LOREX
L-Cloud Introduction

Redefining Consumer Networked Cameras

LOREX®
VIEW YOUR WORLD™

VANTAGE
ALWAYS AWARE™

- Confidential -

REOLINK 1104
Reolink v. ThroughTek
IPR2024-00509

Lorex L-Cloud

Redefining Consumer Networked Cameras

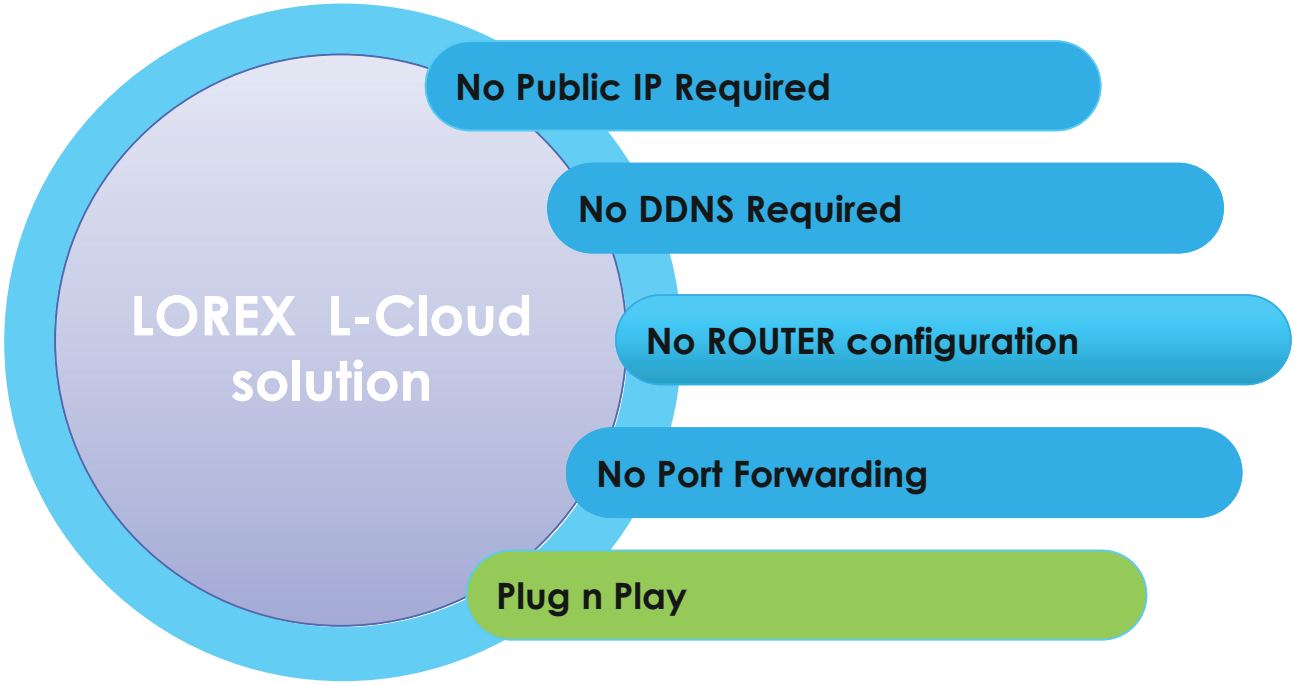
-CONFIDENTIAL-

Cloud solution benefits

1. Plug n Play - Easy Connect - no port forwarding , no DDNS
2. View on any device simultaneously
3. Record locally to SD card & NAS (Network Attached Storage) - your personal cloud
4. Manage your video securely
5. Store video remotely on YouTube™ (future firmware release)
6. Secure access with up to 20 simultaneous viewers
7. Share on Facebook™, upload to YouTube™ (future firmware release)
8. Scale up to 16 cameras

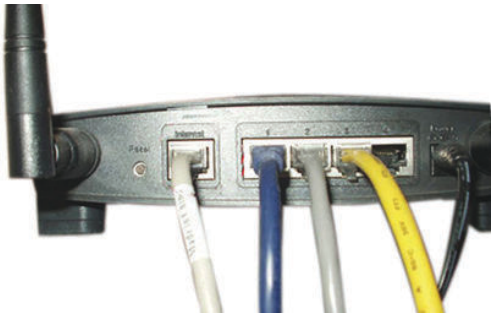
Lorex L-Cloud

Redefining Consumer Networked Cameras



Step 1
Connect power and network cable to router or use WPS for Wi-Fi wireless setup

Plug the power and network cable



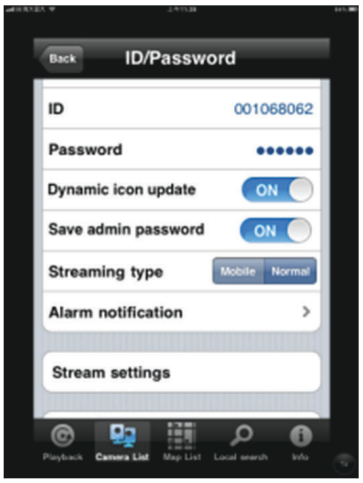
Connect camera to router

Lorex L-Cloud

Redefining Consumer Networked Cameras

Step 2 – Install App

L-View



Or install PC/Mac software

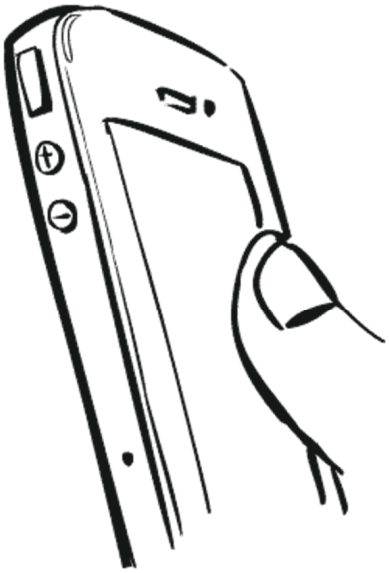
Apple iPad

Apple iPhone

Windows

Mac

Step 3 – Activate Camera



Camera ID :123456789
Password: xxxx

On a smartphone scan a QR code, then enter a password

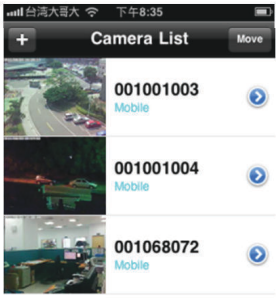
Or using a PC, enter the unique camera ID and password.

Lorex L-Cloud

Redefining Consumer Networked Cameras

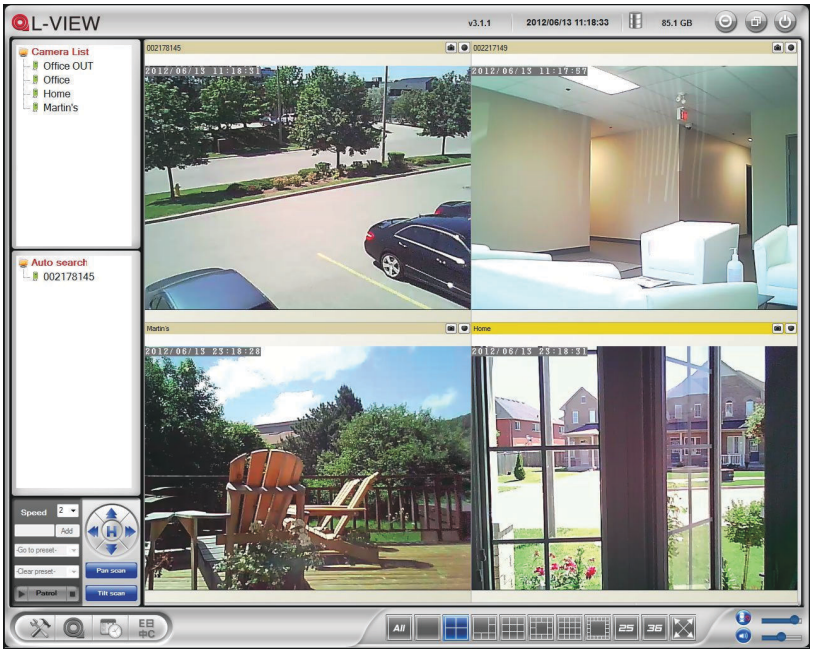
iPad™

iPhone™



Step 4 – View on any device

PC /Mac



Lorex L-Cloud

Redefining Consumer Networked Cameras

LNC01 IP Day & Night camera

1. L~Cloud plug and play camera
2. Unique dual lens for enhanced day/night viewing
3. Wi-Fi Wireless / Wired connection
4. Personal Cloud storage option, no recurring fee
5. SD recording supported (32GB up to 7 days)
6. Dual motion detection PIR & video
7. Single high-power IR LED (up to 40ft night-vision)
8. Push notification of events via email with snap shot
9. Throughput-efficient VGA (640x480) resolution
10. H.264 multiple streaming (mobile and PC)
11. Two-way audio supported
12. Scalable remote software (up to 16ch)
13. Remote playback from SD or NAS on any device
14. PC and Mac compatible
15. iOS, Android compatible
16. Flexible indoor mounting (counter , wall, ceiling)

Product rendering only
Final design may be different

-CONFIDENTIAL-

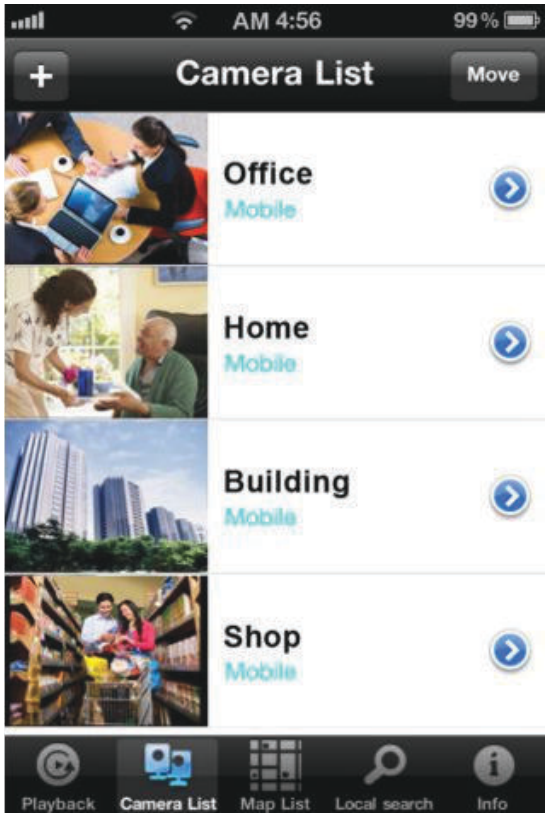
Lorex L-Cloud - Advantages

Redefining Consumer Networked Cameras

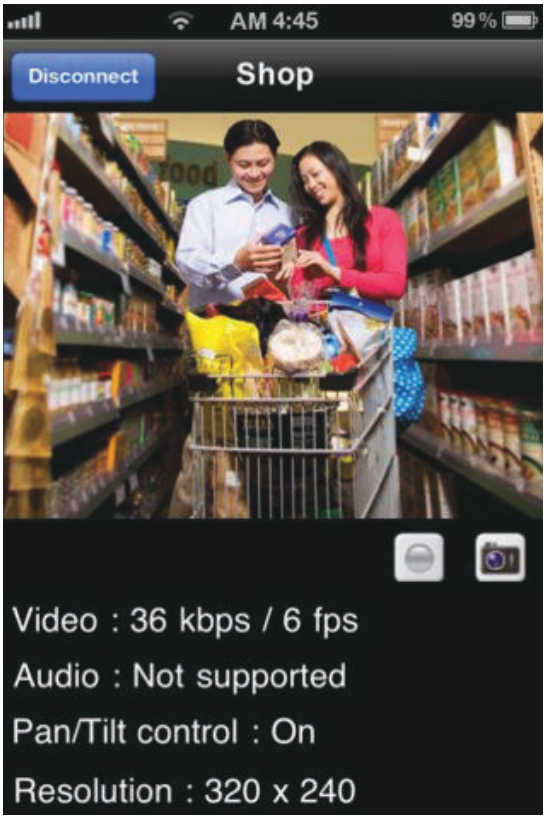
A solution that aligns with the LOREX core values

1. True Plug n Play set up in 3 steps
2. No hidden fees, no added cost
3. Flexible local storage (SD and/or NAS) with remote playback from anywhere
4. Powerful PC/Mac software, scalable up to 16 cameras
5. Ultimate connectivity on any device PC/ Mac/Android/iOS/BB/Windows Phone
6. Unique dual lens for optimal day / night operation
7. Tablet viewing up to 6 cameras simultaneously
8. Dual motion detection for improved accuracy : PIR and Video motion detection
9. Practical video surveillance quality utilizing VGA resolution for efficient bandwidth preservation and mobile streaming. HD 720p option to be offered as the product line evolves
10. Lowest TCO (Total Cost of Ownership) recording solution

iPhone Application

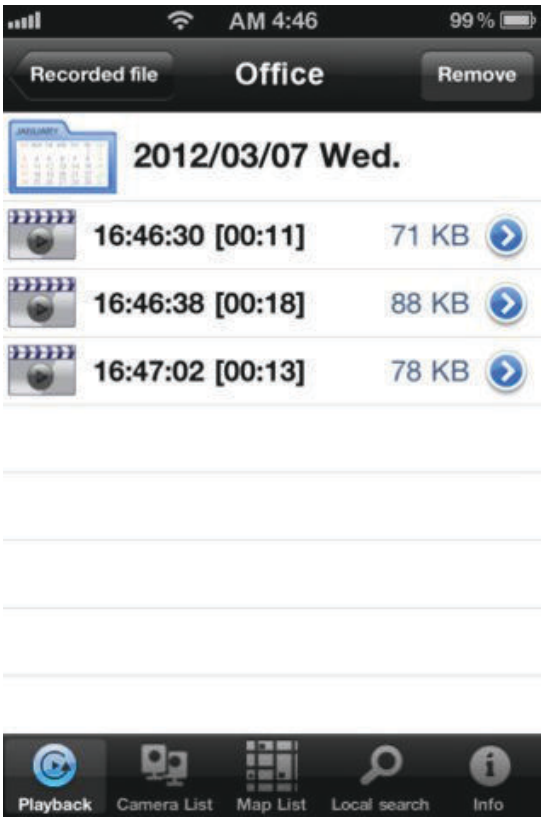


Camera List



Online Video & info

iPhone Application

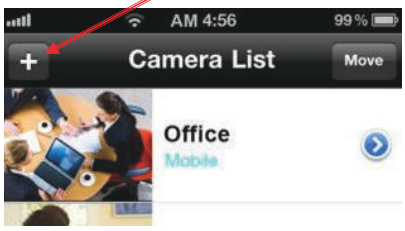


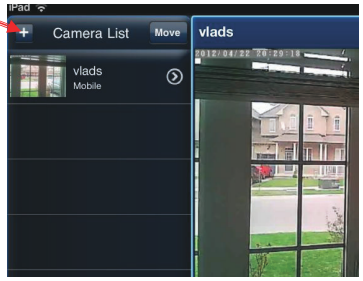
Scheduling & Recordings

Multi-touch zoom & Pan/Tilt

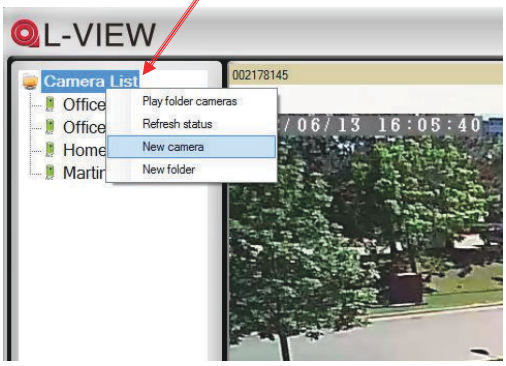
One-Click to Add Camera

To add camera using iPhone and/or iPad - click on "+" to add camera
Enter ID and Password – DONE!





To add camera using L-View SW on PC – right click on the Camera List
New Camera => enter the camera name (defined by user),
Enter ID and Password – DONE!



Demo Camera:

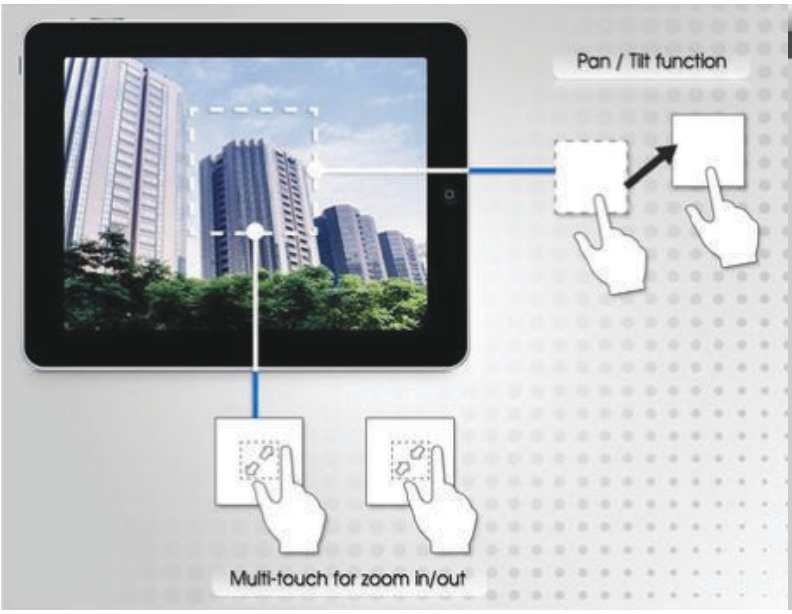
Camera at the office:
ID: 002178145
Password: ipcam

iPad Application

Camera List

Multi-Channel

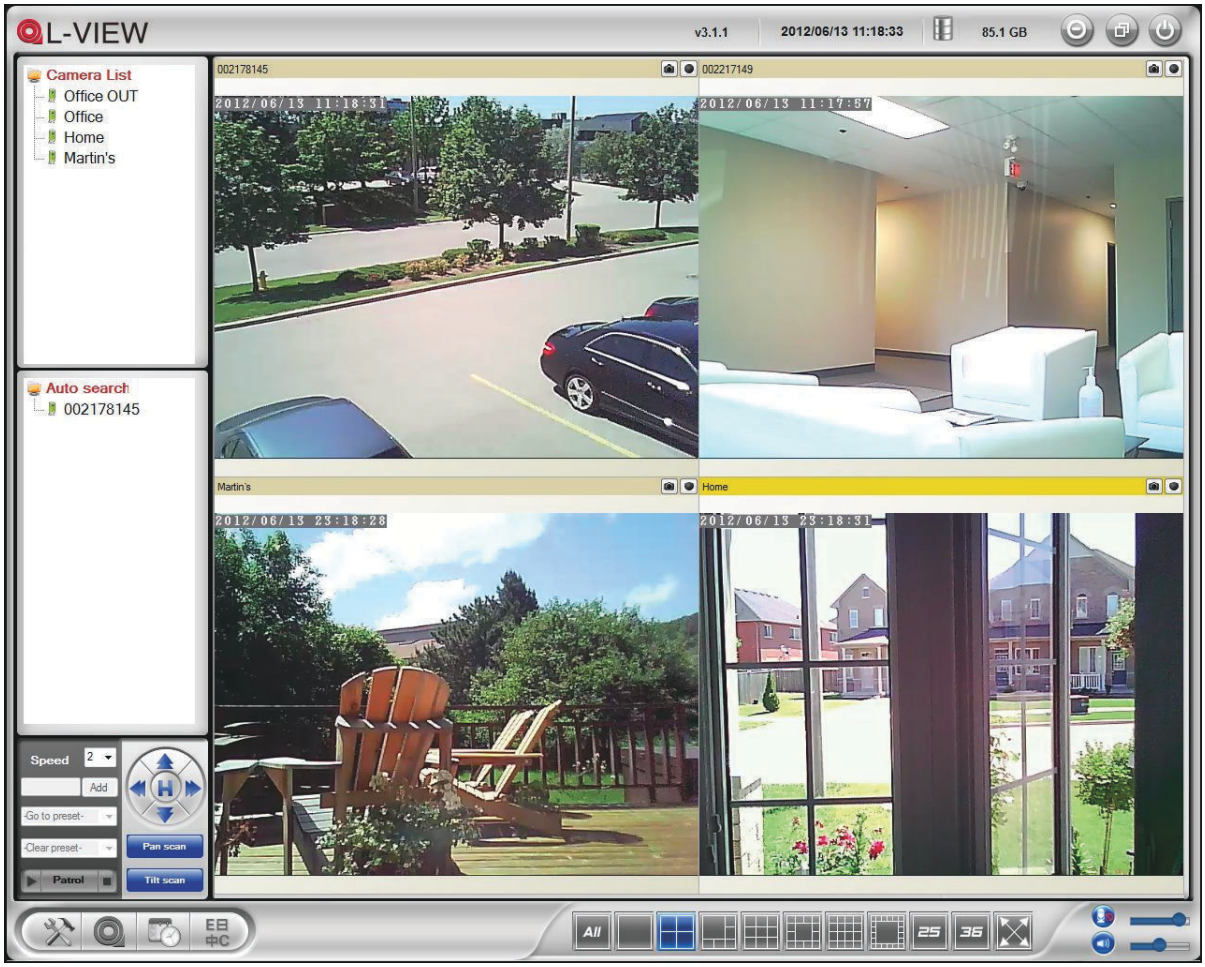
iPad Application



Multi-Touch zoom & Pan / Tilt

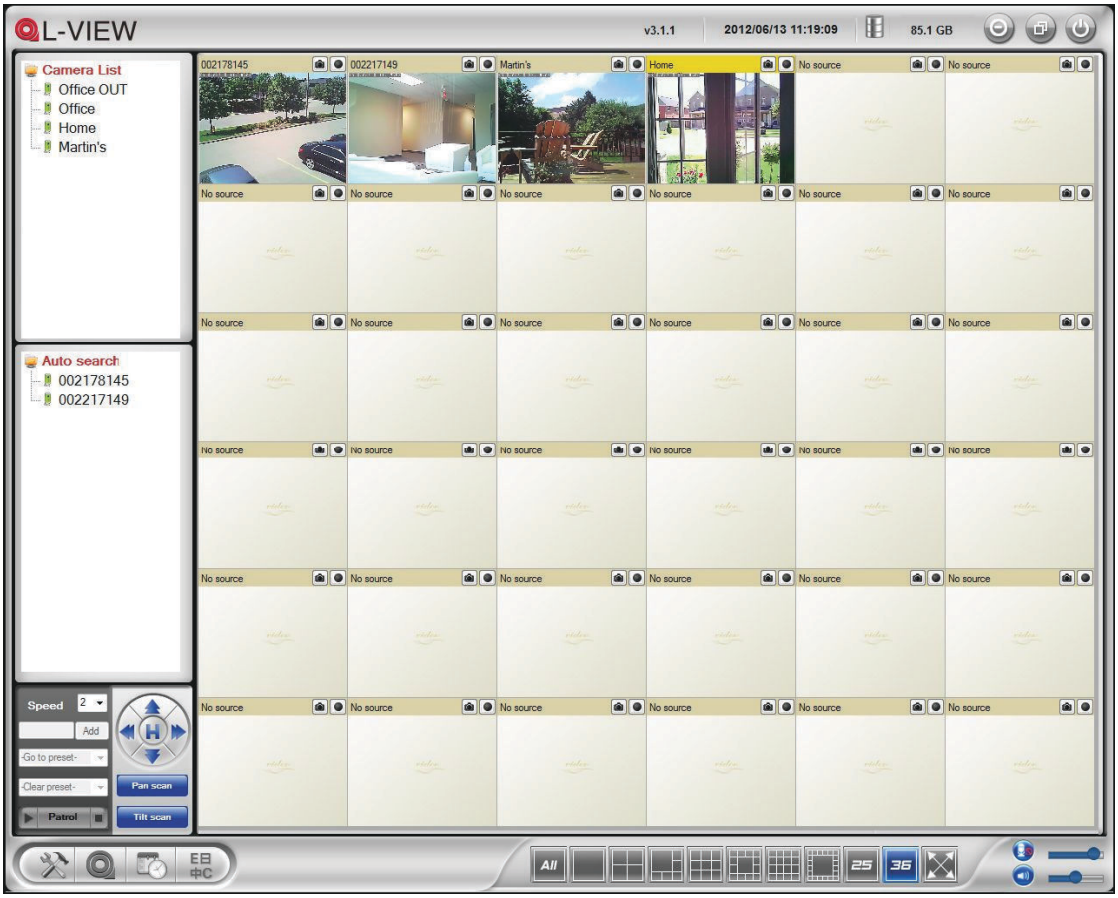
Recordings List & Playback

Plug & Play Video Management SW



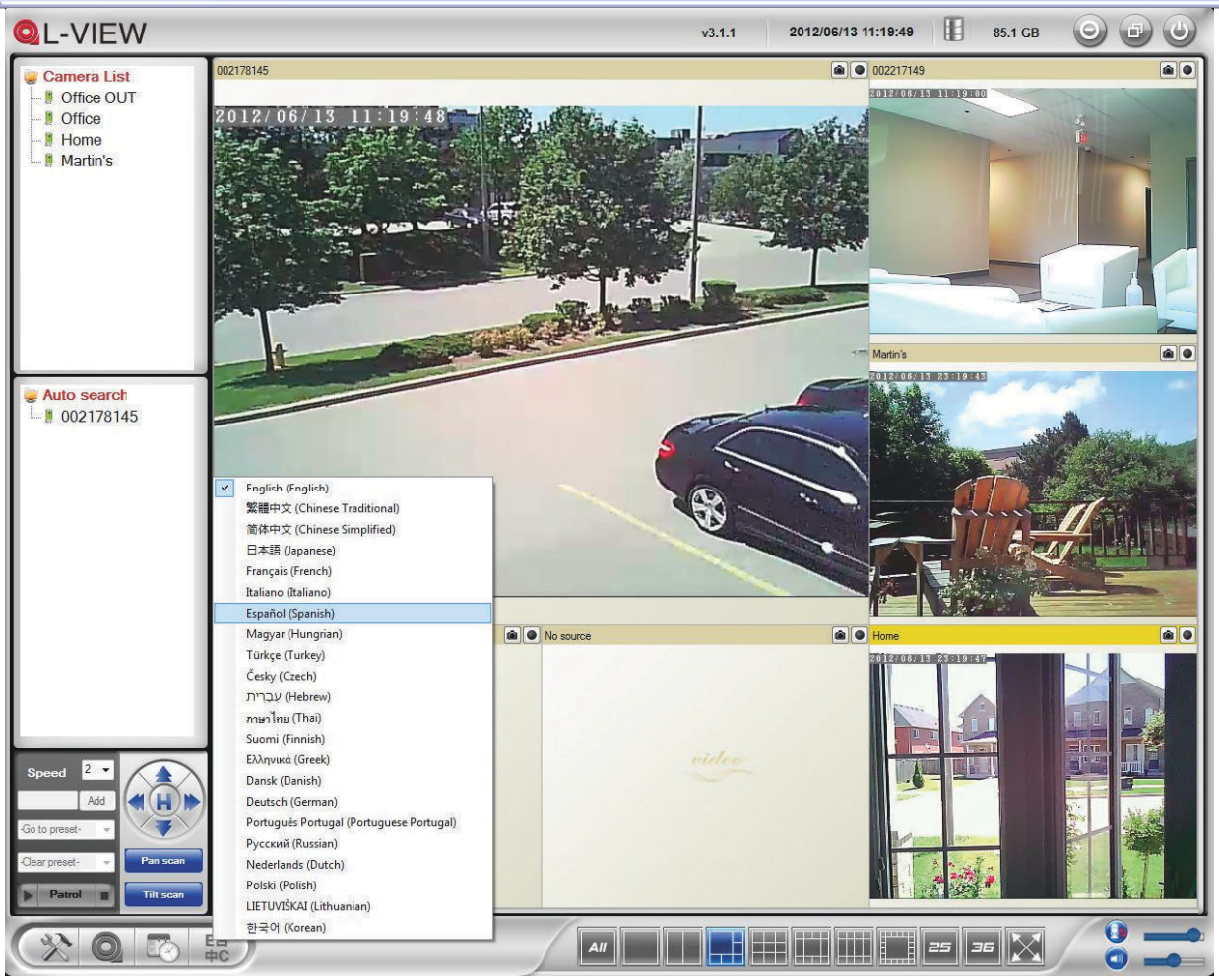
- View Cameras from ANY LOCATION
- Easy Drag & Drop setup
- Camera List – User Defined Cameras, Both Local and Remote
- Pan / Tilt control
- Full event schedule recording
- Auto search network cameras on local network
- Auto-reconnect function
- Group management function

Plug & Play Video Management SW



Scalable Up to 16 Channels

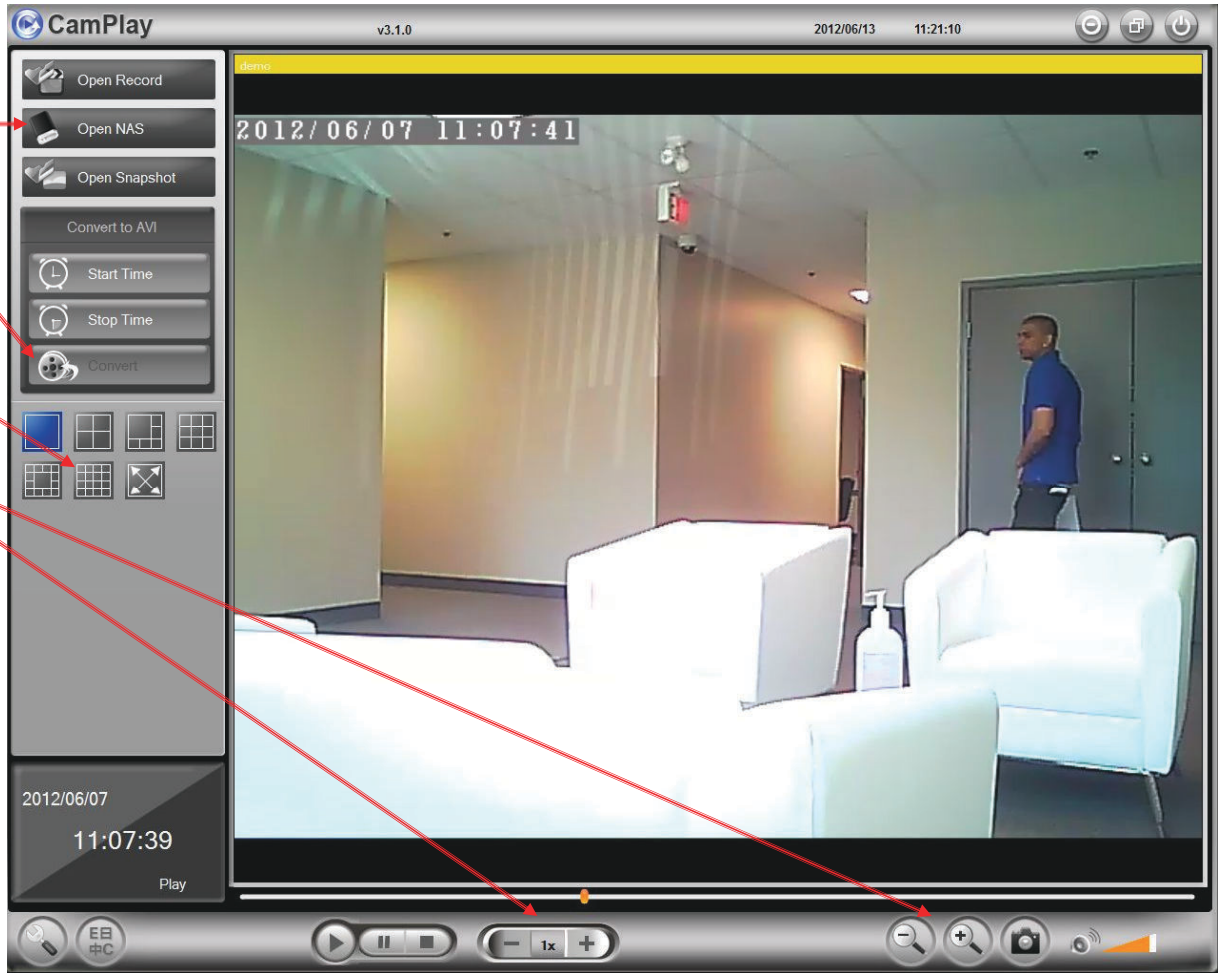
Plug & Play Video Management SW



Support more than 15 Languages Including: English, Spanish, French

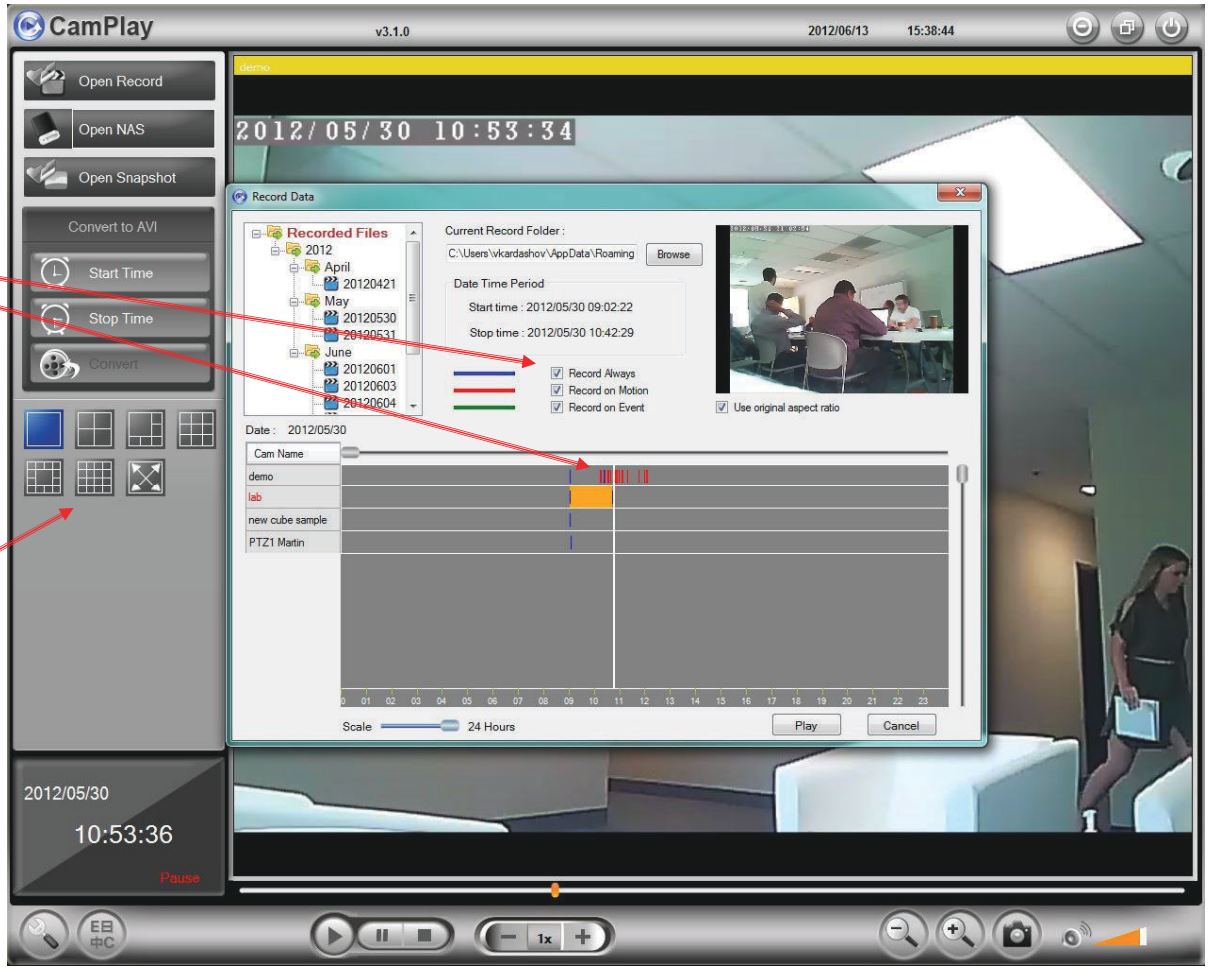
Plug & Play Video Management SW

- Playback of Video's from SD Card / NAS
- Video Conversion to AVI format (compatible with any video player)
- Simultaneous Playback on Up to 16 Screens
- Up to X4 zoom
- Up to X64 fast Playback



Plug & Play Video Management SW

- **Events Based Recordings Playback – PIR, Video and Audio**
- **Simultaneous Playback on Up to 36 Screens**



FEATURES	LIVE "PING" SERIES		VANTAGE "STREAM" SERIES
	BABY	HOME	HOME/BUSINESS DIY
PC APPLICATION	-	L-View PC/MAC	L-View PC/MAC
CHANNELS	-	UP TO 4	UP TO 16
MOBILE APP	iPHONE/iPAD/ANDROID	iPHONE/iPAD/ANDROID	iPHONE/iPAD/ANDROID
MOB APP FEATURE	VIEW/SETUP/RECORD/ REC PLAY/PUSH NOTIF	VIEW/SETUP/RECORD/ REC PLAY/PUSH NOTIF	VIEW/SETUP/RECORD/REC PLAY/ PUSH NOTIFICATION
RECORDING	SD/Mobile	SD/Mobile	SD/NAS/PC/Mobile
ALERTS	MOTION/CRY	PIR/AUDIO	PIR/AUDIO
REC PLAYBACK	PLAY ON MOBILE	MOB/PC (SD CARD)	L-PLAY ADVANCED UP TO 16 CHAN. SW/MOBILE
PACKAGING	1 CAM	1 CAM/2 CAM PACK	2 CAM PACK/4 CAM PACK
OPTIONAL ACCESS.	SPEAKER/ADD CAMERA	SPEAKER/ADD CAMERA	SPEAKER/ADD CAMERA

Standard Packaging

	BABY	LIVE Ping	Vantage Stream
Model	LNC101	LNC104	LNC106
White box	LNC100B	LNC100B	LNC100B
Retail packaging	Baby over-box	LIVE over-box	Vantage over-box
Software Included	-	LIVE CD 4ch software	Vantage CD 16ch software L-Play software
Mobile App	App	App	App
Included Accessories	Speaker	-	-
Optional accessories	SD card	SD card Speaker	SD card Speaker NAS

Lorex L~Cloud – competitive analysis

Features	Lorex LNC01	Lorex LNC03	Samsung SNH-1011	DropCam	iZon	D-Link DCS-932L/942L	Cisco - Linksys WVC80N	Astak MOLE	Logitech
Availability	Q3 2012	Q3 2012	Q2 2012	Available	Available	Available	Available	Available	Available
Resolution	VGA (640X480)@30fps	VGA (640X480)@30fps	VGA (640X480)@30fps	720p HD (1280 x 720) @30fps	VGA (640X480)	VGA (640X480)@30fps	VGA (640X480)@30fps	VGA (640X480)@30fps	720p HD (960 x 720) @30fps
Night Vision	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
Pan/Tilt	N	Y	N	N	N	N	N	Y	N
Wireless	802.11 b/g/n	802.11 b/g/n	802.11 b/g/n	802.11 b/g/n	802.11 b/g/n	802.11 b/g/n	802.11 b/g/n	802.11 b/g	HomePlug network adapter (for home autom.)
Local Storage	SD Card + NAS	SD Card + NAS	N	N	N	N	N	SD Card (personal DVR) + NAS	SD Card + NAS (2G SD included)
Cloud Storage	Upload to YouTube	Upload to YouTube	Upload to YouTube	Cloud (month. Pay)	Upload to YouTube	Cloud (mon. Pay)	Cloud	YouTube - send videos	Y- DropBox (2G Free) + monthly pay
Easy Connect	Y - L-Cloud	Y - L-Cloud	Y-SmartCam 30sec	Y - Dropcam service	Y - iOS devices only	Y - MyD-Link	NA	Y - Yoics based	Y - HomePlug
Video Codec	H.264, MJPEG	H.264, MJPEG	H.264, MJPEG	H.264	H.264	H.264, MJPEG	H.264, MJPEG	H.264	H.264
Multi User	Yes up to 20	Yes up to 20	Up to 10	Y	NA	Y	Y	Y - up to 5 users	NA
Mobile devices	ALL (iOS/Andr/WIN/SYM)	ALL (iOS/Andr/WIN/SYM)	Anroid only	Y (iOS/Andr)	iOS only	Y (iOS/Andr)	NA	Y (iOS/Andr)	Y (iOS/Andr/BB) Pay app for control and playback
Event Detection	Motion (Video & PIR) and Audio	Motion and Audio	Motion and Audio	Motion and Audio	Motion and Audio	Motion	Motion	Motion and Audio	Motion
Audio	Built-in Mic & 3.5 Aud out	1-Way	Built-in Mic & Speaker	Built-in Mic & Speaker	1-Way	1-Way	1-Way	Built-in Mic & 3.5 Aud out	1-Way
Social Net	Facebook, YouTube	Facebook, YouTube	YouTube	Facebook, YouTube, Twitter	YouTube	N	N	YouTube - send videos	N
NAS/PC Storage	Y	Y	N	N	N	Y	Y	Y	NA
Retail Price	$149	$199	$149.00	$149.00	$129.99	$129 and $149.99 Enh. (942)	$134.99	$200 Mole1/$299 Mole2	$299.00
			Link	Link	Link	Link	Link	Link	Link

Microsoft Excel Worksheet