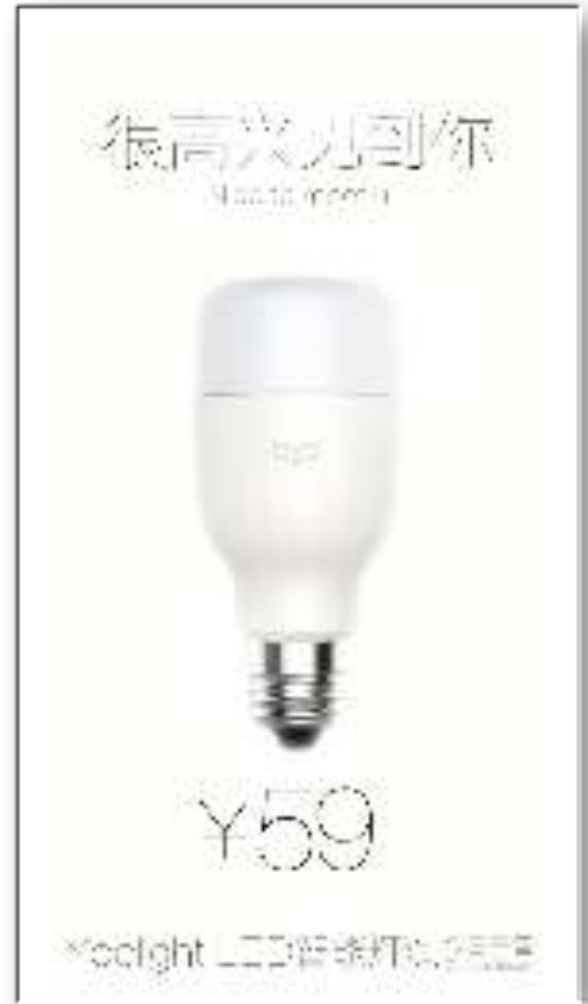
★ 9 ★

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



YEELIGHT BEDSIDE LAMP

Mi Fan Festival

Yeelight

March 31st, 2016 to April 6th, 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.



2016米粉节
总销售金额突破

18.7亿元

累计参与人数

683万人

游戏参与次数

10.2亿次

小米生态链 10大热销新国货排行



小米摄像机 夜视版



小米空气净化器2



九号平衡车



小米净水器



10000mAh电源高配



小米骨传导耳机



16000mAh移动电源



小米手环 光感版



小米体重秤



Yeelight床头灯

YEELIGHT

Jingdong 3C Shopping Festival

Yeelight

April 11th, 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 이빠요!!
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#세파#스마트#데일리#전세



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