



Endless Love For Family

Devoted to becoming the industry
leader of Smart Home Appliances

Shenzhen Proscenic Technology Co.,Ltd

Endless Love For Family



Company Profile

- ▲ We, located in Shenzhen, was founded in Jan 2013.
- ▲ We are a comprehensive home appliance manufacturer integrating R&D, manufacturing and sales. We break the shackles of traditional thinking and strive to be a leading smart home appliance brand in the internet era.
- ▲ Our products cover Smart Robot Vac, Mopping machine, Mites Cleaner, Window Cleaner, Vacuum Cleaner, etc.
- ▲ “Proscenic” aims to be a top brand in the field of intelligent healthy living and cleanliness.



Brand Story

Proscenic" is a combination of "prosperous" and "scenic", which symbolizes the future of intelligent life.

The company was founded in 1993, it is a comprehensive home appliance manufacturer integrating R&D, manufacturing and sales. It mainly serves Japanese home appliance brands, such as Panasonic, Hitachi, Zojirushi, and Philips (focuses on OEM/ODM integration business of smart home appliances). It has already passed through ISO 9001:2015, ISO 140001:2015, BSCI industry system certification. In 2013, brand Proscenic was created, relying on the advantage of smart vacuum cleaners ODM, brand Proscenic has been rapidly expanded in China, Japan, Europe. In 2016, Proscenic was recognized as a national high-tech enterprise. In 2017, it passed the intellectual property management system certification, it owns dozens of intellectual property rights until now. From 2016 to 2019, the company established branches in Japan, United Kingdom, Germany, France, to build a solid foundation for the brand's localized marketing and after-sales service, strives to build Proscenic into a leading brand in the smart home appliance industry in the next 5-10 years.

Panasonic

HITACHI
Inspire the Next

PHILIPS

Development History

2019

2019
Expand the range:
Kitchen Appliance,
and Personal Care.

2018

2018.02
R&D set a new APP
team to comply with
IOT development

2017

2017.03
Enter into overseas
market, and the annual
sales reach to 150K units.

2017.11
Double 11 sales reach to
20 millions CNY within the
1st 2 hours

2016

2016.07
Account for 15% of
domestic robot market

2016.12
Won the national high-
tech enterprises

2014

2014.06
Account for 10% of
domestic robot market

2013

2013.01
Founded in Shenzhen,
China

2013.03
Acquire the brand "Proscenic"

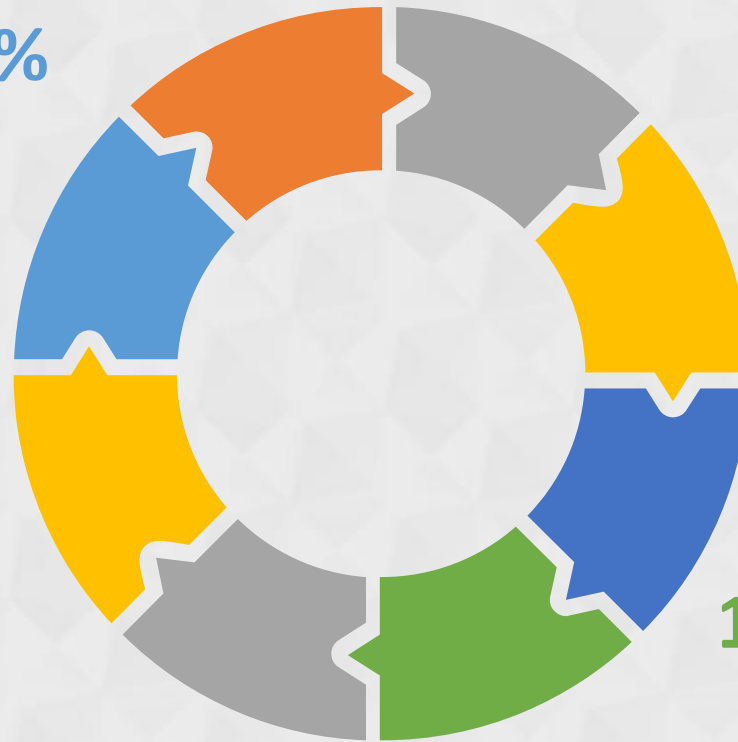
Corporate staff

College or above 45%

Others 15%

30% Bachelor degree or above

10% Graduate or above



Our Team

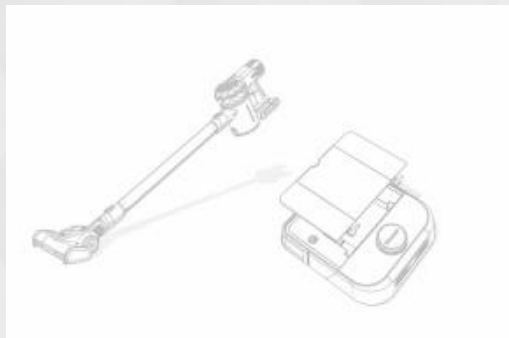


We own a startup team, consist of the post 80 and 90 young people, devoted to the intergraded business mode of R&D, sales, manufacturing and marketing. Since it was founded in 2013, year after year, the sales growth rates have hit double figures. We aim to be the global leading brand in the industry of smart home appliance.

Employee: 150+

Team Concept: Sticking to the working principle of unity, innovation, standardization and efficiency, the company wins the market with high-quality products and service.

Integrated business chain



Industrial Design



R&D



Testing & Certification



Injection & Molding



Consumer



Logistics



Warehousing



Assembly Manufacturing



Technology & Testing System

Full coverage on tests based on I-CNAS, including UIC, simulation, materials research, post-doctoral workstation, basic/advanced research, garden machine, robotics research, CNC machining center to satisfy testing requirements from UL, SGS, BV etc.



High Temperature Test



Battery Life



Vibration Test



Glow-wire Test



RoHS Test



Drop Test



Environmental Laboratory



Life Test Room

Corporate Vision

WE DELIVER HIGH-TECH & HIGH-QUALITY CLEANING APPLIANCES TO EVERY HOUSEHOLD



- 1、 **Domestic:** As TOP 5 ROBOT VACS BRAND, with brand advantages, we select qualified ODM manufacturers for strategic cooperation, providing support for the continuous iterative innovation of products, ensuring our leading role in the industry.
- 2、 **Overseas:** Following closely the trend of AIOT, through perfect combination of intelligent SLAM and hardware, to Consolidation the Original Customers, Seize the Prospective Customers, Mining Potential Customers.
- 3、 **Localization:** Overseas branches for localization, including marketing, logistics and after-sales service.

Business ideas

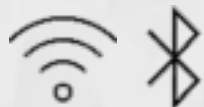
Strategic objectives

1. The compound annual growth rate reaches to 30% in 2019.
2. Get into the TOP 3 ROBOT VACS BRAND in domestic market within 3 years, focusing on Intelligent cleaning area and Ultimate cleaning solution.
3. Centering on Intelligent cleaning, Personal Care, and Smart Kitchen Appliance, rapidly developing our product line, enlarging its target markets, practicing the globe marketing strategy and publicizing the brand tongue to the world. In 2019~2021, the overseas sales is estimated to account for over 50% of the corporate sales.



**R & D
achievement**

In 2018 our R&D team successfully launched independently developed SQUARE ROBOT SERIES to solve the end-users' key pain point, Corner Cleaning. The sales of SQUARE ROBOT hit 1.5 million mark less than 1 year from its release.



**Gen 1.0 G-SLAM
880T**

Launch : 2018
The 1st generation of SQUARE ROBOT, navigated by dual gyro and wireless radio.



**Gen 2.0 Lidar Navigation
D550**

Launch : 2018
Corner master, with the help of 360 degree rotating lidar sensor and Higher-order algorithm



**Gen 3.0 V-SLAM
GT320**

Launch : 2019
120°Wide Angle Lens, 15 frames per second graphics processing speed, prevent collisions, minimize the position error to 1mm

**R & D
achievement**

P Series Cordless Handheld Vacs hit the one-million mark from its release in 2018. The classic model P8 Plus rank No.2 in this category on Amazon DE, which brings great success to this series.



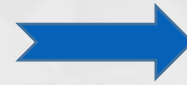
**Multicyclone
P9GTS**

Launch : 2018
Nidec BLDC motor 18500Pa
100000+ units sales



**Touch Panel
P10**

Launch : 2019
Full touch panel
23000pa big suction



**Break with tradition,
controlled by Touch Panel**

Product Iteration

Independent R&D, Open minded and innovation

Highlights

- ① Rapid modeling
- ② APP: Forbidden Area, Virtual Wall
- ③ Y-shaped artificial mopping mode
- ④ One button collect dust

Lidar Navigation Tech Iterations

Aiming to bring better LDS products to the consumers, R&D team never stops to improve and update the Lidar navigation system, for faster mapping speed and smaller positioning errors.

**R & D
achievement**



LDS M6

Launch : 2018.03



LDS M7

Launch : 2018.12



LDS M7 MAX

Launch : 2019.10



LDS M7 Pro (Dust Collector)

Launch : 2020.01

Personal Care & Kitchen Appliance

**R & D
achievement**

To build our own ecosystem of smart home appliances, we fulfill our line-up with personal care category and kitchen appliances. Ultrasonic humidifier, Electrical toothbrush, Water flosser, Sous vide, and more products will be controlled by Proscenic APP.



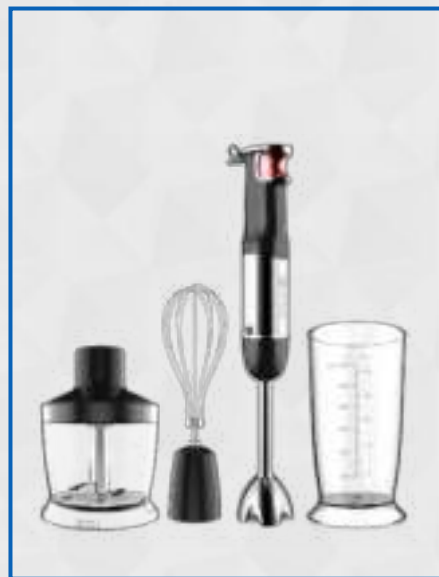
**Ultrasonic
Multifunctional
Humidifier**

Launch : 2018.09



**Smart Electrical
Toothbrush
(UV sterilization)**

Launch : 2018.11



**Portable
Hand Blender**

Launch : 2018.05



Water Flosser

Launch : 2018.11



**Sous Vide
(APP/LED screen)**

Launch : 2019.03

Company Technology Patent

The investment, orientation and development planning of the enterprise's R&D

Development Plan :

Devoted to provide affordable intelligent cleaning appliances for every household

Main Line-up :

Smart home appliances: Cleaning, Personal Care and Kitchen

Brand Marketing :

Realize rapid localization by cooperating with local TV, social media, and Internet celebrity.



National Utility Model Patent(Robot)

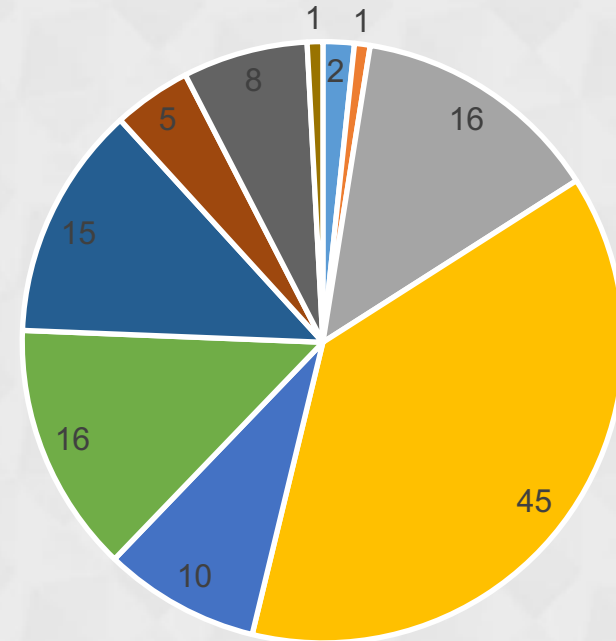


National Utility Model Patent(Mop machine)



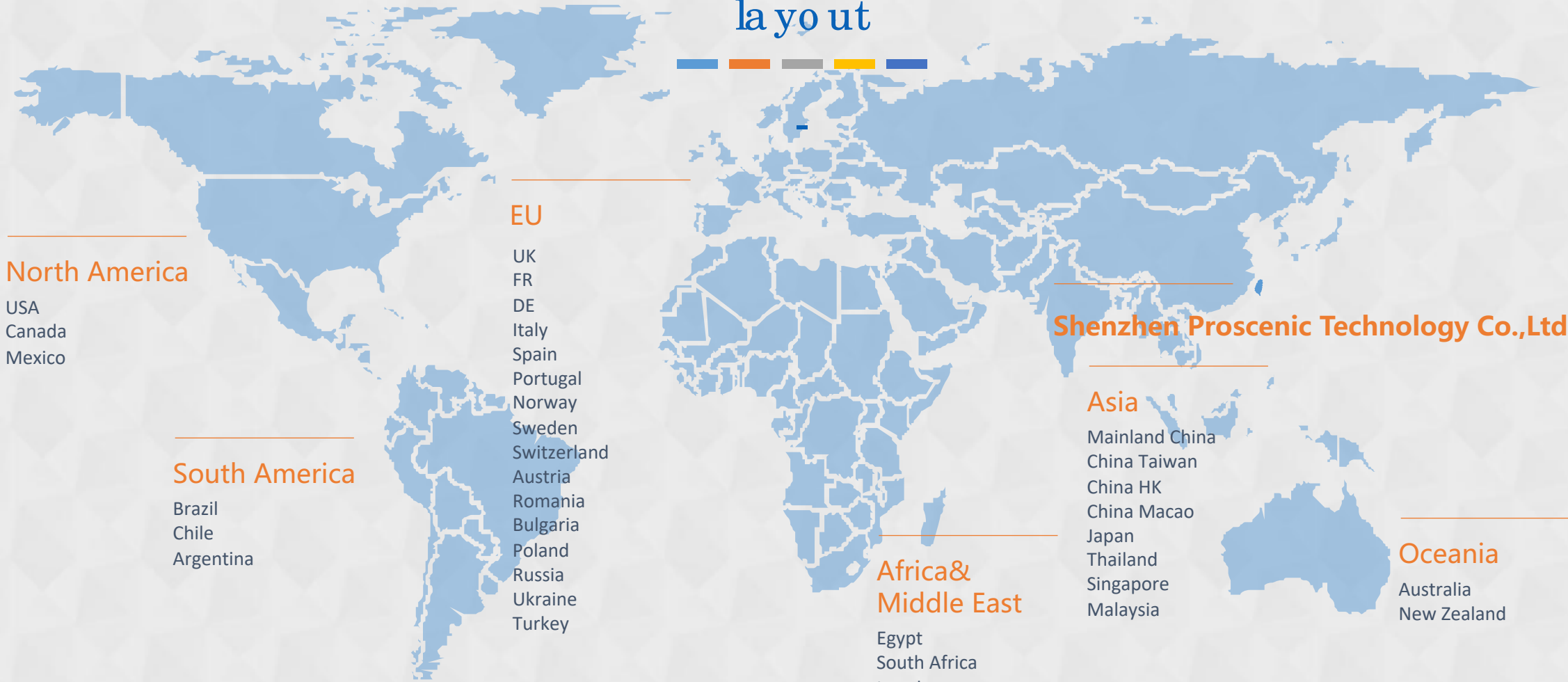
Invention Patents-Intelligent mopping mode and control system

Achievement (119 items)



- CE
- Brand registration
- Invention Patents
- ID Patents
- Software Copyright
- RoHS
- IP
- National Utility Model Patent
- EU ID
- IPR management system

Globalization layout



North America

- USA
- Canada
- Mexico

South America

- Brazil
- Chile
- Argentina

EU

- UK
- FR
- DE
- Italy
- Spain
- Portugal
- Norway
- Sweden
- Switzerland
- Austria
- Romania
- Bulgaria
- Poland
- Russia
- Ukraine
- Turkey

Africa & Middle East

- Egypt
- South Africa
- Israel
- U.A.E

Shenzhen Proscenic Technology Co.,Ltd

Asia

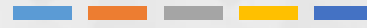
- Mainland China
- China Taiwan
- China HK
- China Macao
- Japan
- Thailand
- Singapore
- Malaysia

Oceania

- Australia
- New Zealand

Strive to develop B2B mode, based on the years of brand history of accumulation

Globalization layout



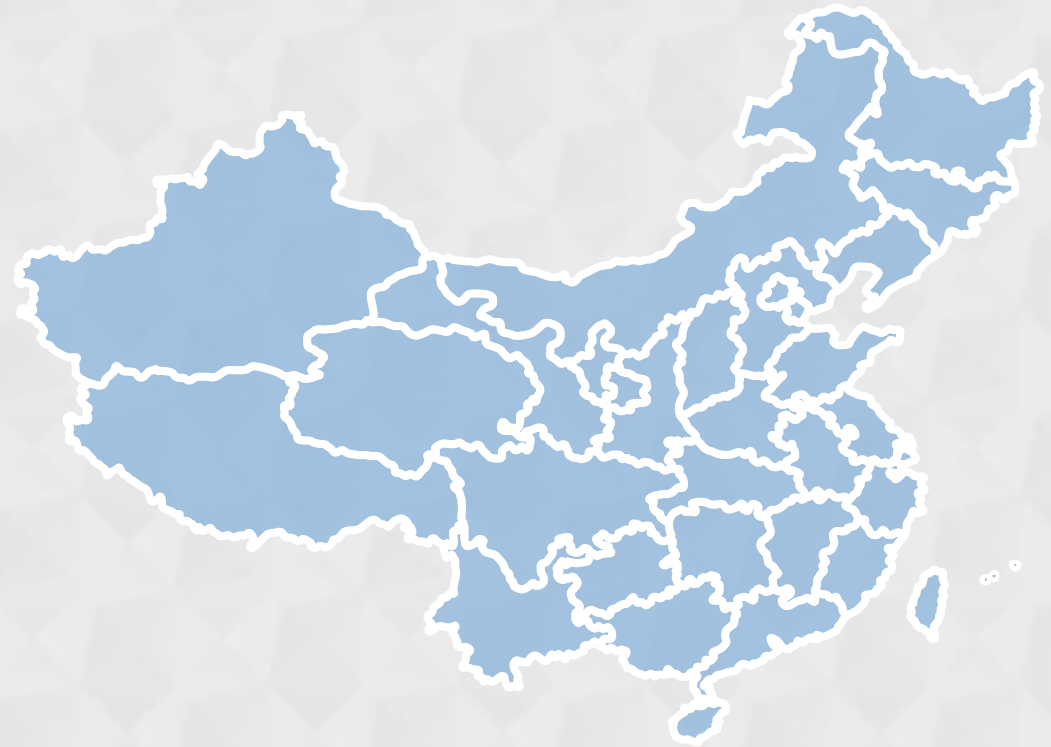
Proscenic, focusing on ultimate cleaning solutions, owning international product patents and major scientific awards, sells product to worldwide 60+ countries and regions, providing intelligent cleaning service for thousands of the families.

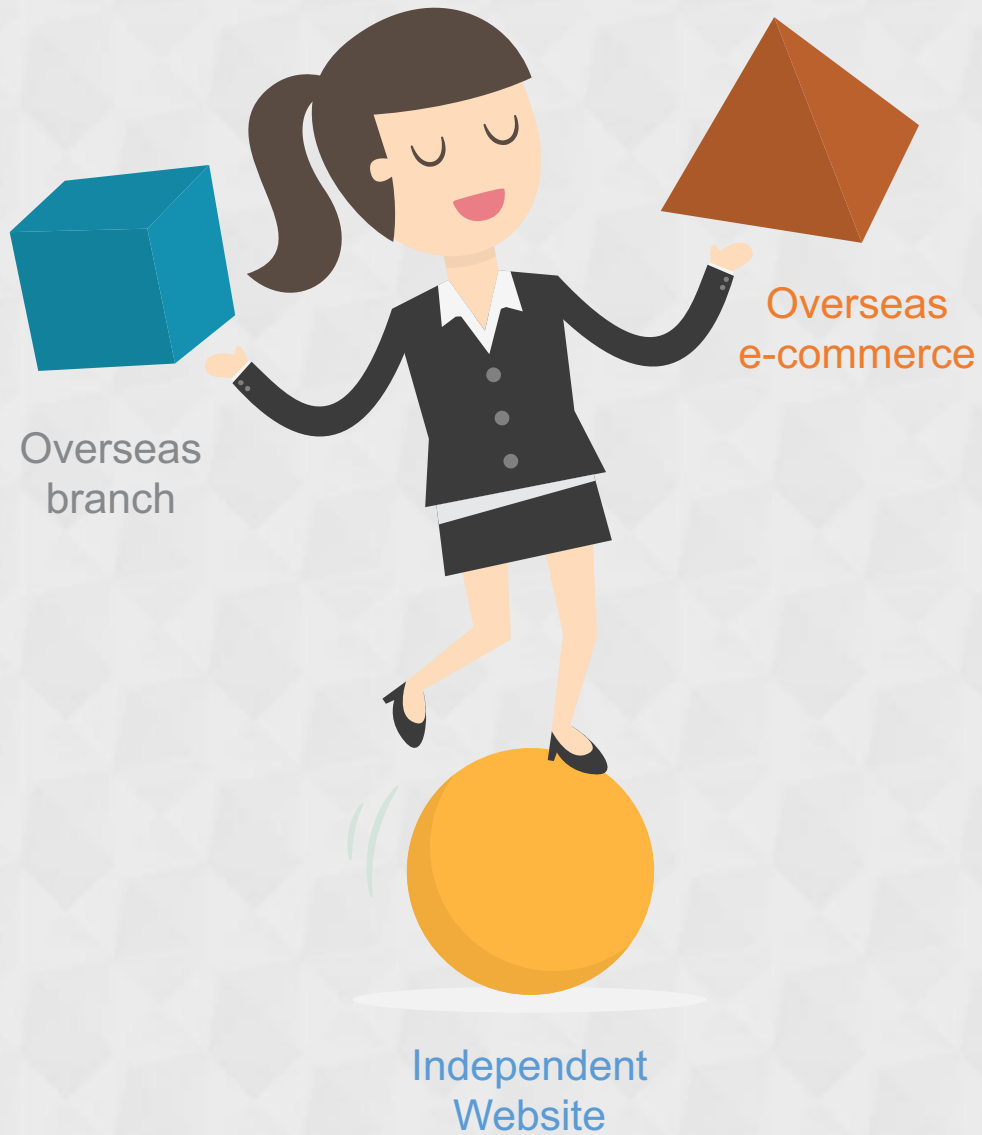
10+ domestic e-commerce stores

5+ overseas branches

20+ overseas after-sales service center

300+ offline stores





Globalization layout



Development

Since 2017, we entered into Korea, Japan, Germany, USA, UK, Russia and other areas one by one.

- B2B: Rely on local strong channels and resource, strengthen local marketing and sales
- B2C: Amazon + eBay + Cdiscount + AliExpress + LAZADA

Localization

Japan Branch, DE Branch, FR Branch and other branches, responsible for improvement of local brand awareness

Independent Website



Tool for amassing more user data

In 2019, we built our own overseas homepage, with several main function blocks, including online sales, after-sales service, discussion forum, and brand marketing. Through its interaction, turn consumers to loyalty fans and make our homepage the most active community platform.





Robot 830Ton Amazon.fr

Amazon's Choice

★★★★☆ 4,6 sur 5

243 Evaluations clients

Amazon's Choice



Sponsorisé ⓘ

Proscenic Aspirateur Robot 830T,
Nettoyage Efficace sur Programmé

★★★★☆ ~ 243

239,00€ ~~279,00€~~

✓prime

Livraison GRATUITE par Amazon

The image shows a circular, grey robotic vacuum cleaner with a black top and bottom. It has a central sensor and two small protrusions on the sides. Next to it is a smartphone displaying a blue app interface with a map and various icons. Below the vacuum and phone are the Amazon Assistant logo (a blue circle) and the Google Assistant logo (four colored dots).

Hand Vac P10 on Amazon.it

Bestseller di Amazon

I nostri prodotti più popolari, in base alle vendite. Aggiornato ogni ora.

#4

★★★★☆ 4,6 sur 5

136 Evaluations clients

amazon.it/gp/bestsellers/kitchen/733027031/ref=pd_zg_hrsr_kitchen

#4



Proscenic P10 Aspirapolvere senza Fili Potente 22000pa, Scopa Elettrica Portatile con Display...

★★★★☆ 315

199,00 € ✓prime

Hand Vac P8 MAX on Amazon.fr

Les meilleures ventes

Nos produits les plus populaires selon les ventes. Mises à jour chaque heure.

#3

★★★★★ 4,5 sur 5

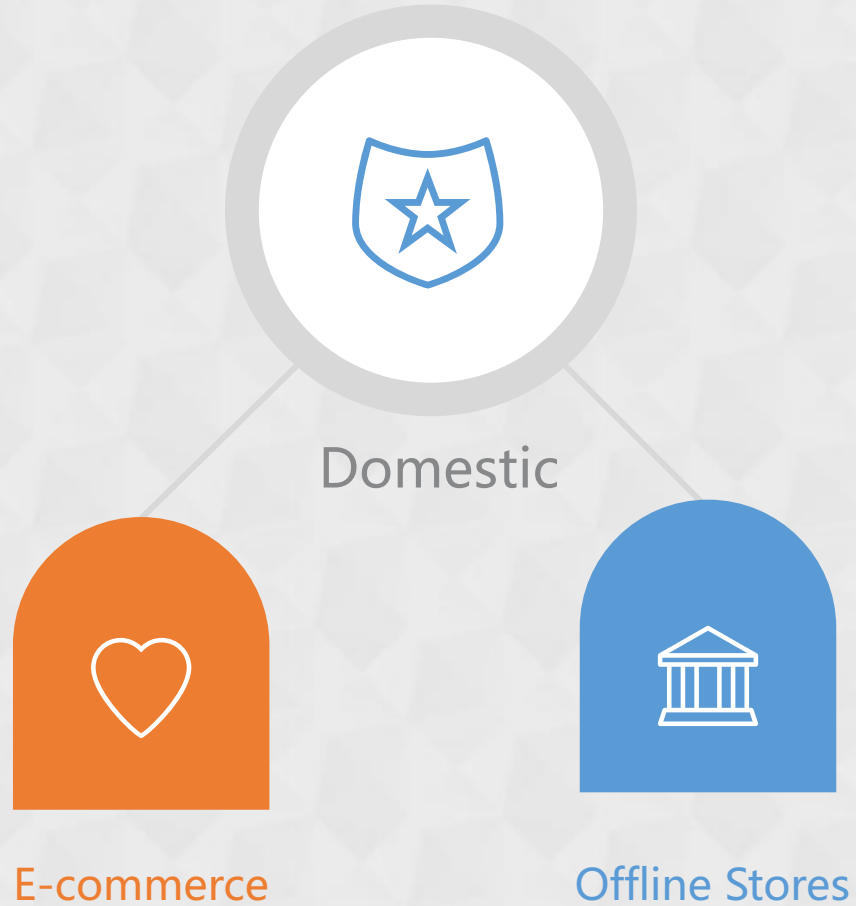
589 Evaluations clients

amazon.fr/gp/bestsellers/kitchen/3575230031/ref=pd_zg_hrsr_kitchen

#3



Proscenic Aspirateur Balai sans Fil P8 Max, 2 en 1
Aspirateur Puissant 20 000Pa, 2 Vitesses...



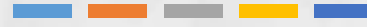
Domestic layout



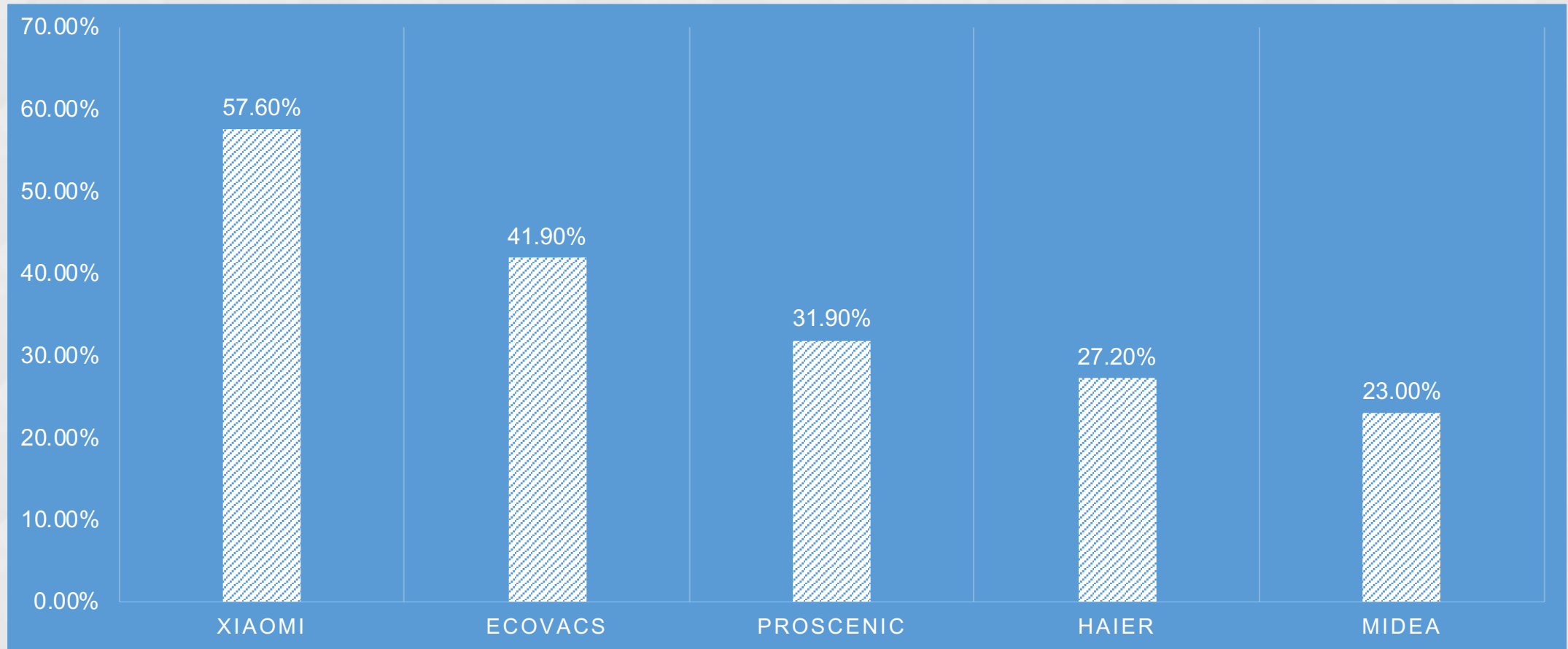
Expand domestic market in an all-around way

For now, we already have official online stores in Taobao, TMALL, JD, Suningyi, Vipshop, WeChat Mall and GOME Electrical Appliance, etc. Offline 300+ stores cover South China, North China, Northeast, Northwest, Southwest, and other areas.

2019 Domestic Robot Vacs Brand TOP5



Remark : Everyone surveyed can choose 3 brands at most, so the sum is over 100%.



Data : Penguin Research(2019.1)

THANKS



Shenzhen Proscenic Technology Co.,Ltd

Endless Love For Family