

Smart door magnetic alarm

market analysis

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01

Product analysis

- Smart door magnetic alarm is an automatic control alarm system composed of communication module and hall switch. It can remotely monitor the doors and Windows by connecting to the mobile phone and Internet monitoring platform, so as to achieve the situation of opening / closing in and out of home personnel.
- Compared with the traditional management mode, the intelligent door magnetic alarm has the advantages of wiring-free installation, that is, stick-to-use, long time standby, and monitoring center centralized monitoring.
- The intelligent door magnetic alarm has comprehensive functions, which can not only monitor the switch status of doors and Windows, but also has the use of emergency alarm in one-click SOS for help, two-way voice call, SMS alarm, siren alarm and other emergency events.



02

Market demand analysis

- Intelligent independent door magnetic alarm which was first used for home anti-theft, is a more mature product. Although the owner is not at home, he can also find the occurrence of accidents at anytime, so as to timely take the corresponding measures, which is a relatively simple and advanced means of active anti-theft.
- With the development of the epidemic, intelligent independent door magnetic recorder has a relatively high utilization rate in epidemic home quarantine control in China and Southeast Asian countries. The new intelligent independent gate magnetic alarm with centralized monitoring and management platform makes home quarantine management easier and the per capita supervision efficiency per person has been greatly improved.
- Although the intelligent independent door magnetic alarm has not entered Europe or the United States or any other countries except Asia, its product characteristics and good performance in the epidemic management in Asia can be judged that with the expansion of product promotion and the development of channels, the intelligent independent door magnetic alarm will soon enter the Europe and the United States to contribute to the epidemic prevention and control.



Epidemic Isolation Management System

Control Efficient

Internet System

Home isolation
Efficient and safe
Automatic alarm

Local Alert

Door open Alert
SOS for help
Humanized care

Easy Installation

Only insert a SIM card and use it
No wiring required, easy for install

Manage system: www.gps123.org
Smart APP: Anytracking



03 SWOT estimate

Strengths

- Technology, simple operation and better supervision effect.
- Easy installation, easy to operate, and low cost.

Weaknesses

- The products are not well understood by the government and other regulatory agencies in Europe and America, and their awareness to it is relatively low.

App Control

**Home Isolation
Easy to operation**

remote and local alarms are activated at the same time

Web Report

**Record Violation
Define Responsibilities**

Remote management
Safe and efficient



SWOT estimate

Opportunities

- The epidemic affects the lives of people all over the world. Everyone is eager for the epidemic to end ASAP, and purchase a better way to reduce the chance of infected people's going out, so as to keep more safety space.
- This kind of product fills the gap in the European and American markets. China has used this product to manage quarantined personnel and speed up the control of the epidemic. This result proves the potential market prospect of it.

Door alarm

Alarm immediately after opening/closing the door



SWOT estimate

Target market

- Net input countries of international students.
- Countries with pandemic isolation laws.
- Countries with a strong will to control the epidemic.

Door alarm

Alarm immediately after opening/closing the door



04 Company information



About ReachFar

- Shenzhen ReachFar Technology Co., Ltd. was established in 2012 which is a technology company specialized in research, production and sales of GPS/Beidou location tracking devices. Possessing a number of independent intellectual property rights and various of international quality certifications, ReachFar has maintained a technological leadership at different times.
- Our experienced R&D team has been involved in the research and development of the GPS/Beidou System Positioning Tracker since 2007. The team has worked with 2G-GSM, 3G-WCDMA, 4G-FDD/TDD and NB/LoRa IoT communication technologies. Industry applications have developed GPS personal distress alarms, animal GPS trackers, and micro anti-theft alarms in three categories, dozens of tracker models.



About ReachFar

- ReachFar's self-operated GPS positioning tracking platform using AES encryption technology, has been providing stable and safe data and platform & APP services for nearly a million users at home and abroad for 9 years consecutively.
- Covering a more than 1,000 square meters of business production sites, ReachFar subordinates R & D, engineering, sales, after-sales, finance, purchasing, QC, production planning and production workshop and more than ten functional departments. The monthly order processing capacity is about 50,000 trackers.



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