

Reolink

Battle Card

April 2025



1 We are the OEM (Original Equipment Manufacturer)

Brand	OEM
Reolink	✓
swann <small>security you can trust</small>	✗
LOREX	✗
NIGHT OWL	✗
eufy	✗
arlo	✗
ring	✗
blink	✗
tapo	✗
SimpliSafe	✗



2 Exclusive Access to E-Commerce Sales Data



WHY IT MATTERS:

- Total control of production and labor
- In-house Industrial Design and R&D teams
- Fast and reliable lead times
- Consistent product tooling and design themes across generations
- No "off-the-shelf" products - Designed completely in-house
- Not reliant on contract manufacturers

WHY IT MATTERS:

- Reolink grew its business through direct-to-consumer e-commerce channels before stepping into retail
- 10-year's worth of sales data at your disposal - help make informed purchase decisions
- Sell through rates, sales velocity, bundle combos, winning promos, competitive analysis, and more!
- Tons of Customer Feedback data

3 Broadest Assortment of Camera Systems

CCTV / NVR KITS

	DVR Kits	NVR Kits	Home Hub	Power Wired	Power Battery	Power Solar	Wi-Fi	LTE	Floodlight	Doorbell
Reolink		●	●	●	●	●	●	●	●	●
swann <small>SECURITY YOU CAN TRUST</small>	●	●	●	●	●	●	●		●	●
LOREX	●	●		●	●	●	●		●	●
NIGHT OWL	●	●	●	●	●	●	●		●	●

Wi-Fi / Wireless / Standalone

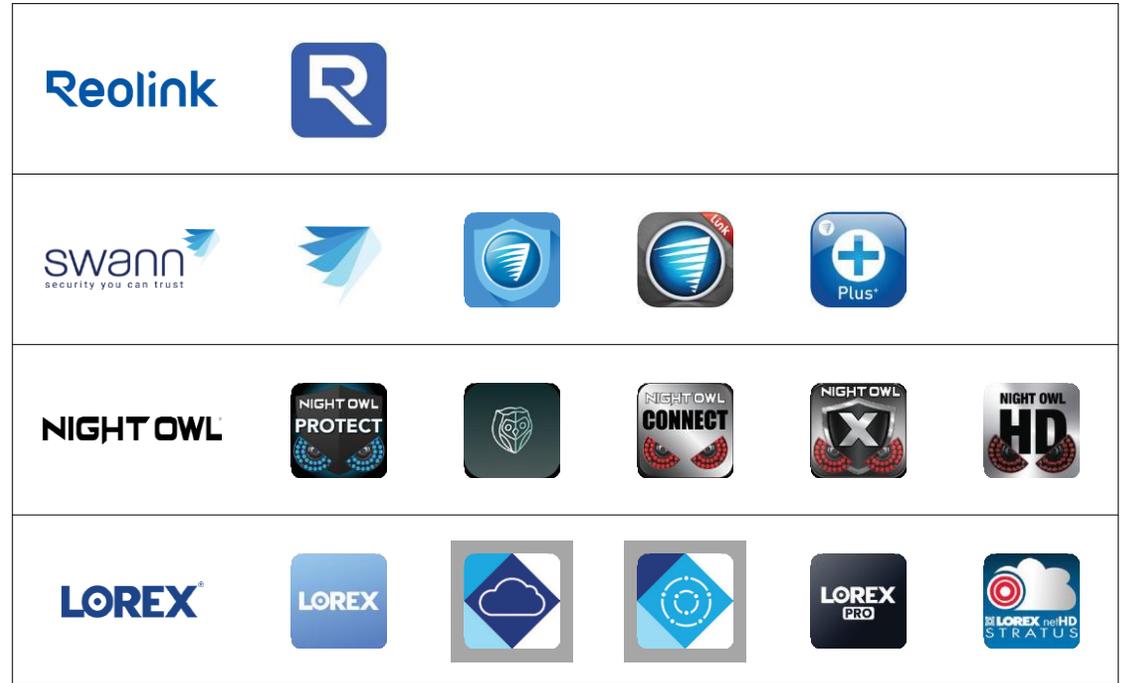
	DVR Kits	NVR Kits	Home Hub	Power Wired	Power Battery	Power Solar	Wi-Fi	LTE	Floodlight	Doorbell
Reolink		●	●	●	●	●	●	●	●	●
gufy			●	●	●	●	●	●	●	●
arlo			●	●	●	●	●		●	●
ring			●	●	●	●	●		●	●
blink			●	●	●	●	●		●	●
tapo			●	●	●	●	●		●	●
WYZE				●	●	●	●		●	●
SimpliSafe			●	●	●		●			●

WHY IT MATTERS:

- Fill any gap in your assortment immediately!
- Meet quarterly revenue targets in a pinch
- Test drive any product on Costco.com

4 Just One App, Developed In-House

App



WHY IT MATTERS:

- Simplified management and reduced complexity
- Unified interface for all devices
- Compatible with all Reolink products, including legacy models, simplifying upgrades

5 Widest Spectrum of Resolution Choices (No Up-Scaling)

Brand	Resolution						
	1080p/2MP	3MP	4MP/2K	5MP/2K+	8MP/4K	12MP/4K+	16MP
Reolink		●	●	●	●	●	●
swann	●		●		●	●	
LOREX	●		●		●	●	
NIGHT OWL	●		●		●		
eufy	●		●		●	●	
arlo	●		●		●		
ring	●		●		●		
blink	●		●				
tapo	●		●				
WYZE	●		●				
SimpliSafe	●						

Did you know?

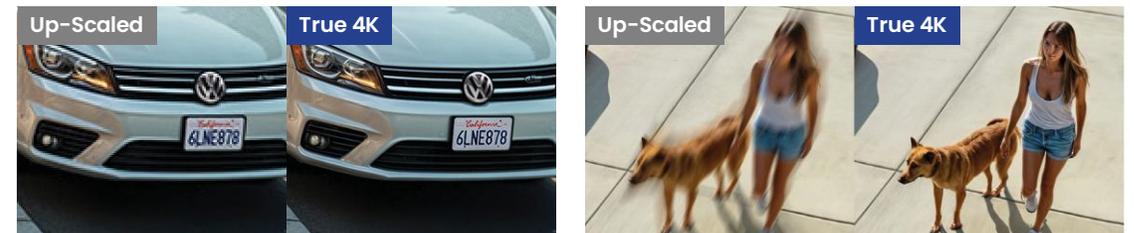
Some brands use inferior or sub-4K chipsets to achieve a lower price point ... but market their cams as "4K". This is called UP-SCALING.

Notice how close these prices are?

The best way to spot an up-scaled camera is to look at its chipset.

- \$319⁹⁹ = 2K+(5MP) → Marked as **2K+**
- \$499⁹⁹ = 2K(4MP) → **UP-SCALED 4K**
- \$599⁹⁹ = 4K(8MP) → **TRUE 4K**

Up-Scaled vs. True 4K



Pixelated when zoomed in

Motion blur

WHY IT MATTERS:

- Fill gaps and match / beat other retailers quickly
- Better resolution = better AI = higher customer satisfaction = less returns