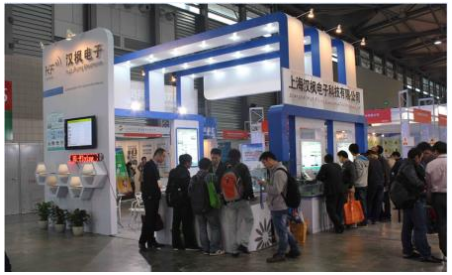
Shanghai High-Flying Electronics Technology Co., Ltd

2017.1

Company Profile

Shanghai High-Flying Electronics Technology Co., Ltd, found in Oct 2011 , is a high-tech enterprises specialized in I.O.T communication domain and designs, develops, manufacture, markets, sells and provide total IOT solution to customers. From the System Chipset, IOT Module, Network Device, Application Software, Enterprise cloud service to the APP terminal application of all independent technology platform, High Flying become the most cost-effective provider of the whole industry chain intelligent hardware .

- **Total Headcount：66**
  - ✓ Shanghai：HQ/Design Center (55);
  - ✓ Shenzhen/Guangzhou：Sales and FAE (10);
  - ✓ Beijing：Sales (1);
- **IOT Module Shipment：~500K/Mon**
  - ✓ Smart Home
  - ✓ Industrial Control
  - ✓ Consumer
  - ✓ Health/ Medical
- **More than 800 Customers**



Main Products

IOT Module

(Wi-Fi/Zigbee/BT/GPRS/Wi-Fi SiP)

Application: Smart Home, Industrial Control, Consumer, Health/Medical Fields.

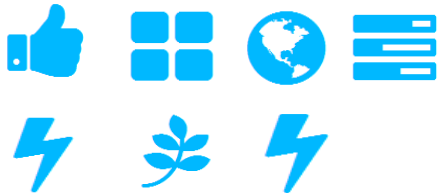
Network Device

(Super Ethernet Port, Serial Server, Gateway…)

Application : System integration, Business Management Industrial Control, Traffic Security Fields.

Cloud Service

(Public cloud , Private Cloud, APP)



Application: Ali ,JD, Suning, Amazon, IBM, Gizwits… mainstream domestic and international cloud platform.

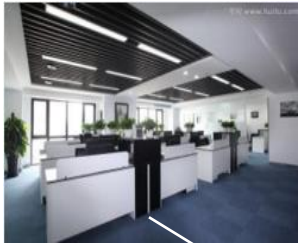
Business Scenarios

Public Cloud (Ali/JD/Baidu…) , **Super APP** (Ali/WeChat…)

Private Cloud (Enterprise Server…), **Management Terminal** (PC/APP…)

Home/Health/Personal IOT Scene

Commercial/Industry IOT Scene



Focusing On I.O.T Communication Transmission Technical

Wi-Fi Module , Access services

Smart Home

ZigBee Module /Gateway Access services

Security Sensor

BLE Module/Gateway Access services

Health Care

Super Ethernet Port/Serial Server/Smart Gateway/Industry Route, Access Services

Equipment Monitoring

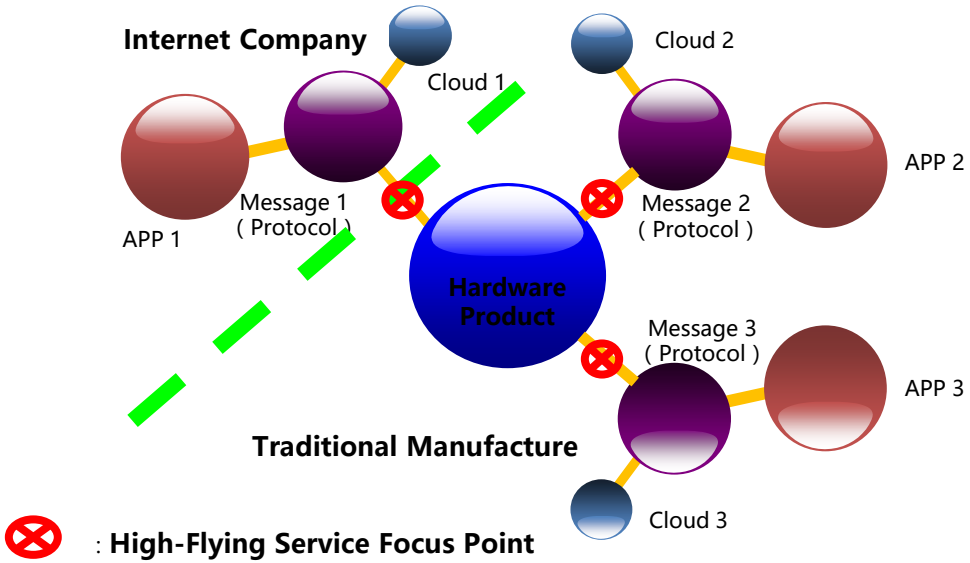
Smart Device

BLE Module/Gateway Access services

Intelligent Positioning

Company Position in I.O.T Market

- High-Flying is **I.O.T Software Service Provider (SW Outsourcing),** we take most of **middle-ware software development** work which IC chipset company, cloud service company and hardware product company all not interested in or have no competence to do;
- We sale hardware Modules/Devices, **which as carrier** to carry customized software/cloud, and provide **Value-Added** outsourcing service to traditional manufacture;



High-Flying Market Overview

Energy Control

Typical applications include:

- PV inverter for solar power
- White goods- air conditioning
- Industry sensor networks
- Remote indoor climate control

Digital Media & Toys

Typical applications include:

- Web radio
- Wireless speakers
- Remote control toys
- Home security web cameras

Industrial Control

Typical applications include:

- Sensors for fire/smoke alarms
- Elevator signalization systems
- Security systems
- LED control

Retail

Typical applications include:

- POS terminals
- Wireless price tags
- Bar code readers
- Printers

Fitness & Healthcare

Typical applications include:

- Glucose meters, Oximeters
- Heart rate, blood pressure monitors
- Exercise equipment
- Weight and BMI scales

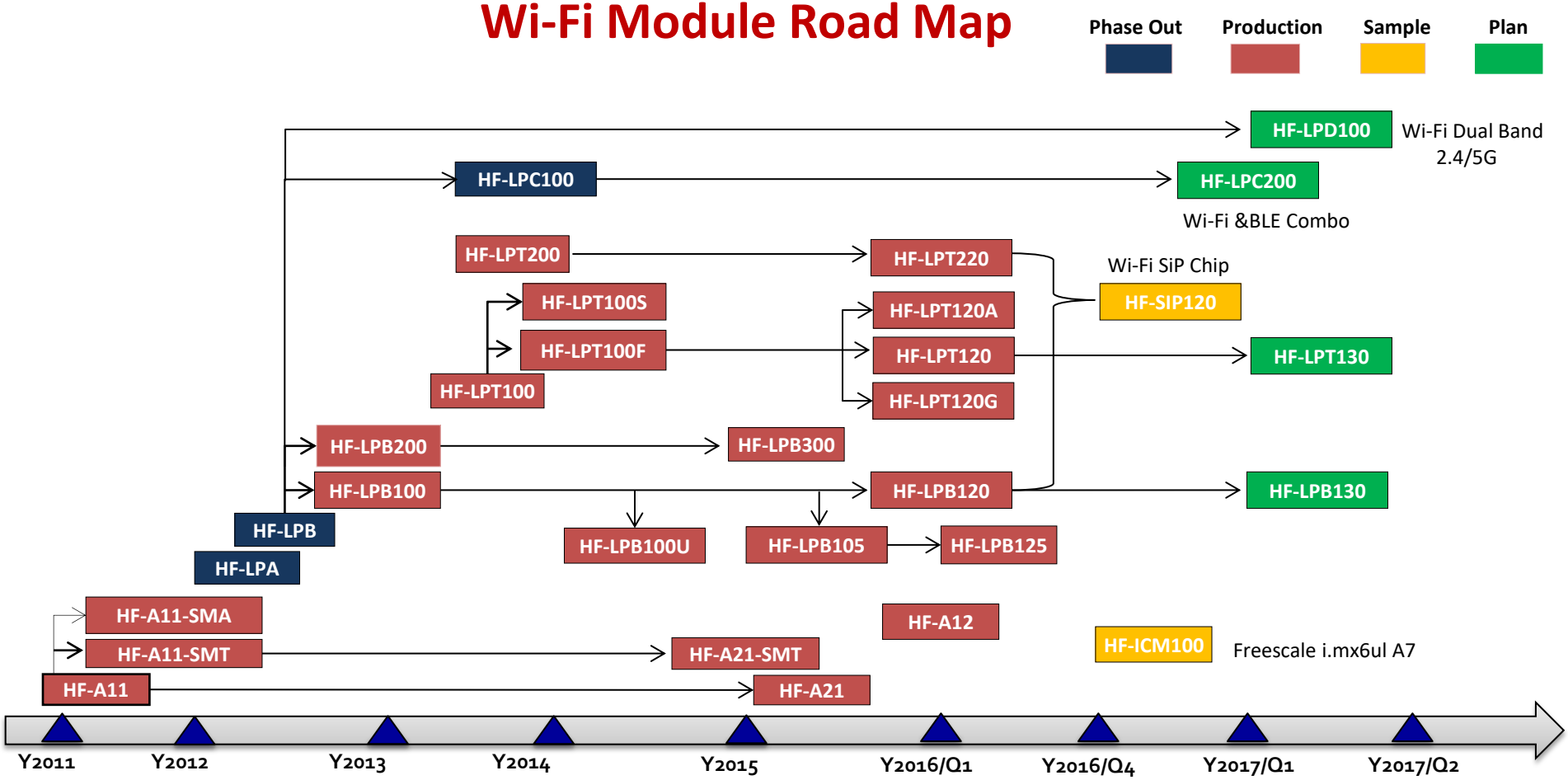
Tracking & Asset management

Typical applications include:

- Traffic information
- Location devices
- Intelligent packaging
- Logistics Management

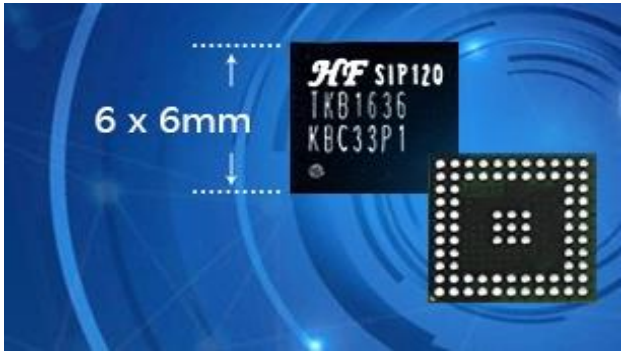
High-Flying Customer Overview

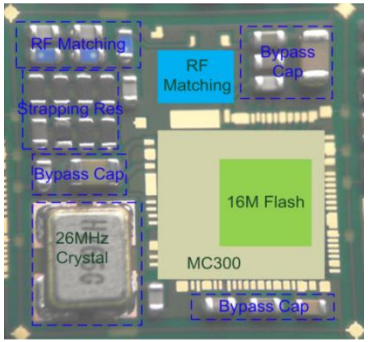
Wi-Fi Module Road Map



Wi-Fi System-In-Package Chip HF-SIP120

- **Features**
  - ✓ World Smallest IOT Wi-Fi;
    6*6, BGA Package，Pitch：0.5mm;
  - ✓ Zero Peripheral Components;
  - ✓ Stable RF performance;
  - ✓ Full SW OS and SDK package support;
  - ✓ Provide SW burning and customized firmware development service;
- **Resource**
  - ✓ 802.11b/g/n，1T1R，Soft AP/STA；
  - ✓ 32-bit CPU；
  - ✓ 192KB SRAM；
  - ✓ 2MB SPI Flash；
  - ✓ 10 GPIO, Support UART，I2C… itf；





Wi-Fi High Performance Series Modules

HF-A11

Support

- IEEE802.11b/g/n Wireless Standards
- TCP/IP/UDP Network Protocols
- AT+ Instruction Set for Configuration
- FCC/CE/Telec Certificated
- Realtek soltuion

HF-A21

Support

- TCP/IP/UDP Network Protocols
- UART/GPIO/Ethernet Data Interface
- Friendly Web Configuration Page
- FCC/CE Certificated
- Mediatek solution

HF-A11-SMT

Support

- TCP/IP/UDP Network Protocols
- Internal/External Antenna Option
- AT+ Instruction Set for Configuration
- Smart Link Application Tools
- Realtek solution

HF-A21-SMT

Support

- IEEE802.11b/g/n Wireless Standards
- UART/Ethernet Data Interface
- Router/Bridge Mode Networking
- FCC/CE Certificated
- Mediatek soltuion

Wi-Fi Low Power Series Module

HF-LPB100

Support

- UART/SPI/PWM/GPIO Data Communicatio n Interface
- Work As STA/AP/AP+STA Mode
- Wireless/Remote Firmware Upgrade
- FCC/CE/Telec Certificated
- Mediatek soltuion

HF-LPB120

Support

- IEEE802.11b/g/n Wireless Standards
- UART/GPIO Data Communication Interface
- WPS Function
- FCC/CE Certificated
- Single +3.3V Power Supply
- High Flying own soc

HF-LPB200

Support

- UART/SPI/PWM/ADC/GPIO Data Communic ation Interface
- PCB/External Antenna Option
- Single +3.3V Power Supply
- TLS/SSL and mDNS Protocal
- FCC/CE/IC
- Marvell sotluion

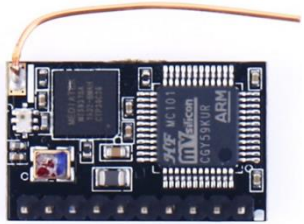
HF-LPB300

Support

- IEEE802.11b/g/n Wireless Standards
- UART/SPI/PWM/ADC/GPIO Data Communi cation Interface
- Work As STA/AP Mode
- Marvell Soltuion

Wi-Fi Low Power Tiny Series Module <1>

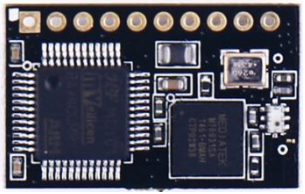
HF-LPT100F



Support

- Low-Power Applications with Excellen t Power Save Scheme
- Maximum 5 Channel PWM
- Smart Link Function (APP provide)
- Multi-TCP Link (Upto 5) Connection
- Single +3.3V Power Supply
- Mediatek soltution

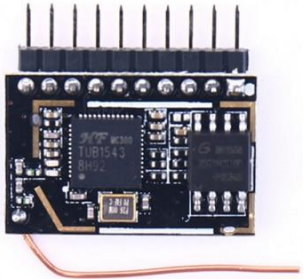
HF-LPT100



Support

- Maximum 3 Channel PWM
- Work As STA/AP/AP+STA Mode
- Wireless and Remote Firmware Upgr ade Function
- Multi-TCP Link (Upto 5) Connection
- FCC/CE Certificated
- Mediatek soltution

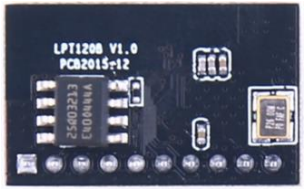
HF-LPT120A



Support

- UART/GPIO Data Communication Interface
- Smart Link Function (APP provide)
- Wireless and Remote Firmware Upgrade Fu nction
- FCC/CE Certificated
- High Flying own SOC
- Internal/External Antenna Option

HF-LPT120B

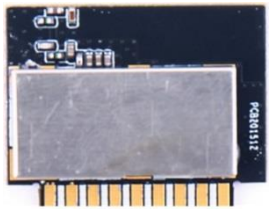


Support

- UART/GPIO Data Communication Interface
- Wireless and Remote Firmware Upgrade Fu nction
- Internal/External Antenna Option
- Single +3.3V Power Supply
- High Flying own SOC

Wi-Fi Low Power Tiny Series Module <2>

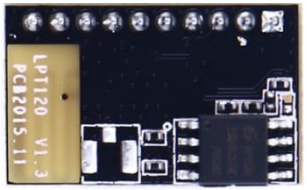
HF-LPT120G



Support

- IEEE802.11b/g/n Wireless Standards
- UART/GPIO Data Communication Interface
- SmartLink Function (APP program provide)
- Wireless and Remote Firmware Upgrade Function
- Internal Antenna Option
- High Flying own SOC

HF-LPT120



Support

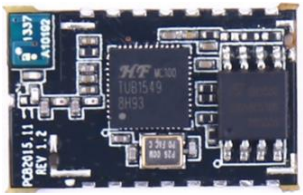
- IEEE802.11b/g/n Wireless Standards
- UART/GPIO Data Communication Interface
- Wireless and Remote Firmware Upgrade Function
- Internal/External Antenna Option
- High Flying own SOC

HF-LPT200

Support

- UART/SPI/PWM/GPIO Data Communication Interface
- Wireless and Remote Firmware Upgrade Function
- Multi-TCP Link (Upto 5) Connection
- Internal/External Antenna Option
- Single +3.3V Power Supply
- Mediatek solution

HF-LPT220

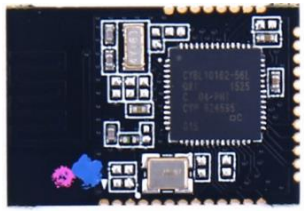


Support

- UART/GPIO Data Communication Interface
- Internal/ExternalPinAntenna Option
- Single +3.3V Power Supply
- Wireless and Remote Firmware Upgrade Function
- High Flying own SOC

BLE – Low Cost

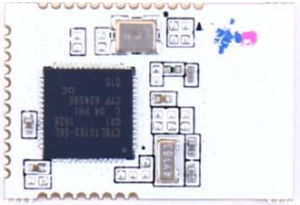
HF-BL100-CU



Support

- IEEE 802.15.1 BT4.0 Wireless Stand ards
- UART Data Communication Interfa ce
- Internal PCB Antenna
- FCC/CE

HF-BL100-CL

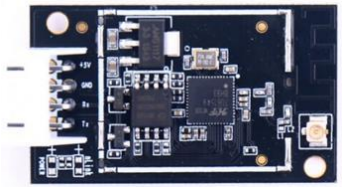


Support

- IEEE 802.15.1 BT4.0 Wireless Stand ards
- UART Data Communication Interfa ce
- PWM Output Interface
- Single 1.9V ~ 5.5V Power Supply.

5V Power Module

HF-LPB105

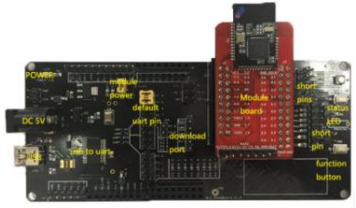


Support

- UART/GPIO Data Communication I nterface
- Wireless and Remote Firmware U pgrade Function
- Single +5V Power Supply, +5V UAR T Voltage.
- Internal/External (I-PEX) Antenna Option

HF-LPB125

Support

- Cost Effective Solution With High-Flying MCU: MC101
- Low-Power Applications with Excellent P ower Save Scheme
- Multi-TCP Client (Upto 5) Application
- FCC/CE Certificated

IOT Module Evaluation Kit