MINEW

Since 2007

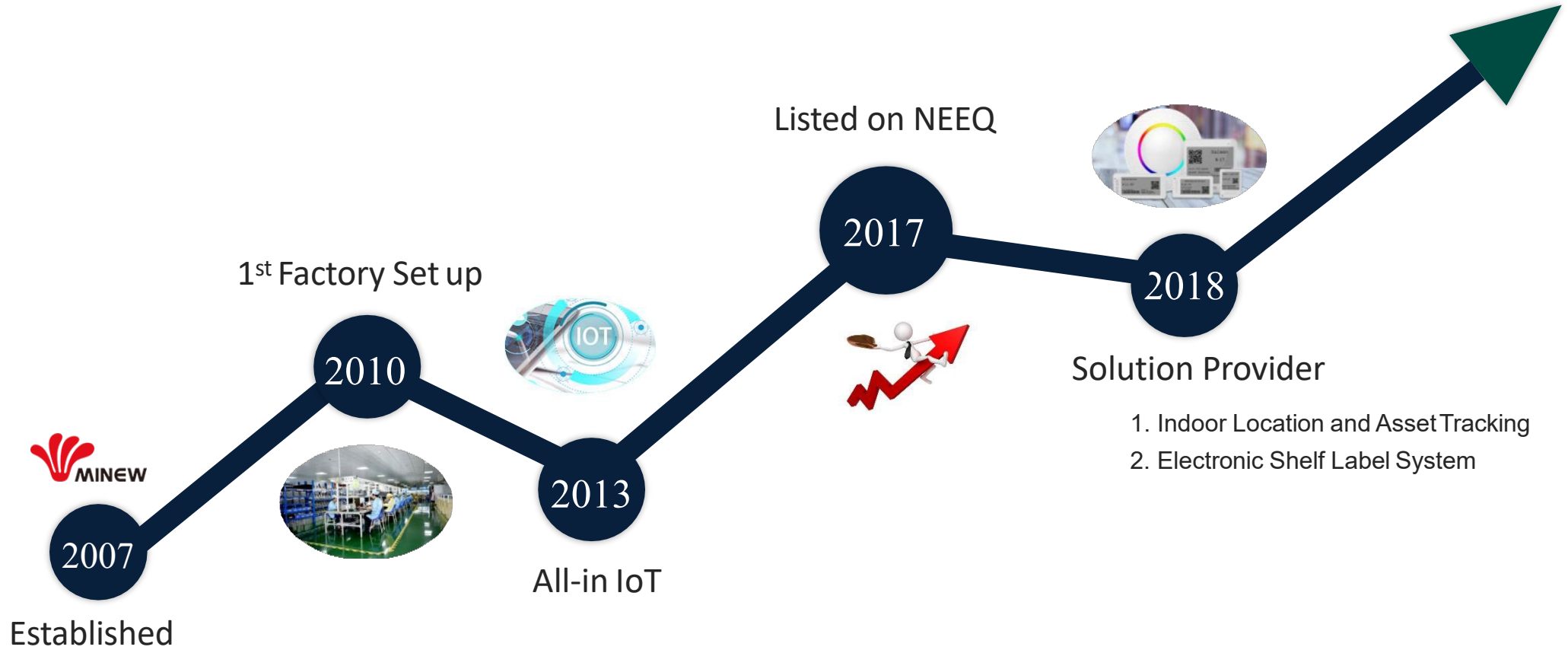# Welcome to Minew IoT World

CONTENTS

About Minew

- Founded in 2007

- Listed on NEEQ in 2017 (Stock code: 872374)

- World-leading IoT (Internet of Things) hardware manufacturer on Bluetooth & Wi-Fi over decades

- Professional ESL (Electronic Shelf Label) smart retail solution & indoor location service provider
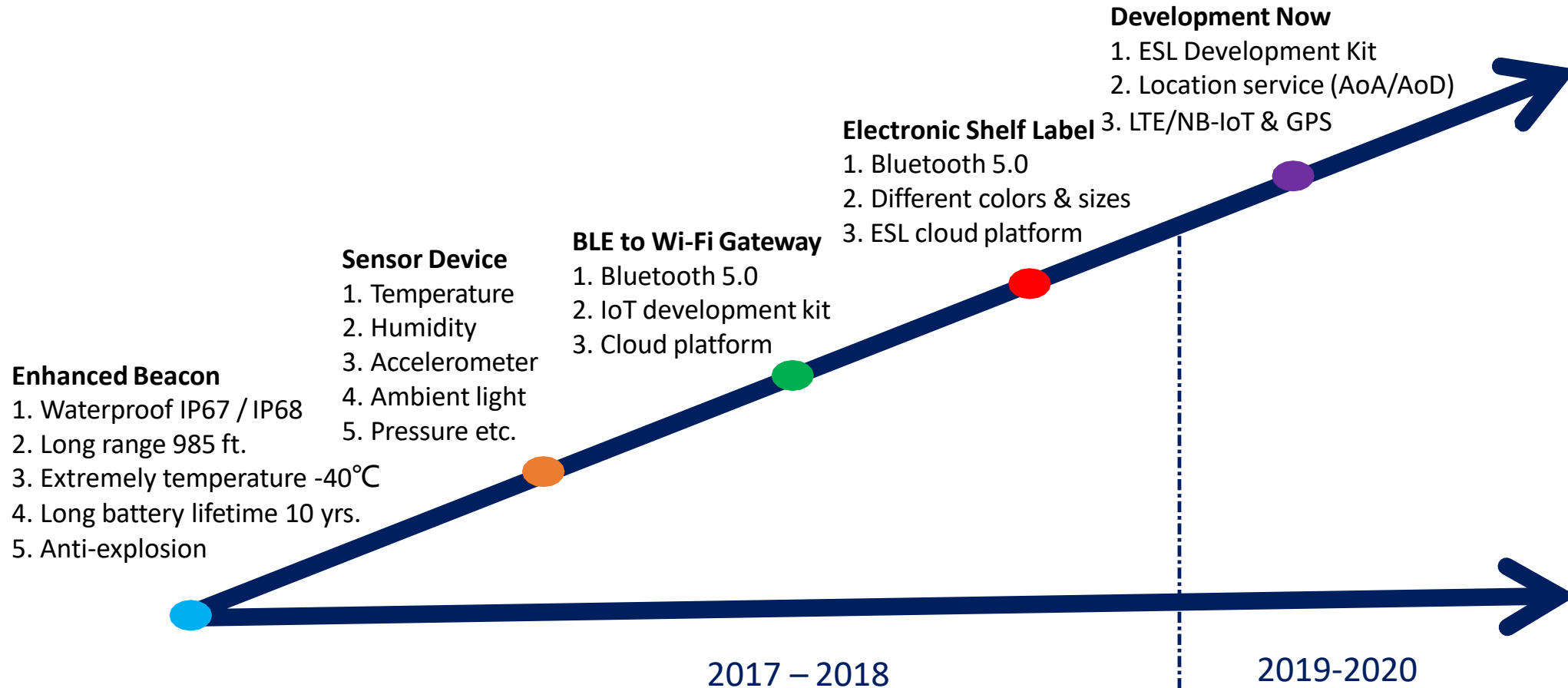
Milestone

2007 — Established

2010 — 1st Factory Set up

2013 — All-in IoT

2017 — Listed on NEEQ

2018 — Solution Provider
1. Indoor Location and Asset Tracking
2. Electronic Shelf Label System

Roadmap - Product & Technology

Enhanced Beacon
1. Waterproof IP67 / IP68
2. Long range 985 ft.
3. Extremely temperature -40℃
4. Long battery lifetime 10 yrs.
5. Anti-explosion

Sensor Device
1. Temperature
2. Humidity
3. Accelerometer
4. Ambient light
5. Pressure etc.

BLE to Wi-Fi Gateway
1. Bluetooth 5.0
2. IoT development kit
3. Cloud platform

Electronic Shelf Label
1. Bluetooth 5.0
2. Different colors & sizes
3. ESL cloud platform

Development Now
1. ESL Development Kit
2. Location service (AoA/AoD)
3. LTE/NB-IoT & GPS

2017 – 2018

2019-2020

Minew Culture

MISSION

Interneting Every Object

VISION

Leading the World into IoT Times

CORE VALUES

Innovation Focus Dedicate Excellence

Management Structure

Shareholder

Board

General Manager

| Human Resource Department | Legal Affairs Department | Finance & Accounting Department | R&D Center | International Marketing Department | Domestic Marketing Department | SZ & DG Factories |
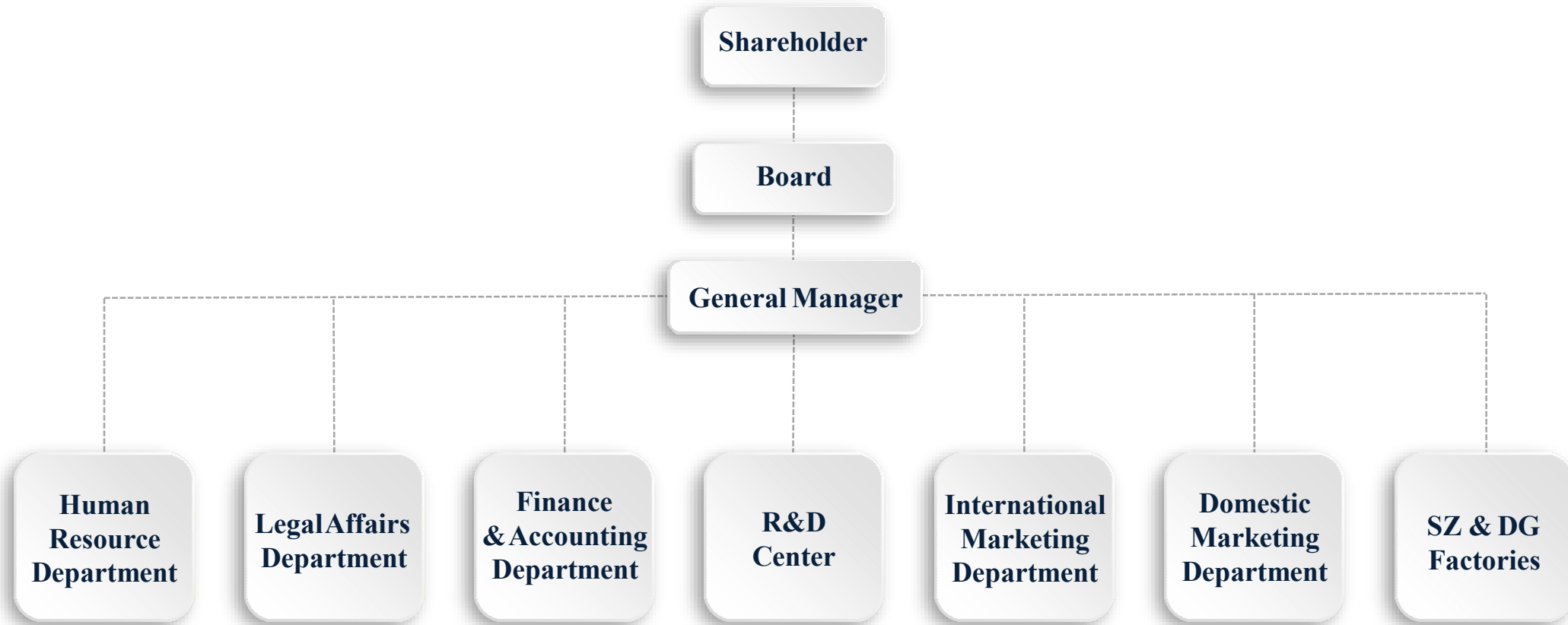
About Minew

48
Patents

- Emphasizing innovation
- Respecting IP rights
- Certified by IPMS China

50+
R&D Experts

- Hardware design
- Firmware / software design
- Mechanical design (ID)
- Mobile application design
- Cloud-platform design

30,000
pcs / day

- Two factories in SZ & DG
- Support fast-prototyping
- Flexible production capacity

Quality First

Award & Honor

2015 Best Smart Hardware Award

2016 Top Seller and Preferred High Quality Supplier

2017 National Hi-Tech Enterprise Certification

2018 China IoT Technology Innovation Award
      The Most Investment Value Enterprise
      The Most Influential Positioning Enterprise

Partners

2

Products

Product Lines

Bluetooth® Beacon

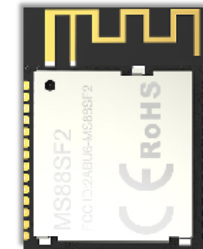- iBeacon & Eddystone
- Bluetooth® Sensor Tag
- BLE to WiFi Gateway

Electronic Shelf Label

- 1.54"   BLE 5.0 ESL
- 2.13"   BLE 5.0 ESL
- 2.9"   BLE 5.0 ESL
- 4.2"   BLE 5.0 ESL
... (Black/white/red...)

Key Finder

- T-Finder app.
- F3S/F4S/F5 Key Finders

Bluetooth® Module

- Nordic Bluetooth 5.0
- UART Protocol inside
- MESH Protocol inside

BLE: Low energy Bluetooth®
UART: Universal Asynchronous Receiver/Transmitter
MESH: A wireless mesh network (WMN) is a communications network made up of radio nodes organized in a mesh topology

Bluetooth® Beacon

iBeacon & Eddystone

MiniBeacon Plus inside

- Compatible to BLE 4.0 and BLE 5.0 technology

- Supports iBeacon & Eddystone protocol simultaneously

- More than 35 different sizes and types for option

- Ultra-power consumption chipset nRF52810/52832/52840

- Advertising ranges from 1 to 500 meters

- Maximum 10 years battery life time

- IP67 / IP68 Waterproof design and battery replaceable

- The 2nd configuration app BeaconSET+

- SDK & API available for iOS and Android

- Online development document support

- Bluetooth® QDID/EPL, CE, FCC, RoHS certifications

Bluetooth® Beacon

Bluetooth Sensor

Accelerometer: E7, E8
Ambient light sensor: E6
Temperature & humidity: S1

Stationary Beacon

Models:
i3, i7, E2, E5, E7, E9
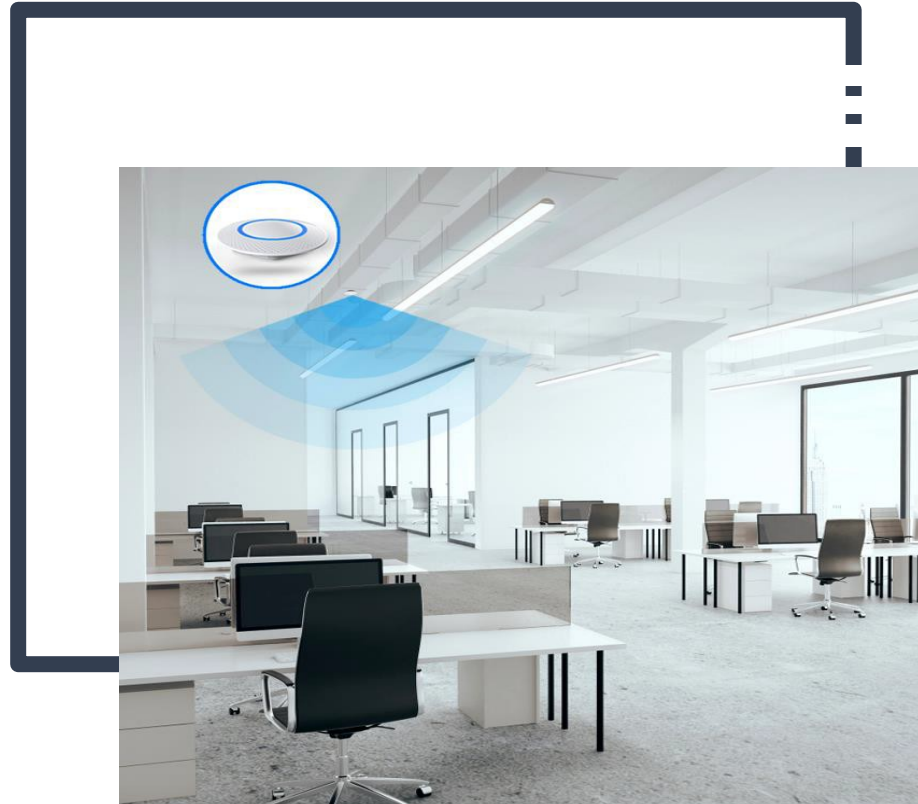
Asset Tag

Models:
i6, i9, E6, E8, T1, T2

People Tag

Models:
B6, C6, C7, D15N, T3

USB Beacon

Models:
C3,
U1 (UART protocol inside)

Gateway G1

MINEW DESIGN

G1 is a Low Energy Bluetooth® 5.0 (BLE) to Wi-Fi connectivity gateway with PoE. The G1 gateway collects the data from iBeacon, Eddystone, BLE sensor and other BLE devices. Then it sends the data to the local server or remote cloud server by HTTP/ MQTT protocol over Wi-Fi or Ethernet.

It has passed Bluetooth® EPL, CE, FCC, RoHS and Reach certifications.

Applications

01 Asset Tracking

02 Event & Exhibition

03 Indoor Location

06 Retail Promotion

05 Health Security

04 Transportation

Key Finder
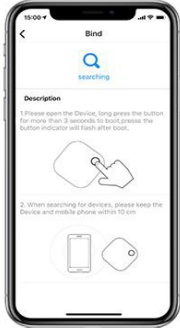
T-Finder

MINEW DESIGN

The key finder is a smart and tiny tracking device applied with low energy Bluetooth® 5.0 technology.

The T-Finder is an application which can monitor and communicate with key finder by low energy Bluetooth ® technology.

The T-Finder and key finder works together to help users to prevent losing their items.

T-Finder (How it works)

ATTACH F5 to anything you don't want to lose and connect it to the T-Finder app.
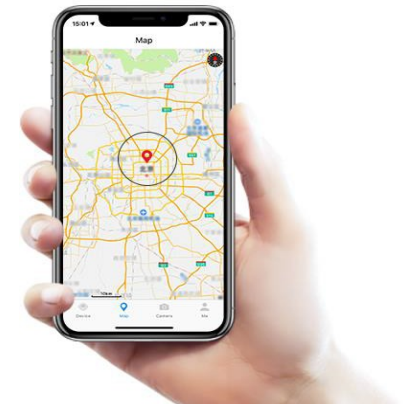
RING F5 from the app or press its button to ring your phone. Even if it's on silent.

SELFIE by pressing F5's button to remote control your phone camera of the app.

FIND your missing items. When your items leave you more than 15 meters away, the F5 and app will send alarm and the app remembers when and where you last had them.

F5

Application Scenarios

F4S

Low Energy Bluetooth® 5.0 Technology
iOS/Android Application T-Finder
85 dBm
30 meters
12 months battery life time
White

F3S

Low Energy Bluetooth® 5.0 Technology
iOS/Android Application T-Finder
100 dBm
30 meters
12 months battery life time
White/Green/Violet/Blue

Low Energy Bluetooth® Module

BLE Module

MINEW DESIGN

- Bluetooth® QDID / EPL certified
- Nordic nRF52 series chipset
- 15 different modules for option
- Smallest size with metal shield
- Long range max. 250 meters
- Supports PCB, Ceramic and IPEX antenna
- Pre-programmed UART / MESH protocol if required
- Firmware pre-programming service
- CE, FCC, IC, RCM, TELEC, WPC, SRRC certification
- RoHS & REACH certification

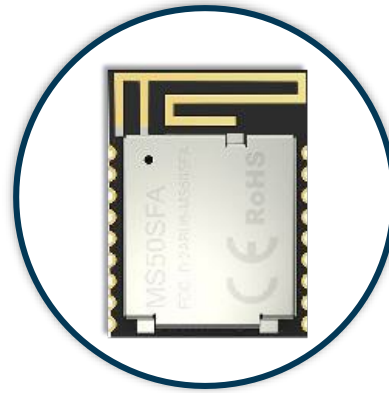# Bluetooth® 5.0 Module
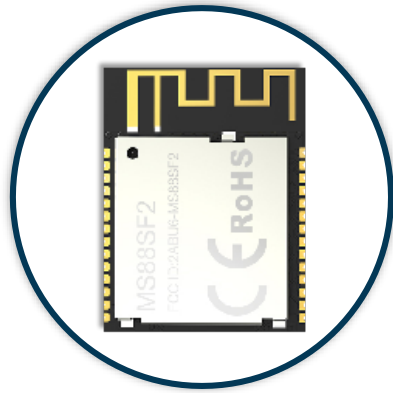
MS88SF2 (MESH)

Nordic nRF52840

23.2 x 17.4 x 2mm

GPIO 20

Certified by BQB, FCC, CE, TELEC, WPC, IC, RCM, RoHS, Reach

Application: Electronic devices, Heart rate monitor, Toys controllers...
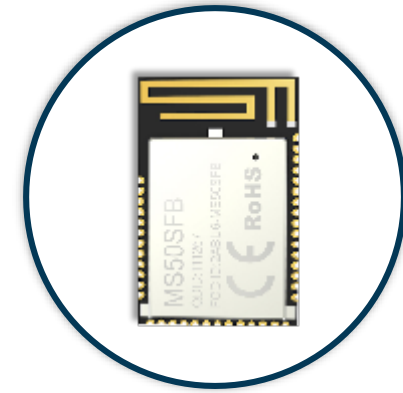
MS50SFA1

Nordic nRF52832/52810

16 x 12 x 2 mm

GPIO 13

Certified by FCC, CE

Application: Accessories, Remote controllers, Medical devices...

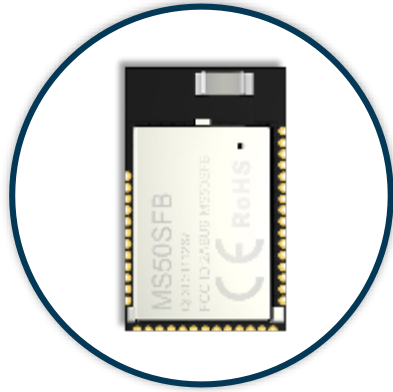### MS50SFB1

Nordic nRF52832/52810

20 x 12 x 2 mm

GPIO 32

Certified by BQB, FCC, CE, TELEC, WPC, IC, RCM, RoHS, Reach

Application: Medical devices, Sport facility, Mobile accessories...

Bluetooth® 5.0 Module

MS50SFB2

Nordic nRF52832/52810

20 x 12 x 2 mm

GPIO 32

Certified by BQB, FCC, CE, TELEC,

WPC, IC, RCM, RoHS, Reach

Application: Weighing machine,
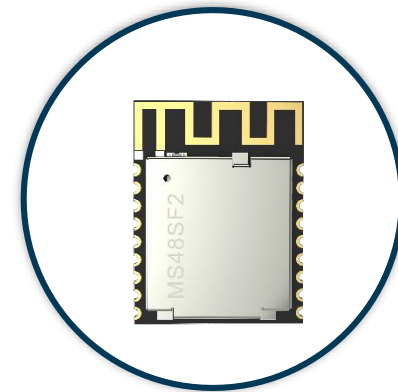
Electronic devices, Thermometer...

MS50SFB3

Nordic nRF52832/52810

20 x 12 x 2 mm

GPIO 32

Certified by BQB, FCC, CE, TELEC,

WPC, IC, RCM, RoHS, Reach

Application: Sports and fitness sensors,

Remote controllers, Cycle computer...

MS48SF2 (UART)

Minew M1805 (BLE 4.0)

15.8 x 12 x 2 mm

GPIO 12

Certification Processing

Application: Consumer electronic products,

LOW COST devices…

Electronic Shelf Label

MTag Series

MINEW DESIGN

MTag Series applied with the latest Bluetooth® 5.0 technology and the high-quality dot matrix E-ink display, they are suitable for all types of retail industries.

MTag Series

4.2"	2.90"	2.13"	1.54"
104 x 94 x 11.8 mm	91 x 41 x 14.2 mm	70 x 35 x 14.2 mm	36 x 44 x 14.2 mm
120 DPI	112 DPI	130 DPI	142 DPI
400 x 300 pixels	296 x 128 pixels	250 x 122 pixels	152 x 152 pixels
0 ° C to 50 ° C	0 ° C to 50 ° C	- 20 ° C to 50 ° C	0 ° C to 50 ° C
5 years	5 years	5 years	5 years

*Pixel colors above are available on each model

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ESL Smart Retail Solution

ESL Smart Retail Solution

Minew Smart Retail Solution is based on MTag ESL System and Indoor Positioning System, combining with sensors and Cloud Platform by utilizing Bluetooth® 5.0 technology.
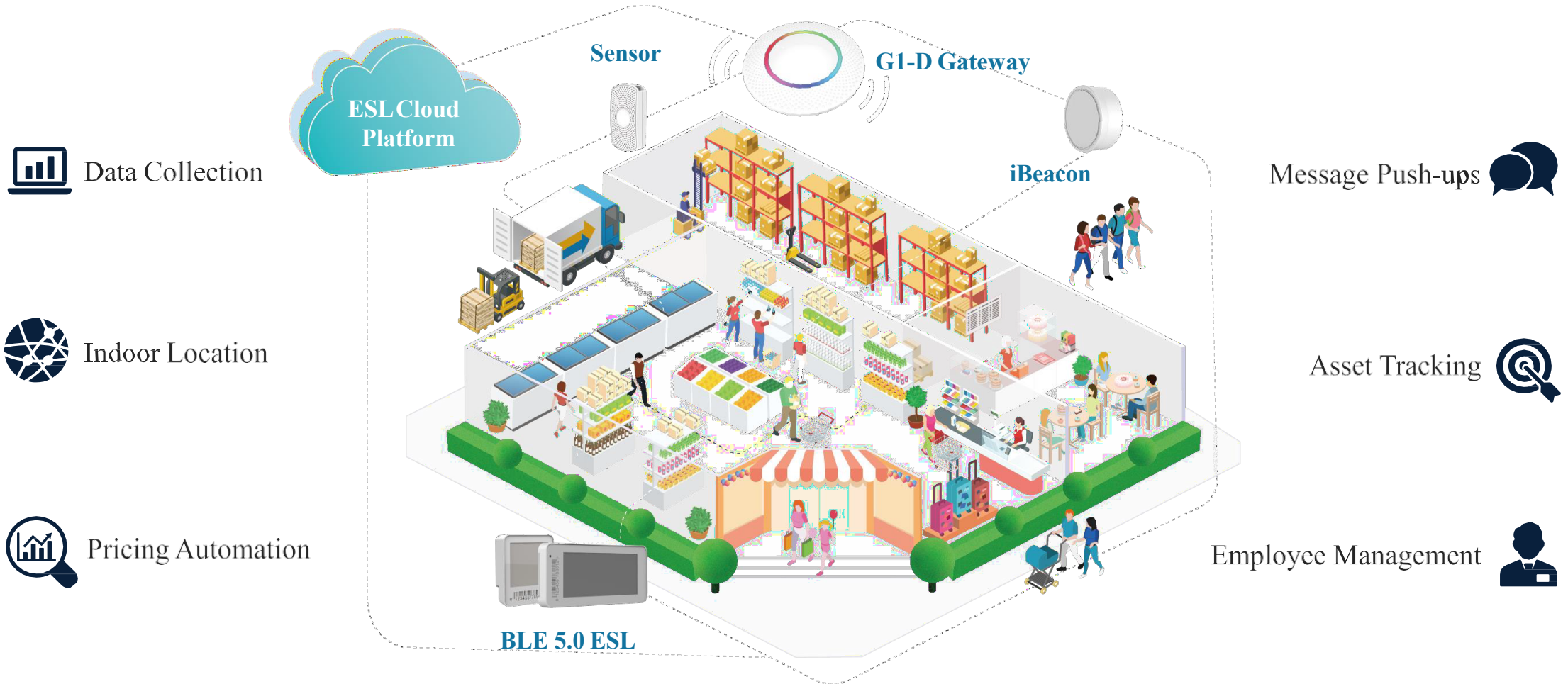
The solution meets not only the basic needs of Pricing Automation but also has functions of Store Management, Product Positioning, Message Push-ups, Personnel Positioning, Data Collection etc.

With the help of the Smart Retail Solution, retailers can build their omni-channel retailing faster.

ESL Smart Retail Solution

Data Collection

Indoor Location

Pricing Automation

ESL Cloud Platform

Sensor

G1-D Gateway

iBeacon

BLE 5.0 ESL

Message Push-ups

Asset Tracking

Employee Management

Application Scenarios

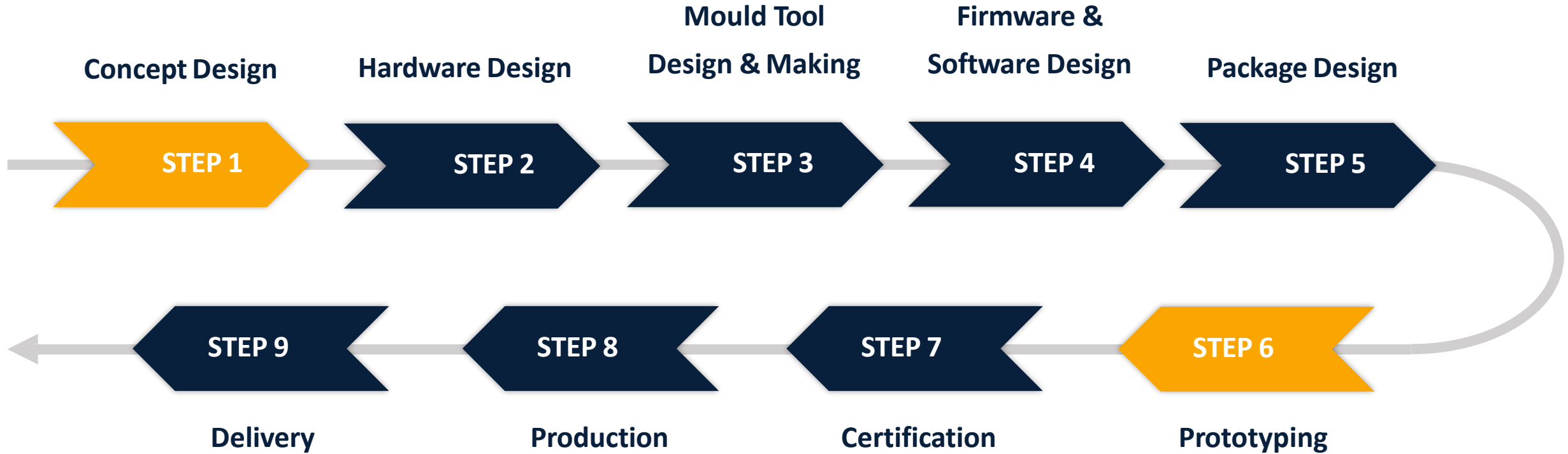01

02

04

03

4

OEM/ODM Service

OEM/ODM Service

Minew is a professional turnkey manufacturer with the ability to bring your concepts and ideas into reliable solution.

We work with many startups and top-class corporations at all stages of design and manufacture. Our factory equips with quick-response and flexible manufacturing system to support all different demands.

One-stop Solution

Concept Design

Hardware Design

Mould Tool Design & Making

Firmware & Software Design

Package Design

STEP 1 → STEP 2 → STEP 3 → STEP 4 → STEP 5

STEP 9 ← STEP 8 ← STEP 7 ← STEP 6

Delivery

Production

Certification

Prototyping

Contact

Christoph Haßenpflug

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THANK YOU