

# Minew Company Overview

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## Company Profile

### We are beyond the ordinary

Been around for 13 years! Minew was founded in 2007 and specialized in IoT field with creative, innovative breakthroughs. Owning over 104 patents and growing daily. Our R&D team has a decade of engineering and management experience and are uniquely equipped to provide innovative products to industry problems.

### Capabilities

Our core business currently covers a variety of IoT products featuring wide range of application scenarios. We have over a decade experience working on RF products manufacturing, completed more than 100 OEM/ODM projects involving concept, hardware, software design and production. 30,000 units daily output includes electronic labels, Bluetooth Low Energy Module, Beacon, Bluetooth Sensor, Bluetooth® & WiFi/Ethernet Gateway etc.,. With over 80 engineers and 200 employees, we supply our products and service in more than 50 countries.

# Brand Message

## Interneting every object

### MISSION

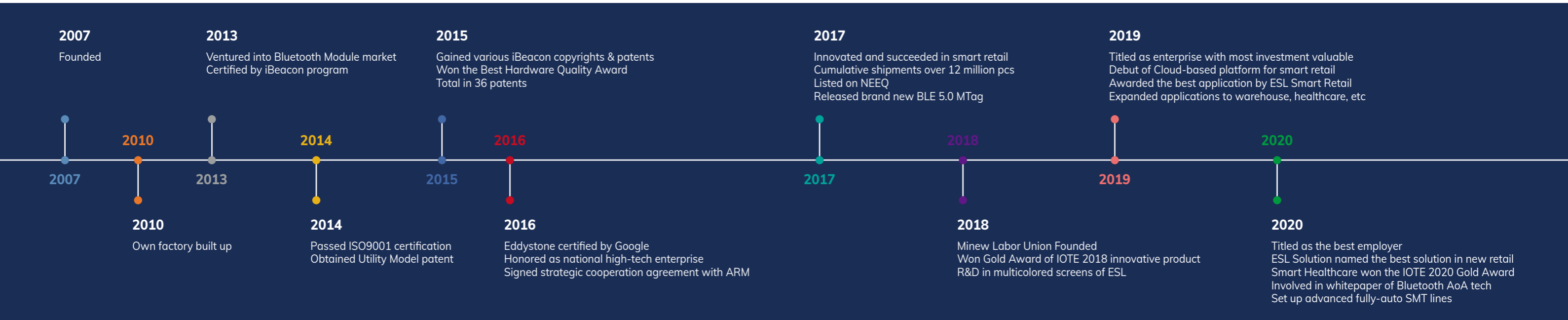
Continuous innovation oriented towards servicing our customers.

### VISION

To connect the world with our wireless high-end products and technologies including but not limited to RTLS, RFID, GPS, UWB, LTE Cat-M1, NB-IoT.

### VALUES

Quality  
Innovation  
Reliability  
Diversity  
Trust



“ I want to tell you that most of API has been integrated with our POS. Thank you so much for your great service! ”  
—from Endre, an American customer

### OEM/ODM Service

We also provide excellent services to meet your unique plans, designs, and ideas, including design in concept, hardware and software, project evaluation, product manufacture and more exclusive customization services. With 13 years of know-how in wireless communication, Minew provides state-of-the-art products and secure data processing technologies, creating professional products to boost your business.

# Company Power

80+ Co-brands

150+ Patents and Certifications

500+ Use cases

300000+ Monthly capacity

## Honors



Member of BLUETOOTH SIG



Best Employer for SMEs in China



The first enterprise to apply Bluetooth® 5.0 technology to ESL in the world



Top Seller and Preferred High Quality Supplier

## Certificates



BQB



CE



FCC



RoHS



ISO9001



ISO14001



OHSAS18001



BSCI

# Meet Our Team

We are a team of ordinary people, doing extraordinary things. We're a motivated and passionate team innovating in the IoT era, striving to help human live, work and run business better and easier. Choose us, build today for change tomorrow.



**Yan Zhuang**  
CEO, Co-founder

We are the ones never cease to innovate, with our vision of interneting every object.



**Johnson Zhang**  
Director of LBS, Co-founder  
johnson.zhang@minew.com



**Dragon Long**  
Director of ESL, Co-founder  
dragon.long@minew.com

Living in a world of connection, Minew is the pioneer of wireless industry, sticking to great service albeit unknowns and challenges.

## R&D Team



**Shain Xiao**

*Head of Hardware*

Shain directs and oversees all aspects of hardware engineering projects to create high-quality hardware products.



**Craig Xiao**

*Head of Software*

Accountable for all software application systems of Minew, Renjie provides leadership, management and technical vision to entire team.



**Hao Li**

*Head of Mobile Application*

Hao manages a team of developers responsible for mobile applications development and design.



**Yancy Lin**

*Head of Linux System*

With outstanding R&D expertise, he leads the development of products based on Linux System.

# Minew family

A perfect blend and best people formula of creativity and technical wizardry. We push the boundaries of science to deliver life-changing products and services, by the family members of innovation, passion, energy and experience.

**Be Bold:** be proactive, make decisions, take responsibility, try new things.

**Be Curious:** ask questions, do some research, learn new techniques, study our clients and their industries.

**Be Together:** play an active role in the team, support your colleagues, collaborate, have fun.

**Be Connected:** meet people, make contacts, build relationships, see the bigger picture.

**Be Better:** look for ways to improve, challenge yourself, never stop learning, strive to be the best.



**Eason Huang**

Product Manager, LBS Dept.

Patient and proficient, Eason is responsible for the development of location-based products for Minew.



**Coral Huang**

Product Manager, IoT Module Dept.

Being the leader of module group, Coral manages the product planning and execution throughout the Product Lifecycle.



We are tasked with everything from building our brand awareness of Minew in a positive light, promoting products or services, and providing customer service and engagement in public.



**Holiche He**

Technical Support  
[support@minew.com](mailto:support@minew.com)

Holiche's duties are to troubleshoot technical issues, provide timely customer feedback, and support new roll-out.



**Emma He**

Senior Sales Manager, LBS Dept.  
[emma.he@minew.com](mailto:emma.he@minew.com)

Leading global business with extensive experience, Emma is the backbone in LBS Department.



**Dolly Xiao**

Key Account, LBS Dept.  
[dolly.xiao@minew.com](mailto:dolly.xiao@minew.com)

Good at designing and setting short- and long-term sales strategies to achieve goals.



**Melinda Huang**

Business Development, ESL Dept.  
[melinda.huang@minew.com](mailto:melinda.huang@minew.com)

Melinda specializes in determining plans, analyzing ESL trends and results.



**Eddie Wang**

Key Account, IoT Module Dept.  
[eddie.wang@minew.com](mailto:eddie.wang@minew.com)

Leader of the group, Eddie has well exploration and insight of BLE module.

# Product Roadmap

**“** Quality, Diversity, Innovation.  
See what Minew has for your advanced solutions.



## 2017 - 2018

### Enhanced Beacon

- Waterproof IP67 / IP68
- Long range 985 ft
- Extremely temperature -40°C
- Long battery lifetime 10 yrs
- Anti-explosion

### Sensor Device

- Temperature
- Humidity
- Accelerometer
- Ambient light
- Pressure etc

### BLE to Wi-Fi Gateway

- Bluetooth 5.0
- IoT development kit
- Cloud platform

### Electronic Shelf Label

- Bluetooth 5.0
- Different colors & sizes
- ESL cloud platform

## 2019 - 2020

### Minew Connect V2

- ESL Development Kit
- Location service (AoA/AoD)
- Smart Wearables

## 2021

### Minew Connect V3

- Deep Integration of ESL & LBS Products
- LTE/NB-IoT & GPS
- UWB Device
- IoT Sensors

to be continued...

# Cutting-edge Technologies

**MESH Compatibility** hardware device which can be compatible with mesh network, alongside the high-quality services based on mesh network infrastructure.

Counted on Mesh network compatible technology, Minew provides scalable and cost-effective hardware devices e.g BLE tags and sensors. Our devices build up the essential part of node and anchor in the mesh network, realizing cable-less communication.

Compatible with your solution, facilitates an easy to install and scalable location system for a wide range of applications such as warehouses, hospitals, etc., consisting of a cable-less infrastructure for asset tracking without any complex planning or cabling cost.



High Reliability



Faster Connection & Running



Easy Scalability

**AoA RTLS** Angle of Arrival(AoA) – High-precision positioning with the AoA method.

Minew uses the powerful AoA technology for real-time tracking of BLE tags and devices with meter accuracy. High accuracy indoor positioning. Boost efficiency and secure safety in all industries.



High Accuracy



Wide Applicability



Scalability



Strong Compatibility

**Zone RTLS** Real-time zone-based localization based on RSSI and trilateration.

Zone RTLS is the most advantageous tradeoff between cost and performance, for real-time estimate of presence and position of people and assets in operating environments. Based on trilateration algorithms, provides reliable estimate of BLE tag position with accuracy of a few meters. Real-time tracking and localization of people and assets in plants, warehouses, hospitals, and for presence/access control.



High Adaptability



High Location Update Rate



Low Latency

# Applications

“ Automate and advance your solutions performance with Minew wireless BLE beacons, sensors & gateways.

**Smart Warehouse / Logistic**

Monitor usage and movement of material and other assets inside your facility. Manage Inventory with instant visibility and track its physical location based on connected sensors and data storage platforms.

**Smart Healthcare**

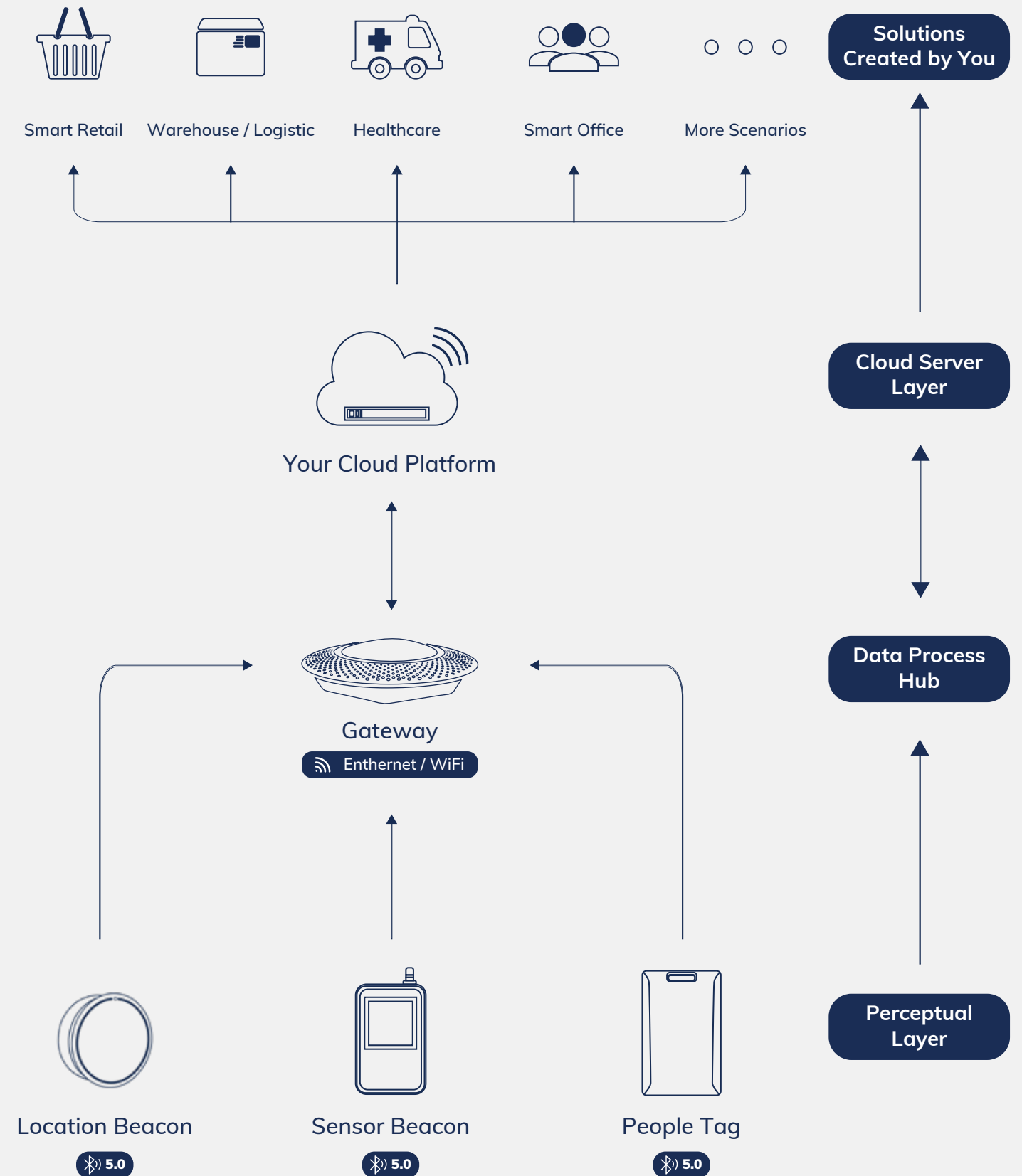
Enhance the quality of health care and improving ease of access to health records while maintaining reasonable costs globally.

**Smart Building**

Offer significant new opportunities to improve the efficiency and sustainability of buildings, the IoT can raise employee productivity as well as stimulating the development of innovative services.

**Smart Retail**

Electronic shelf labels increase the efficiency of the store and reduce the labor costs. Set up a proximity marketing campaign with Beacons and let you target users with messages based on their specific location.





# Bluetooth Beacon








## Making beacons more accessible and beyond

Beacon/ iBeacon is a low-energy consumption Bluetooth device for positioning and marketing. Minew manufactures the i-series, C-series and E-series of Beacon for customers to effectively deal with different demands.

- Information Advertising
- Notification and interaction
- Safety Tracker
- Indoor Navigation
- Healthcare Monitoring

## Features

 <p>BLE 5.x technology</p>	 <p>Supports iBeacon &amp; Sensortag protocol simultaneously</p>	 <p>More than 37 different sizes and types for option</p>
 <p>Ultra-power consumption SoC (eg. Nordic)</p>	 <p>Advertising ranges from 1 to 984 feet</p>	 <p>10 years lifetime(Max.); Replaceable battery</p>
 <p>IP67 / IP68 Waterproof</p>	 <p>Configuration app BeaconSET+</p>	 <p>SDK &amp; API available for iOS and Android</p>

**Sensor Beacon**

Accelerometer: E8  
Ambient light sensor: S2  
Temperature & humidity sensor: S1 / S3

**Location Beacon**

Models: i7 / i10 / E2 / E5 / E9 / P1 / P1 Plus



**People Tag**

Models: B6 / B7 / B8 / B9 / B10  
C6 / C10 / D15N

**Asset Tag**

Models: i6 / E8 / T3

**USB Beacon**

Models: U1(UART protocol inside)

\* Also, we can provide you with white-label and firmware programming services.

## IoT Gateway

G1 is a Low Energy Bluetooth® 5.0 (BLE) to Wi-Fi connectivity gateway with PoE. The G1 gateway collects the data from iBeacon, Eddystone, BLE sensor and other BLE devices. Then it sends the data to the local server or remote cloud server by HTTP/ MQTT protocol over Wi-Fi or Ethernet. It has passed Bluetooth® EPL, CE, FCC, RoHS and Reach certifications.



### Independent R&D

Designed as a controlling center for managing electronic shelf label, and real-time monitoring in batches.



### Multiple Transmissions

Connecting Gateway by cable wire, wireless WiFi or 4G digital. And connect it to the Internet by WiFi or PoE net port for data uploading to the Cloud.



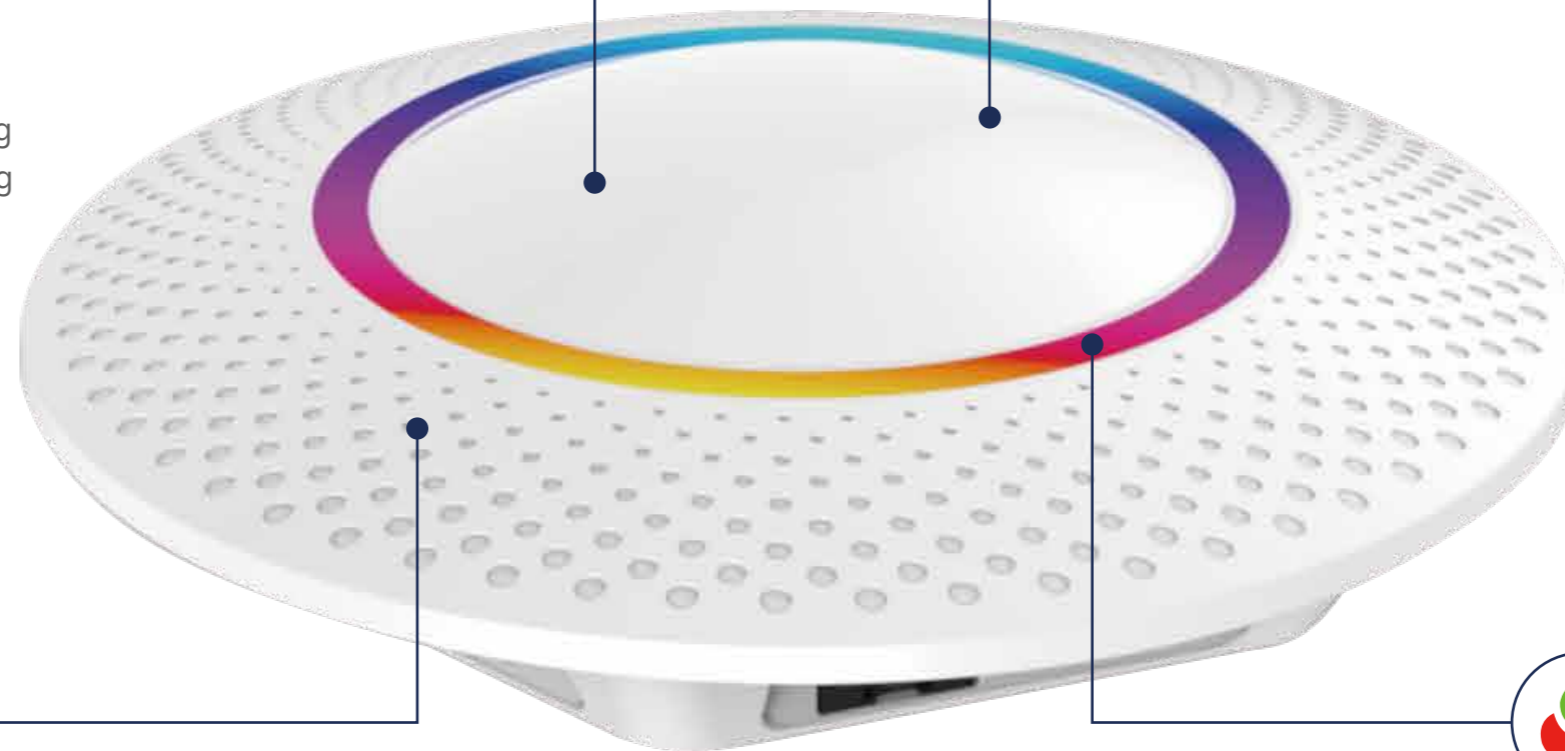
### Extensive Connection

With super high sensitivity for Bluetooth® signal receiving, Minew Gateway is capable of interconnecting every object, by detecting BLE devices data and identification monitoring. BLE devices include temperature and humidity sensor, asset management beacon, location beacon, etc.



### Colorful Lamp Ring

Adopting seven-color lamp ring design, different status will be shown as different colors for indication and management.



# AoA G2 Gateway Kit

## Light up Your Map

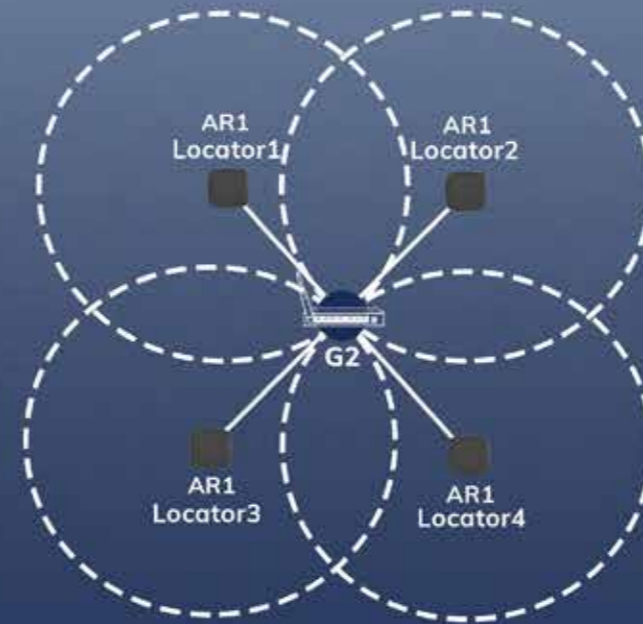


Minew AoA G2 gateway kit, the latest Bluetooth hardware with emerging Angle of Arrival technology, which contains one gateway G2, four AoA locators, five pcs 19.7 feet network cables, delivering sub-meter class accuracy indoor positioning based service in all industries.

- Shorter Time for Item Finding
- Building Security
- Workflow Optimization
- Regulatory Compliance
- Positioning & Tracking



### Ichnography



### Covering Range

\* Network coverage of one set of G2 AoA Indoor Positioning Gateway kit (including 1 gateway G2, 4 AoA Locators, 4pcs 6m network cables) is nearly 4305(ft ) assuming the radiation radius of each locator is 19.7(ft).

### Applications

- Factories & Warehouses (Industry 4.0)
- Healthcare Facilities
- Smart Buildings
- Sports
- Retail Spaces
- More



### Sub-meter Class Accuracy

Collect precision data based on the Angle of Arrival technology and Bluetooth® 5.1.



### Greater Coverage for 4300 ft²

Super wide communication range with only one gateway and four locators at the height of 9.8 to 19.7 ft.



### Higher Throughput

Up to 1000+ DP p/s throughput for data packet enabling high speed of data processing for improving efficiency and enormous data transmission.



### Faster than Ever

Real-time transmission and ultra low latency greatly reducing mistakes and accidents caused by time difference.



### More Mobile Beacons Tracked

High performance of G2 ensuring more mobile beacons to be tracked for cutting down the cost of infrastructure deployment.



### Easier Installation & Deployment

Just lay or screw according to the easy-to-follow instructions to lower the installation & deployment fees by effortless procedure.



### All New Design with Longer Service Life







Sleek and stylish design. With outstanding durability against heavy impact and hard indoor environment, G2 kit can be widely used in all industries.



### Compatible with Multiple Platforms

High scalability and compatibility for supporting AWS / Azure / ARM mBed IoT Cloud Platform.

# Electronic Shelf Labels

 E-ink Paper	 Bluetooth 5.0	 Built-in LED Lights
 NFC Function	 Three-colors Display	 Customized Template

**Minewtag** is an self-developed, -designed, -produced electronic shelf label by Minew, based on BLE 5.0 technology, increasing operational efficiency, automating 'low value-added' processes, and providing better customer experience for various industries in a centralized cloud platform.



# Highlights



## Higher Efficiency

Update in one click, refresh in seconds, quick info change in various applications by utilizing Cloud system of electronic tag from Minew.



## Lower Power Consumption

E-paper with high resolution and contrast plus Bluetooth 5.0, enable ultra-low power consumption with battery life can be up to five years.



## Data Security

Each electronic tag has unique ID number. Connection and transmission via Bluetooth 5.0 ensure data security.



## Multi Terminal Management

Connect with ERP, MES, or handhelds to manage in Cloud, enabling timely, flexible and convenient operations through PC and mobile devices.



## Digital Operation

Realize digital operation by interconnecting IoT products to build up Big Data for data analysis and environmental monitoring.



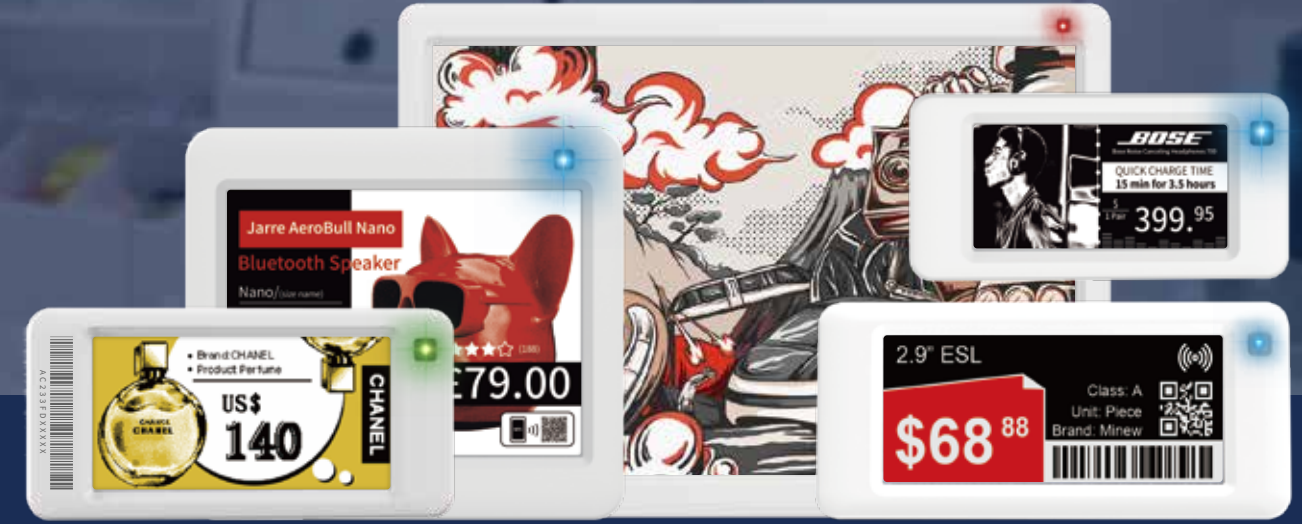
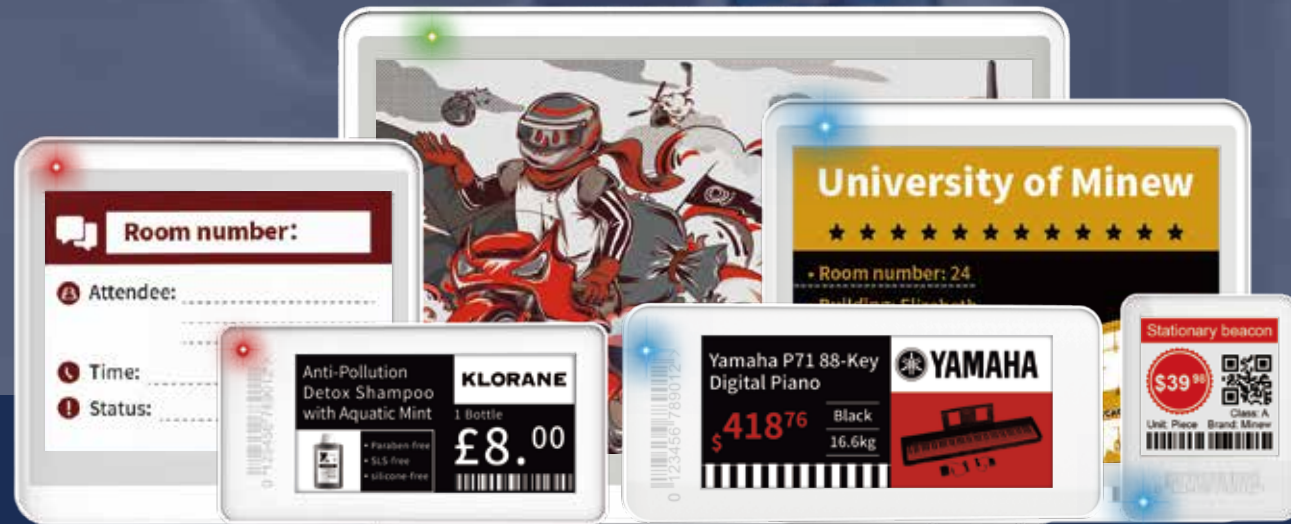
## Personalized Customization

Provide solutions to the size, appearance, technology to typesetting style and so forth to fully meet the diverse needs of different customers.

# Electronic Tags

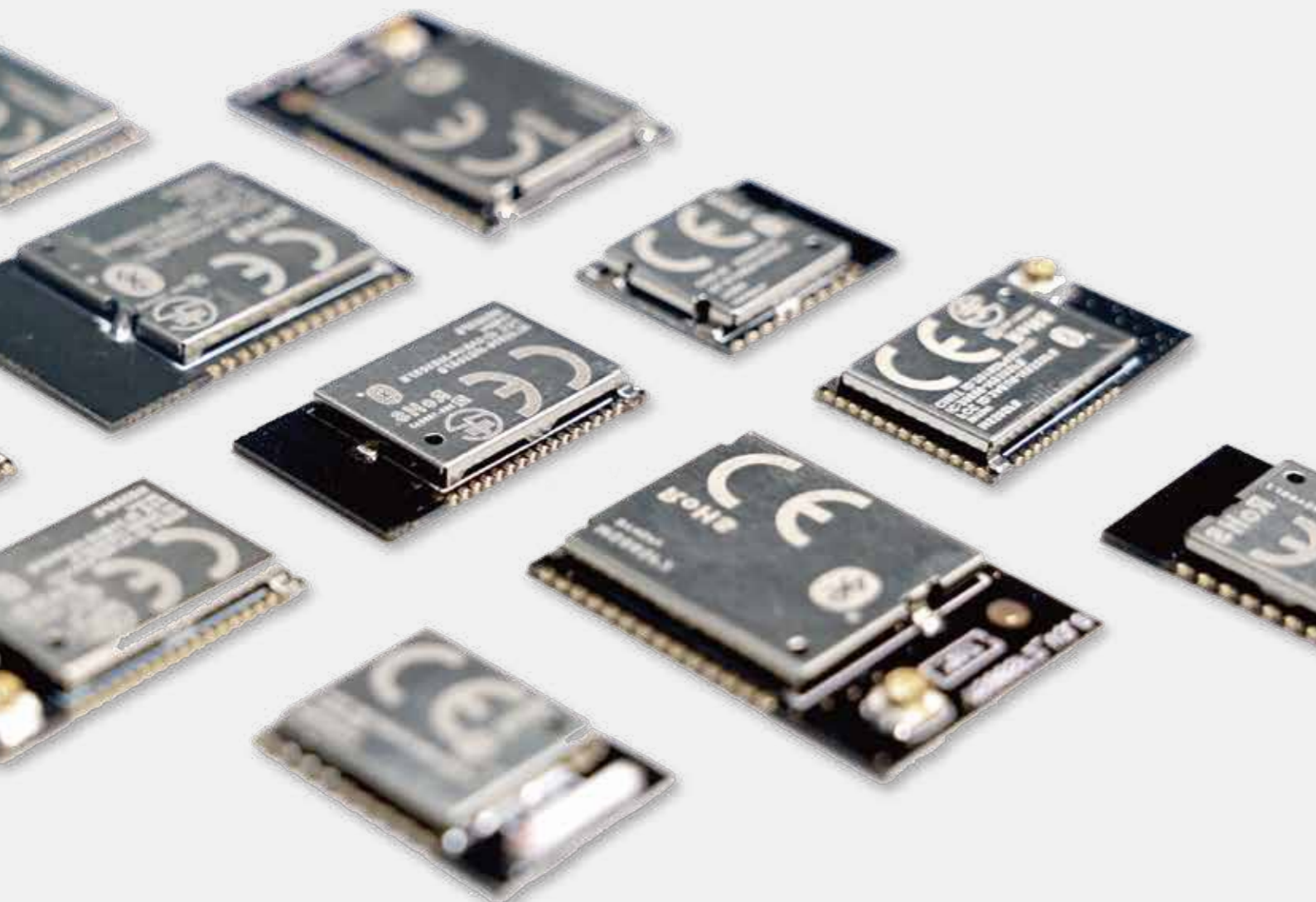
## MERCURIUS SERIES

## SUPERGALAXY SERIES



## IoT Module

Minew BLE 5.0/5.1 module integrates low consumption, powerful Nordic Semiconductor state of art nRF52 series SoCs, implemented with excellent Bluetooth® connectivity and eminent RF performance.



### Bluetooth 5.x

Based on the latest Bluetooth 5.x, Minew module covers larger range, transmits in faster way, contains bigger data capacity and consumes lower energy, the better choice in Bluetooth serial passthrough, high rate and long distance data transmission, industrial IoT sensor and controller applications, smart wearables and home devices, etc.



### Bluetooth Mesh

Minew module embedded devices and Bluetooth Mesh networking partner to realize better coverage, smart management, stronger connection, easy configuration and more flexible customization, establishing Mesh-enabled IoT system.



### Low Consumption SoC

Cutting edge Nordic Semiconductor nRF52 series SoCs enables Minew Bluetooth Low Energy module collections with multiple protocol capabilities, high flexibility and ultra low power.



### Cost-effective

Always assured of quality and performance, Minew is the original manufacturer of Bluetooth modules and has obvious price advantages. We have the competitive and industry-leading modules with global certified, in our own factory. Ready to deliver worldwide.



### Compact Size

Dealing with the demand to drop-in BLE connectivity into wearables, portables and upgradeable appliances to enable IoT functionality, Minew module with compact size meets consumers' wireless performance and range expectations by our RF tuning design expertise.

## Valued Customers & Partners

We're working with more than 80 brands across a multitude of industries to develop wireless industry. Beyond 500 successful use cases, our customers base is ever-increasing besides world-renowned Siemens, Nordic, Cisco, Google, etc.



With customer-praised service, Minew is expanding its ecosystem of benefiting human from local area to worldwide regions, customer oriented!

# BECOME A MINEW PARTNER

## GETTING STARTED


Give us a call, or shoot us an email to schedule a meeting.



 +86 (755) 2103 8160

 [www.minew.com](http://www.minew.com)

 [info@minew.com](mailto:info@minew.com)

 Building I, Gangzhihong Science Park, Qinglong Road,  
Longhua District, Shenzhen, 518109, China

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- [Bluetooth Beacon Catalogue](#)
- [IoT Module Roadmap](#)
- [Minewtag\(ESL\) Catalogue](#)
- [AoA Location Device Catalogue](#)
- [OEM/ODM Service Guide](#)