



We are here to inspire and empower more people to join, enjoy, capture and share the fun of exciting outdoor sports



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www.akasotech.com

# AKASO

G O B E Y O N D



# 2021

READY  
TO  
ROLL

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Outdoor Products Brief





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# Brand Information

## Brief

Known for outstanding quality and value, in less than a decade AKASO has quickly become one of the leading action camera brands worldwide with sales topping a half million units annually.

## Go Beyond

There is an amazing world out there to explore, protect and enjoy. Go Beyond - capture your moment, share your adventure.

## Mission

Equip and empower those who inspire others to get outdoors and find their own adventure.

## Vision

We offer innovative and reliable equipment for people to get outside and responsibly enjoy our amazing world.

## Value

- Reliable
- Honest
- Authentic
- Sustainable



## Explore

Different

## Break Boundaries

Find a new perspective

## Share Passion

And inspire excitement

## Capture

Meaningful moment









# Action Cameras

AKASO is the world's second-best selling action camera brand.

EK7000 has been listed #1 Best Seller in Sports & Action Video Cameras and Underwater Photography Cameras for many years.

AKASO has other 6 products occupying the top 10 sales in different action camera categories.

**AKASO CAMERAS ARE ENGINEERED FOR CAPTURING LIFE'S EXTRAORDINARY MOMENTS**

Focusing on action cameras, we strive to build quality products across the outdoor industry and connect with our customers.



# Brave Collection

Our high end action cameras with top-quality camera lenses and performance.



## Brave 7

Video: 4K30

Key Features: Dual Color Screens | EIS 2.0 Image Stabilization | Voice Control | LCD Remote Control  
Adjustable View Angle | IPX8 Waterproof Without Case | Waterproof to 131ft with Case | Time Lapse  
Slo-mo | Self Timer | Loop Recording | Wind Noise Reduction

Battery Capacity: Rechargeable 1350mAh Batteries x2



## Brave 7 LE

Video: 4K30

Key Features: Dual Color Screens | EIS 2.0 Image Stabilization | Remote Control | Adjustable View Angle  
IPX7 Waterproof Without Case | Waterproof to 131ft with Case | Distortion Calibration | Burst Photo  
Time Lapse | Slo-mo | Fast Motion

Battery Capacity: Rechargeable 1350mAh Batteries x2



## Brave 6 PLUS

Video: 4K30

EIS 2.0 Image Stabilization | Touch Screen | 8x Zoom | Adjustable View Angle | Voice Control  
Remote Control | Diving Mode | Waterproof to 131ft with Case | Burst Photo | Time Lapse | Slo-mo  
Self Timer | Support External Mic

Battery Capacity: Rechargeable 1350mAh Batteries x2



## Brave 4

Video: 4K24 | 2K30 | 1080p60

Key Features: 5x Zoom | Adjustable View Angle | Diving Mode | Waterproof to 98ft with Case | Image  
Stabilization | Built-in Filter Effect | Burst Photo | Time Lapse | WDR | Motion Detection | Driving Mode

Battery Capacity: Rechargeable 1050mAh Batteries x2





# V50 Collection

Designed to meet the advanced needs of skilled photographers.



## V50 PRO

Video: 4K24 | 2K30 | 1080p60  
Key Features: 5x Zoom | Adjustable View Angle | Diving Mode | Waterproof to 98ft with Case | Image Stabilization | Built-in Filter Effect | Burst Photo | Time Lapse | WDR | Motion Detection | Driving Mode  
Battery Capacity: Rechargeable 1050mAh Batteries x2



## V50 ELITE

Video: 4K24 | 2K30 | 1080p60 | 720p120  
Key Features: Voice Control | Image Stabilization | 6x Zoom | Adjustable View Angle | Remote Control Self Timer | Diving Mode | Waterproof to 98ft with Case | Burst Photo | Time Lapse | WDR  
Battery Capacity: Rechargeable 1050mAh Batteries x2



## V50 X

Video: 4K30 | 2.7K30 | 2K60  
Key Features: Touch Screen | Image Stabilization | 4x Zoom | Adjustable View Angle | Distortion Calibration | Diving Mode | Waterproof to 131ft with Case | Time Lapse Photo | Video | Slo-mo Loop Recording | Driving Mode | Burse Photo | WDR | White Balance | ISO | Support External Mic  
Format: H.265 Video Codec  
Battery Capacity: Rechargeable 1350mAh Batteries x2

# EK7000 Collection

AKASO entry level action cameras with the best price.



## EK7000

Video: 4K25 | 2.7K30 | 1080p60 | 720p120  
Key Features: Remote Control | Waterproof to 98 feet with Case | Burst Photo | Time Lapse  
Battery Capacity: Rechargeable 1050mAh Batteries x2



## EK7000 PRO

Video: 4K24 | 2K30 | 1080p60 | 720p120  
Key Features: Touch Screen | Image Stabilization | Remote Control | Adjustable View Angle Diving Mode | Waterproof to 131ft with Case | Burst Photo | Time Laps  
Battery Capacity: Rechargeable 1050mAh Batteries x2



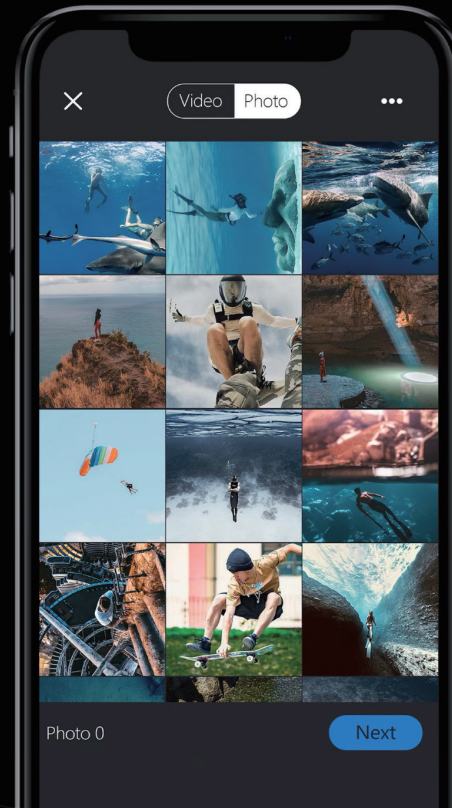


# AKASO GO



## Control AKASO

Capture your moments with one click



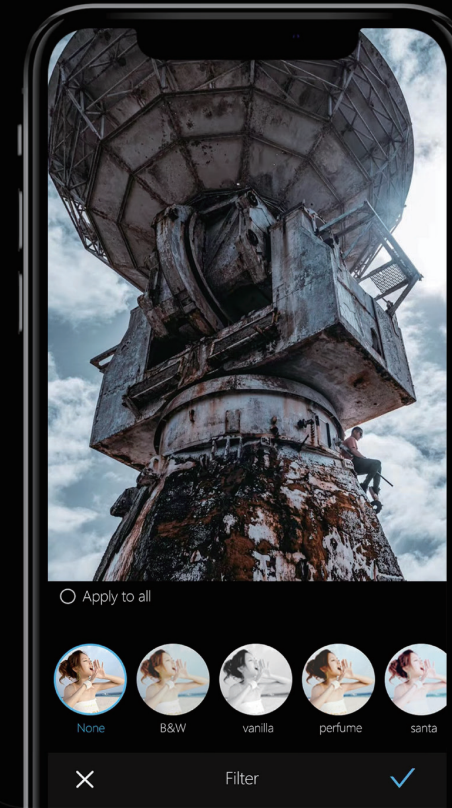
## Video Preview

Preview and edit footage on your phone



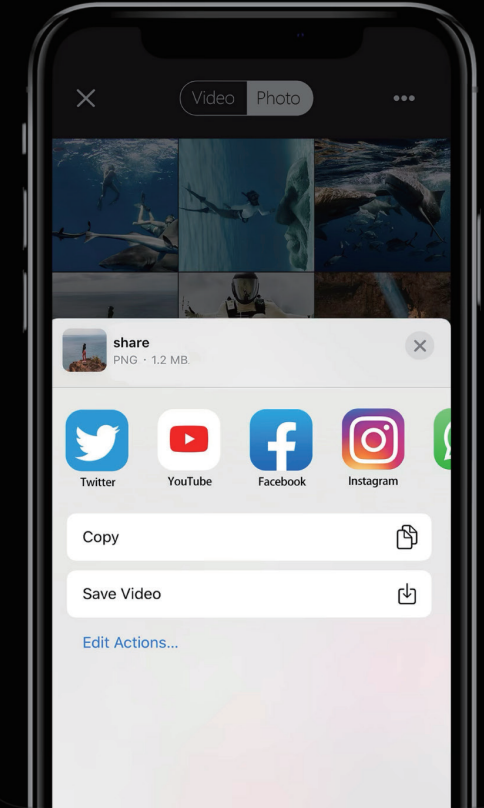
## Powerful Editing Suite

Create ready-to-share content



## Professional Effects

Various transitions, filters and special effects



## One-click to Share

Save and share anywhere



## MORE LIVING LESS EDITING

AKASO GO is a simple but powerful video editing tool. With it you can control your action camera with a distance to shoot hard-to-reach footage and preview them from your phone. Create stunning video with disruptive effects and share effortlessly to social media. Shoot, edit, and share like a pro with AKASO GO App.





# A LIFE OUTDOORS IS A LIFE WELL-LIVED

We advocate 'outdoor fun for everyone'.

AKASO was founded with a simple mission: build the action camera to capture dynamic moments of life every day.

We've since expanded into other outdoor product categories, yet never given up on our mission to build products to help our consumers plunge deeper into the exciting outdoor world - making sure you have everything you need to get outside.

## WE CONSTANTLY CHALLENGE OURSELVES TO KEEP DISCOVERING NEW FRONTIERS

We hope to inspire all generations to explore more possibilities, gain experiences and share memories in their outdoor adventures, and living a life with possibility and purpose. Those refuse to settle.









# Outdoor Products

We aim to strengthen the brand's outdoor sports category and its "Go Beyond" spirit by resonating the truth that there's a world out there to explore and enjoy while capturing and cataloging every thrilling experience.



## Ski Goggles

- Interchangeable Lens
- Balaclava Ski Masks
- Anti-Fog & Crisp Vision
- Adjustable Non-slip & Elastic Strap



## Ski Helmet

- Lightweight & Durable
- Goggle Loop Design
- Adjustable Vent
- Removable Liners



## Ski Socks

- THERMOLITE® EcoMade Technology
- LYCRA® Soft ComfortTechnology
- Merino Wool | Cushion Support | Seamless Design
- Natural Odor Resistent | Mositure Management



## Heated Vest

- 3 Heating Levels & 4 Heating Areas
- Front & Back Control
- Up to 15 Hours Heating
- Recycled Ployester Insulation
- 10000mAh Power Bank & Laundry Bag Included



## Heated Scarf

- 3 Adjustable Heat Settings
- Up to 6 Hours Heating
- Far Infrared Therapy
- Soft & Comfortable
- 5000mAh Power Bank Included





## Ski Gloves

Warm & Comfortable  
Waterproof & Breathable  
Adjustable Drawstring Closure  
Far Infrared Radiation  
Durable & Grippy PU Palms



## Heated Gloves

3M Thinsulate™ cotton  
Carbon Fiber Heating System  
Up to 8 Hours Heating  
3200mAh Rechargeable Batteries x2  
Touchscreen Thumb and Index finger



## Full-size Inflatable Pool

Heavy - duty and Puncture - resistant Materials  
0.4mm PVC Thickened Design  
3 Individual Air Chambers  
Non-toxic & BPA Free  
Eco - friendly Ink Printing



## Beach Tent BT12

Speed Open Design  
Anti-UV (UPF50+)  
Drizzle-resistant  
Damp-proof



## 12L Cooler Bag

Keep Frozen up to 60Hrs  
Five-layer Insulation System  
Waterproof Shell & 100% Leakproof  
IPX7 Airtight Waterproof Zipper



## 20L Cooler Backpack

Keep Frozen up to 72Hrs  
Five-layer Insulation System  
Waterproof Shell & 100% Leakproof  
IPX8 Airtight Waterproof Zipper





# Sustainability

This planet has been generously providing for mankind. Now is our time to give back to the only place we can call home. At AKASO, we believe that the Outdoor Industry has a special role to play in the arenas of sustainability and conservation. If outdoor brands don't lead the way, how can we expect other industries to follow. We make a consistent effort in incorporating sustainability in our business model by actively cooperating with athletes and promoting public welfare undertakings.



We give back a portion of profits to organizations who protect the outdoors by initiating special edition collaborations and non-profit partnerships. AKASO has partnered with Access Fund and Leave No Trace to launch special editions of V50 Pro action camera. A portion of proceeds from every unit sold will go directly to both organizations. The Access Fund supports environmental preservation of threatened climbing areas for current and future generations. And by collaborating with Leave No Trace, we support its mission of protecting the outdoor by teaching and inspiring people to enjoy it responsibly.



# Brand Pillars

We continue to fuel our brand's market growth by strengthening our strong user base, driving product innovation, creating integrated omni-channel experiences and expanding deeper in the global market to drive brand awareness.





# Omini-Channel Integration

## OUR GLOBAL CHANNELS

Utilizing cross-border e-commerce and offline physical stores, we aim to maximize our reach into domestic market and better serve our expanding global market.

With our global market layout, our cross-border online e-commerce platform reach covers more than 20 countries and regions.



## OUR LOCALIZATION

Content creation team in North America to build, customize and enhance our brand's local presence.

20,000 square feet local warehouse in the U.S. enables a smooth, speedy and competitive distribution capacity for our business.

Local customer service team responds quickly to any customer inquiry or complaint.

Reliable team of local maintenance engineers efficiently handle all queries with regard to after-sales, returns and repair problems. Sponsorship of local high-profile athletes and sports events with a focus on offline promotion and brand exposure.



# User Base

Our customers are central to our brand.

We create products with designs and innovations based on their needs and wants.

We also connect with our brand community online and engage them in discussions for co-creating the product.

We make their vision a reality.





# Brand Awareness

AKASO has partnered with mainstream A+ media publications and leading industry review brands to bring our message across, and expand our reach. We have escalated our online and offline brand promotion activities and media exposure to 100 times over which has brought a significant boost to our brand.

Full-scale promotion across relevant social media platforms to promote brand awareness and increase online conversion rate.

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## Product Innovation

- 01. Top-notch supply chain partners
- 02. Internal product research and development team
- 03. Expert grasp of technological trends, evolving user needs, and market changes

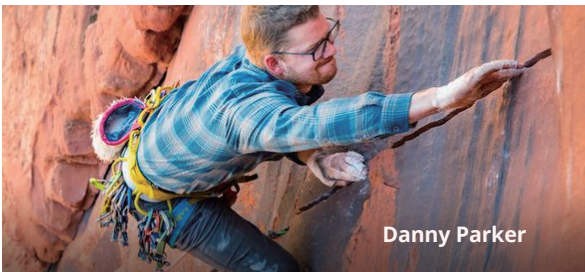
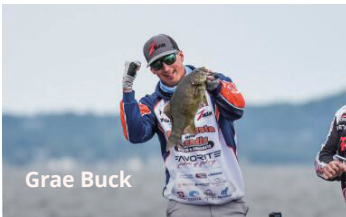
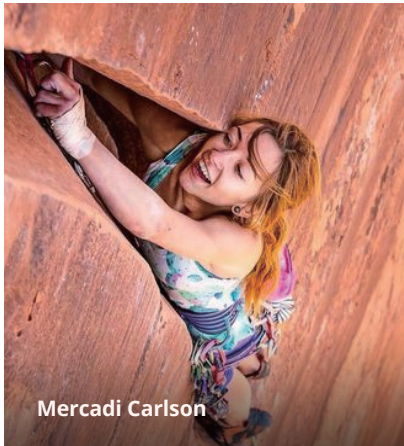


# Brand Awareness

We signed the renowned climber and environmental advocate Tommy Caldwell as our official brand ambassador.



We Continue to work with influencers in rock climbing field and expand to other outdoor action sports. We build high-profile partnerships by sponsoring prominent athletes as well as sports events in North America. We collaborated with the classic movie brand the Endless Summer to lanch a joint action camera for surfers and it ranked at the top of Amazon's action camera category.



" Cue this new offering from Akaso, which tries to bridge the gap with a dual-screen design that allows users to see themselves on a second ‘selfie screen’ that’s placed beside the lens. Add some image stabilization and 4K resolution and the Akaso Brave 7 LE could just be both the best camera for vlogging and the best budget action camera."



" All in all, the Akaso Brave 7LE action camera is is a superb little camera that can be controlled remotely, and has all the extras you could need for your active life."



" The Brave 7 LE also feels more high-end than any other camera we’ve seen around this price. A lot of this comes down to weight. At 127g it’s twice as heavy as the action cameras that seem like empty boxes when you pick them up. The plastics used are of higher quality too."



" With a highly competitive price tag, the Akaso Brave 7 LE puts a front-facing screen equipped camera within reach of those on a budget. While Brave 7 LE will undoubtedly be a big hit with vloggers, this great value and highly versatile camera is well worthy of serious consideration whether you like to get in front of the camera or not. "



The AKASO Keychain is a camera made for exactly this type of video. With support for 4K video and up to 60FPS (though not both at the same time), it looks like a lot of video power packed into a tiny package.



" AKASO is a manufacturer of action cameras, and their best feature is that they have the best value for money in terms of performance and quality. As for how cheap it is, it’s capable of shooting 4K 30fps and has an LCD on the front like OSMO ACTION, priced at 15,980 yen! "



Sustain our ability to capture new markets, increase sales in our current market, and future-proof our position as a progressive brand of quality action cameras with a strong, relevant message



" Go Beyond "