



**HOLLYLAND**  
MADE TO INSPIRE

COMPANY INTRODUCTION | 2023



# ABOUT HOLLYLAND

Hollyland is one of the fastest-growing wireless technology companies in the global content production market. Since 2013, the brand has grown to be recognized as a leading provider of premium wireless products.

Hollyland designs, develops, manufactures, and distributes a wide range of high-performance wireless solutions. The product portfolio includes video transmission systems, cameras, monitors, wireless microphones, and wireless intercom systems that feature a compact design, high quality, reliable performance, and affordability.

## Company

- Overview
- Patents & Technologies
- Global Highlights
- CSR

## Our Products

- Product Collection
- Product Application
- Product Ecosystem
- Hero Products

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# MADE TO INSPIRE

"Made to Inspire" is Hollyland's brand slogan, representing the company's commitment to creating innovative products and services that inspire content creators to create and deliver high-quality content.

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# Mission

Make shooting infinitely easier.

# Vision

"Lead" the industry development.  
Become a "respected" enterprise.



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## VALUES



### Customer Centric

Put the customers at the center of everything we do. Listen to and focus on their needs and experience with care to the details.



### Diligence

Implement missions and achieve goals through hard work and diligence.



### Innovation and Professionalism

Pursue excellence with great passion, ingenuity, and perseverance.



### Openness

Keep learning, and be open to diversity and varying ideas.



### Trust

Build trust through honesty, integrity, and responsibility.



### Sharing

The more we share, the more we have.

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## OUR HISTORY

**2013**

***Hollyland Begins***

Founded in Shenzhen.

***GST***

Launched the GST project.

**2014**

**2015**

***OEM***

Focused on OEM and received the CE Pro Best Award.

***Market Achievement***

The GST project obtained the highest domestic market share in the internet bar industry.

**2016**

**2017**

***"National High-Tech Enterprise" Title***

At the same time, Hollyland shifted its strategy from OEM to its own brand.





## OUR HISTORY

### ***Global Branding***

Launched a global brand marketing strategy. Registered as sellers on e-commerce platforms.

# 2018

# 2019

### ***Highest Market Share***

Achieved a revenue growth rate of 50%. Gained the highest market share in video transmission technology in China.

# 100%

### ***Growth Rate***

Achieved a growth rate of almost 100%. Launched industry-first system integration solutions.

# 2020

# 2021

### ***New Area***

Became the most popular wireless microphone brand in China.

### ***New Branch Office***

Achieved a revenue growth rate of 70%. Established the Germany branch office.

# 2022










## OUR TEAM

Shenzhen Hollyland Technology Co., Ltd.

**1000+** Employees



 R&D Institute	300+
 Supply Chain Center	240+
 Sales Dept	120+
 E-commerce Dept	100+
 Marketing Dept	100+
 Quality Management Dept	80+
 Product Dept	30+

## Branch Offices



Beijing, China  
Wuhan, China



Munich, Germany

With multiple exclusive technologies and patents, Hollyland has a complete supply chain, including product R&D, manufacturing, distribution, marketing, operations, finance, and customer service.



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## PATENTS & TECHNOLOGIES

# Latest Hollyland Technologies

- ENC
- HEVO
- One-Button Noise Cancellation

## Patents

100+

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## PATENTS & TECHNOLOGIES



### ENC

Environmental Noise Cancellation (ENC) technology is a noise reduction technology that cancels out unwanted background noise during audio communication.

### HEVO

HEVO technology utilizes automatic frequency hopping to avoid interference. When interference is detected on the current wireless channel, it automatically switches to a clear frequency, ensuring uninterrupted and smooth transmission.

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# Global Resellers 1000+







## GLOBAL EXHIBITIONS

**NABSHOW**  
Where Content Comes to Life



Since 2016, we have been attending NAB, an essential event for Hollyland to demonstrate our latest technological advancements and strengthen our network. It's a prime opportunity for us to connect with industry leaders and showcase our cutting-edge products to a wider audience.

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## GLOBAL EXHIBITIONS



prolight+sound



Broadmedia & Entertainment  
Inter BEE 2022

**BI2022**  
BROADCAST INDIA SHOW - MUMBAI



• Netherlands - IBC



• Spain - ISE



• USA - Pro Fusion



• Japan - Inter BEE



• Germany - Prolight + Sound



• Singapore - BCA

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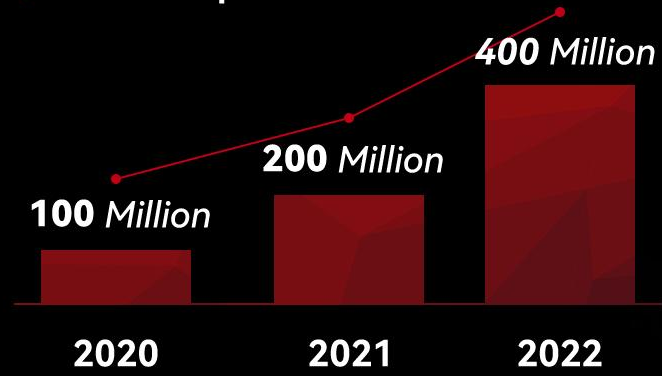
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Attending renowned events across the world provides us with an unparalleled opportunity to connect with diverse communities and individuals. It also enables us to stay updated on the latest industry trends and customer preferences, allowing us to provide better products and services.

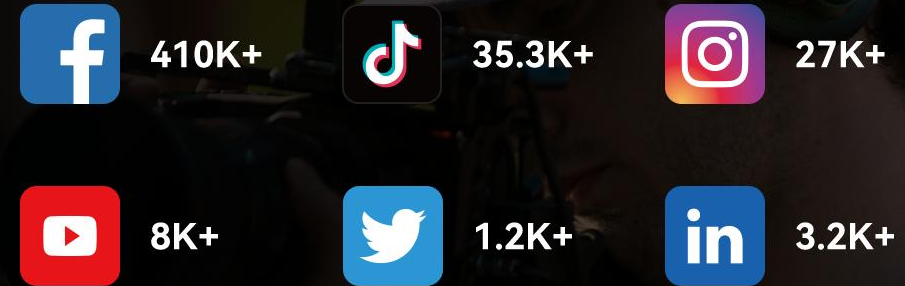


# GLOBAL HIGHLIGHTS

## Media Exposure



## Social Media Subscribers



## Mainstream Media Partners

KOL1300+

TV100+

Brand50+

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## CSR (CORPORATE SOCIAL RESPONSIBILITY)



### *Employee and Workplace*

At Hollyland, we take pride in creating an exceptional work environment that our employees find attractive. We prioritize the health and wellbeing of our people and are committed to maintaining a positive work-life balance. Our team members are our most valuable asset, which is why we actively promote their professional development and ensure equal opportunities for all.



### *Donation and Sponsorship*

Hollyland launched a campaign called "Frontline Videomaker Assistance" to support those who have been battling Covid-19 and intended to provide 100 sets of Mars 400S, but the response was so incredible that we received over 200 videographers joining through social media. To express gratitude towards these devoted individuals, Hollyland offered an additional 50 sets of Mars 400S.



### *Environmental Responsibility*

At Hollyland, we are passionate about preserving the environment and committed to implementing sustainable environmental policies. We do this by producing high-quality, durable products that last longer and generate less waste. We also provide our customers with a repair program to extend the life of our products and help minimize their environmental footprint. Moreover, we have optimized our product packages to reduce the amount of materials used during storage and transportation.

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LARK MAX

Lark C1

Lark M1

LARK M2

VenusLiv

Solidcom C1 Pro

Solidcom C1

Solidcom M1

Syscom 1000T

Mars 300 Pro

Cosmo C1

Mars 4K

Mars M1 Enhanced

Mars 400S Pro II

Syscom 1000T



## PRODUCT AWARDS

### Cosmo C1

- Design Award in Red Dot Award 2022



### Solidcom C1

- Gold Award in PRONEWS AWARD 2022
- Top Seller on B&H



### Mars 4k

- Design Award in Red Dot Award 2023
- Top Seller on B&H



### Lark 150

- Design Award in Red Dot Award 2022



### Mars M1

- Design Award in Red Dot Award 2023.



### Lark M1

- Top Seller on B&H
- Best Seller on Amazon







# PRODUCT APPLICATION — VIDEO SOLUTIONS



| Studio Shooting



| Gourmet Show



| Online Education



| Location Shooting



| Documentary Filming



| TV Interview



| News Media



| Music Video



| Commercial



| Professional Crew



| Filming



| Live Streaming

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# PRODUCT APPLICATION — AUDIO SOLUTIONS



| Theater Performance



| Field Production



| TV Programming



| House of Worship



| Church Live Streaming



| Outdoor Shooting



| Broadcasting



| Location Shooting

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# PRODUCT APPLICATION — WIRELESS MICROPHONES SOLUTIONS



| Tutorial Recording



| Video Production



| Vlogging



| Podcasting



| Music Video Shooting



| Wedding Shooting



| Online Teaching



| Online Meeting



| Talk Show



| Vox Pop

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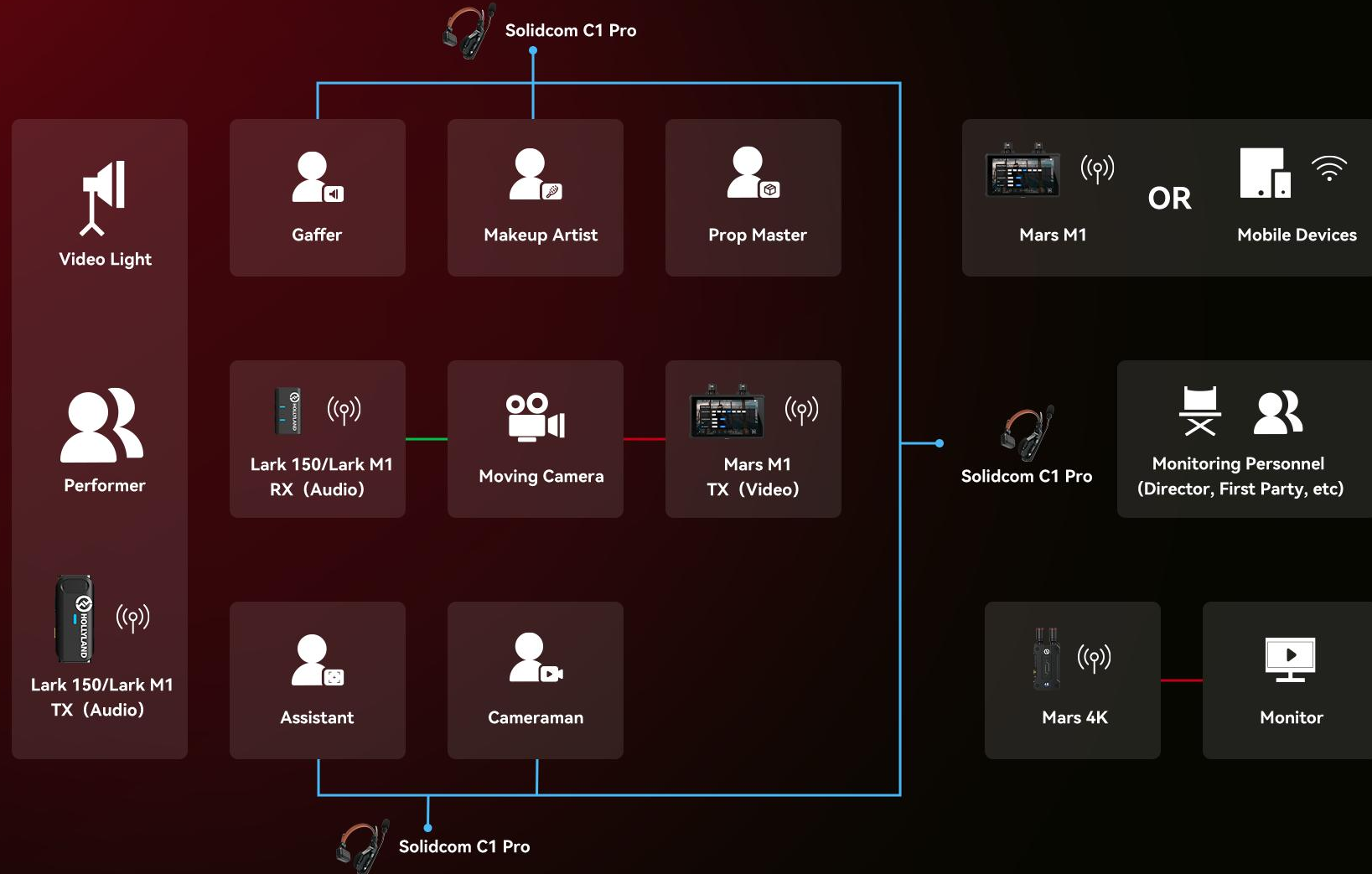


# PRODUCT ECOSYSTEM FOR SHOOTING

HDMI/SDI  
Cable

3.5mm  
Audio Cable

Solidcom C1  
Pro



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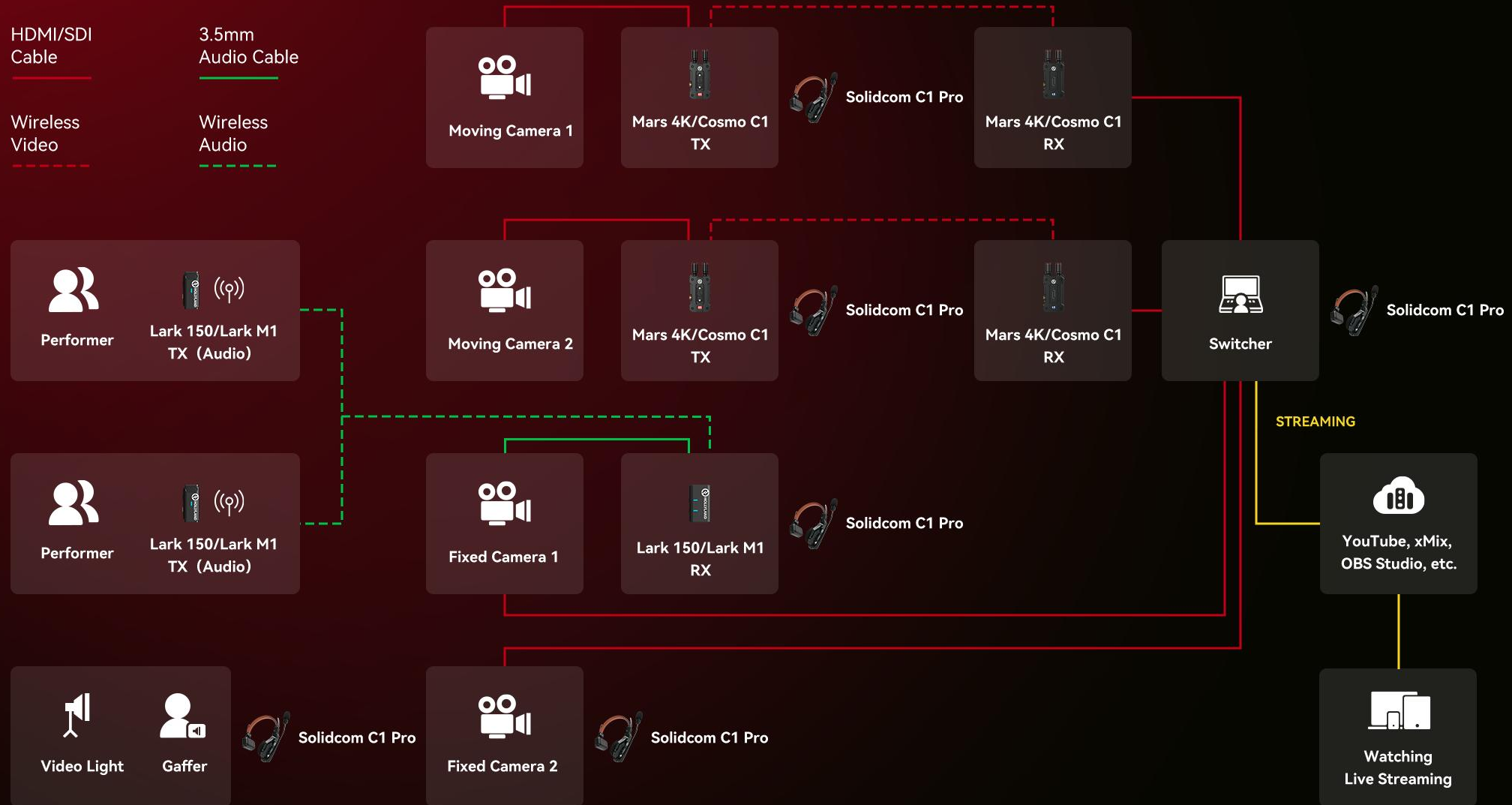
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# PRODUCT ECOSYSTEM FOR LIVE STREAMING



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# STAR PRODUCTS

## Video Solutions

Forget the old-fashioned video solutions and monitor live HD videos at distances of up to 1,800ft (550m) LOS using monitors or apps on location or in studios with Hollyland wireless video solutions.

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# Mars 400S Pro II

Wireless Video Transmission System



0.07s  
Low Latency



500ft (150m)  
LOS Range



SDI & HDMI  
Dual Ports



12Mbps  
Data Rate



Flexible Monitoring  
Options



Smart Channel  
Scan



Flexible Fan  
Control

Mars 400S Pro II is a powerful video transmission device with remarkable features. It offers a transmission range of up to 500ft (150m) and achieves a low latency of just 70ms.





# Mars 4K

## Wireless Video Transmission System

4K

4K HUD



450ft (150m)  
LOS Range



0.06s Low Latency  
(1080p60 Signal)



SDI & HDMI  
Support



Broadcast &  
Production Frame Rate



Flexible  
Monitoring Options



Smart Channel  
Scan & Selection



Multiple Power  
Supply Options

The Mars 4K is a 4K wireless video transmission system that is capable of a 450ft (150m) LOS range and 0.06s ultra-low latency, combining high performance and reliable quality at an affordable price.



# Cosmo C1

## Wireless Video Transmission System



HEVO Solution



1,000ft (300m)  
LOS Range



Ultra-low  
Latency of 0.04s



SDI & HDMI  
Dual Interfaces



5.1-5.8GHz



Full HD



Seamless  
Channel Switch



Embedded UVC for  
Direct Live Streaming



Multiple Power  
Supply Options

The Cosmo C1 is a wireless SDI & HDMI transmission system with a LOS range of 1,000ft (300m). It adopts Hollyland's HEVO wireless transmission technology and offers a new standard for real-time video monitoring and a simplified solution to stream and cloud-share your video works with the embedded USB video class (UVC) interface.





# Mars M1 Enhanced

One-and-Done Wireless Monitor



TX, RX, and  
Monitor — All in One



1,000 Nits  
of Brightness



5.5" Touch  
LCD Screen



450ft (150m)  
LOS Range



0.08s Low  
Latency



Revolutionary  
Operating System

The Mars M1 Enhanced is a versatile wireless monitor that integrates transmitter, receiver, and monitoring functions into one solution. It supports an impressive LOS range of up to 450ft (150m) and boasts a low latency of only 0.08 seconds.



# STAR PRODUCTS

## Intercom Systems

Allow for clear, reliable team communication between different production crew members and deliver an instantaneous, hands-free voice contact experience with Hollyland wireless intercom systems.

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# Solidcom C1 Pro (Hub8S)

Wireless Intercom System



Dual-Mic  
ENC



PTT  
Function



150Hz-7kHz  
Wideband Audio



1,100ft (350m)  
Reliable Range



DECT 6.0  
Enhanced Stability



Ultra-long  
Duration



Increased Portability  
& Durability



Ready Out  
of Box



Backward  
Compatibility



A & B Dual  
Grouping



Multiple-System  
Cascaded Connection



Announce  
Function

The Solidcom C1 Pro, Hollyland's first-of-its-kind full-duplex wireless intercom headset system featuring dual-mic Environmental Noise Cancellation (ENC) technology, is incredibly lightweight and easy to use.



# Solidcom M1

## Wireless Intercom System



Enhanced  
Audio Quality



1,300ft (400m)  
LOS Range



Grouping  
Talk



App- & Webpage  
-based Configuration



1.9GHz  
Frequency



New Beltpack  
Design



Multi-Device  
Cascaded Connection



Professional  
LEMO Headset



Sidetone  
Function



Removable Built-in  
Li-ion Battery

The Solidcom M1, the first member of the Solidcom series intercom systems, is a professional 1.9GHz full-duplex wireless intercom system that supports 8-beltpack simultaneous communication as well as cascaded connection of multiple additional devices. The Solidcom M1 is the go-to choice for small and medium-sized events with a capacity from 100 to 1,000 guests, including church events, EFPs, exhibitions, concerts, and more.





# STAR PRODUCTS

## Wireless Microphone Solutions

Ensure your interviews, vlogs, and streaming presentations deliver crystal-clear audio while allow yourself to move with complete freedom as you record your adventure with Hollyland wireless lavalier microphone systems.

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# LARK M2

Wireless Microphone



Button Size



48kHz/24bit



Universal  
Compatibility



Advanced ENC



Long Battery Life



App Control



Plug and Play

LARK M2 is the ultimate fashionable wireless microphone to exceed your recording expectations. Weighing just 9g, it is the lightest mini microphone on the market, making it the best choice for filmmakers, vloggers, podcasters, and others who demand superior audio quality.





# LARK MAX

Wireless Microphone



14-Hour  
Recording



Wide  
Compatibility



820ft (250m)  
LOS Range



Studio-Quality  
Audio



Magnetic  
Attachment



Professional  
ENC



22-Hour Long  
Duration



Two-in-One  
Charging & Storage

The LARK MAX is an all-in-one wireless lavalier microphone system with industry-first MaxTimbre Mic technology and advanced ENC technology, providing an unparalleled crystal-clear sound.



# Lark C1

## Wireless Microphone



MFi-certified Lightning  
Interface (iOS Only)



Simultaneous  
Recording and Charging



Speaker Play with  
RX Plugged



Hi-Fi  
Sound Quality



Plug and Play



Active Noise  
Cancellation



Ultra-long Duration  
of 32 Hours



650ft (200m)  
LOS Range

The Lark C1 is an ultra-compact premium wireless lavalier microphone, designed specifically for mobile audio recording without limitations. Featuring advanced sound processing technologies, the Lark C1 is perfect for easily capturing crisp audio at distances of up to 650ft (200m) LOS, ideal for vloggers, podcasters, or YouTubers who opt for audio recording on a mobile device.





# Lark M1

## Wireless Microphone



Noise Cancellation



Two-in-One  
Charging & Storage



Plug and Play



650ft (200m)  
LOS Range



Hi-Fi  
Sound Quality



Stable  
Connection



Tiny & Light  
Design



Wide  
Compatibility

The Lark M1 is a compact, lightweight wireless lavalier mic with a favorable cost performance. Designed with noise cancellation technology, it helps highlight crystal-clear vocals over ambient noise. It boasts unparalleled compatibility with various devices, such as cameras, mobile devices, and laptops, meeting diversified audio recording preferences.



# STAR PRODUCTS

## Camera Solution

Enjoy uninterrupted streaming with the  
Hollyland professional live-streaming camera!

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# VenusLiv

Camera



One-Click  
Streaming



Professional  
Calibration



Horizontal & Vertical  
Live Output



24/7  
Live Streaming



5" LCD  
Touchscreen



Fast Hybrid  
Autofocus



6x Zoom



80° FOV

The VenusLiv, powered by HollyOS, offers uninterrupted streaming without issues like frame stuttering or unexpected shutdowns. Its intelligent and user-friendly interface gives you full control over exposure, ISO, white balance, and aperture.



# SUPPORT

## Customer Support Centers



### Global Support Center

Shenzhen

### Asia Pacific Support Center

Hong Kong

### Time

9:30-18:30 (UTC+8)



### North America Support Center

Los Angeles

### Tel

+1 949-932-0648

### Time

9:00-17:00 (PST)



### European Support Center

Munich

### Time

9:00-18:00 (UTC+2)

## Customer Support

1. We provide localized after-sales support for quick and convenient services.
2. Our technical engineers offer proactive customer services.
3. We respond to customer inquiries within eight business hours.
4. Our products come with a warranty period of 1-2 years, depending on the specific product.

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Hollyland Technology



www.hollyland.com



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