

# Smart Vision. Secure Living.

RUSIN VISION BRAND MANUAL



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# 01

## Brand Overview

Brand Story  
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# Brand Story

## Our Story

Rusin Vision was born in an era where visual intelligence meets security. Our mission is clear : **make protection clearer, and safety smarter.** From smart doorbells in homes to panoramic surveillance systems in enterprise and public spaces, we do more than capture images — we understand safety and deliver it through intelligent technology.

## We believe

Innovation matters only when it addresses real-world needs. Even in a world filled with standard solutions, there is always room for smarter, clearer, and more reliable protection.

## What we create

is more than cameras or systems — it's a trusted ecosystem for visual security. From optics to AI, from connectivity to IoT, every detail is thoughtfully designed to provide clarity, intelligence, and confidence.



## Key Milestones

RusinVision is part of the Hongyuan Group Ecosystem, a technology network that has focused on imaging and display innovation since 2016. The group's companies — Hongyuan Technology, Hongquan Intelligent, Hongxian Optoelectronics, and Hongtu IoT — form an integrated industrial chain covering camera modules, display manufacturing, AI vision, and IoT applications.



## Looking ahead

We will continue to drive innovation across smart homes, enterprise solutions, and global security networks, shaping the future of visual security.

# Mission, Vision & Values

## Mission

To build a safer and more trusted world through intelligent vision technology.

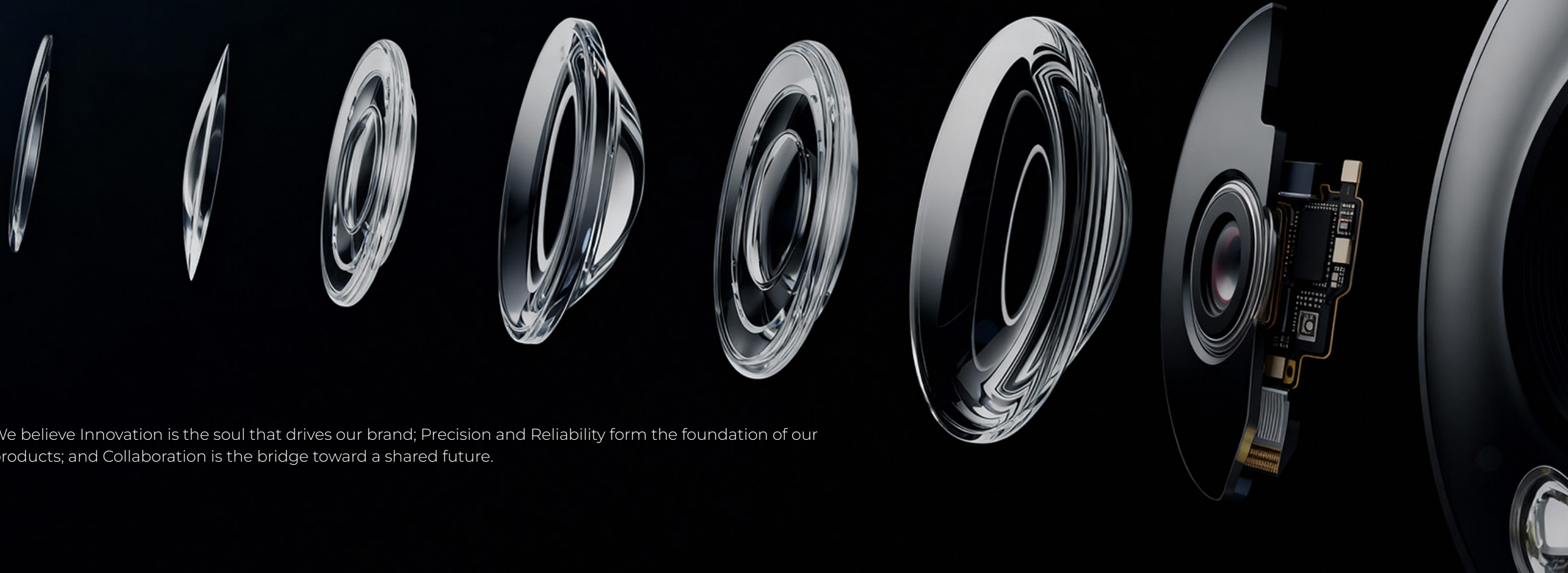
## Vision

To become a global leader in smart surveillance and vision solutions, making every moment of visibility more meaningful.

## Values

Innovation · Precision · Reliability · Collaboration

We believe Innovation is the soul that drives our brand; Precision and Reliability form the foundation of our products; and Collaboration is the bridge toward a shared future.



# Brand Positioning

## Domain Focus

Focused on smart security and high-definition surveillance technology, we deliver safe, reliable, and performance-driven cost-effective end-to-end monitoring solutions for global enterprises, households, and public facilities.

## Core Offerings

To become a global leader in smart surveillance and vision solutions, making every moment of visibility more meaningful.

Diverse Services & Solutions: Offering system integration, deep customization for scenario-based home and business security, and robust cloud-based remote monitoring platform services.

## Target Clients

**B2B** : Small-to-Midsize Businesses (SMBs), major System Integrators, Property Management firms, and Public Facility Operators.

**B2C** : Quality-conscious Households, and individual consumers.

**Key Markets** : Europe (France, Germany, Italy), Middle East (UAE, Saudi Arabia), North America (USA, Canada).

## Key Differentiators

- Unbeatable Value Proposition : Industry-leading cost-effectiveness, achieving the perfect balance of superior performance and proven quality.
- AI-Powered Intelligent Analytics : Advanced integration of facial recognition, behavioral pattern analysis, and highly accurate event alerting.
- Agile Deployment & Flexible Customization : Enabling rapid deployment and offering versatile system customization capabilities to meet specific client needs.





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## 02

### Products & Services

Design Philosophy  
Core Product Series  
Product Matrix Overview & Solutions  
Key Features & Advantages  
Technical Strength & Credentials

## Design Philosophy

At Rusin Vision, our design philosophy is driven by "Human-Centered Smart Safety," flawlessly blending cutting-edge technology with minimal aesthetics. We believe security shouldn't be a burden or a complex process — it's a trusted, seamless experience. Every product is crafted for intuitive simplicity, delivering precise and efficient protection that brings users convenience and peace of mind.



## Core Product Series

We categorize our product line into four core series based on varying user scenarios and demands, delivering intelligent vision security solutions from standardized options to deep customization.







## Home Vision

### Core Positioning

The Home Vision Line provides modern families with an intuitive, convenient, and comprehensive indoor and outdoor security experience.

### Covered Product Lines

Home Vision Core, Pro, Magnet, Care, Ultra, Indoor Security, Outdoor Security





## Commercial Vision

### Core Positioning

The Commercial Vision Line offers highly reliable and highly customized professional surveillance solutions for businesses, retail, and public venues.

### Covered Product Lines

Commercial Vision Core, Pro, Duo, Trio, Quad, Commercial & Public Security Cameras





## Wildlife Vision

### Covered Product Lines

The Wildlife Vision Line provides highly adaptable vision solutions for specific applications such as scientific research, environmental monitoring, and extreme outdoor conditions.

### Covered Product Lines

Wildlife Vision Core, Pro, Endurance



# Custom Vision

## Core Positioning

The Advanced Custom Line offers full-suite customized services for hardware, software, and ecosystem integration, addressing the needs of specialized industry clients and complex projects.

## Covered Product Lines

The Custom Series represents our highest level of service. It integrates the robust customization capabilities derived from WildlifeVision's harsh environment expertise with all complex cross-industry integration projects, focusing on delivering precisely tailored outcomes.



# Product Matrix Overview & Solutions

## Product Categories

We offer comprehensive intelligent vision hardware products, committed to meeting the stringent demands of applications ranging from residential to professional use.



# Home Vision

HomeVision Series is dedicated to making home security simple, smart, and worry-free. The product line spans from essential surveillance to full-featured models with specialized functions, meeting the modern family's needs for safety, companionship, and convenient connectivity.

Sub-Series	Focus	Key Features & Advantages	Covered Models
Home Vision Core	<b>Entry-level</b> Provides clear, stable, and essential security functions with easy installation and deployment.	<b>Clarity &amp; Stability:</b> High-Definition (HD) video quality, supports Human Detection and Auto Tracking (permanently free). <b>Essential Connectivity:</b> Two-Way Audio, automatic alert push notifications, supports Bluetooth fast networking.	HV-C1, HV-C2, HV-C3, HV-C4
Home Vision Pro	<b>Performance-Tier</b> Enhanced performance monitoring, designed for users requiring high definition, full-color night vision, and panoramic coverage for a higher level of protection.	<b>Night Vision Upgrade:</b> Built-in 8 high-lumen spotlights, enabling Full-Color Night Vision, capturing clear details in low light. <b>Smart Tracking:</b> Supports AI Human Recognition and Auto Tracking (functionality is permanently free).	HV-P1, HV-P2
Home Vision Magnet	<b>Convenience/Flexible</b> Features a unique magnetic base design, allowing for customizable installation and angle adjustments.	<b>Innovative Design:</b> Card-shaped form factor, with optional magnetic base available. <b>Standard Features:</b> Human detection, Infrared Night Vision, and motion alert push notifications.	HV-M1, HV-M2, HV-M3, HV-M4, HV-M5
Home Vision Care	<b>Care/Special Function</b> Specifically designed for families with special needs, such as the elderly or children, emphasizing immediate response.	<b>One-Touch SOS:</b> Supports one-touch SOS Call function, quickly notifying emergency contacts. <b>Panoramic Surveillance:</b> Features 355° Pan/Tilt rotation	HV-CR1, HV-CR2
Home Vision Ultra	<b>Flagship/Integration</b> Geared towards users seeking superior performance and deep integration with smart ecosystem platforms.	<b>Ultimate Integration:</b> Free support for mainstream smart home ecosystems like Amazon Alexa / Google Home. <b>Stable Transmission:</b> Built-in 3DB high-gain antenna, 2.4G/5G Dual-Band Wi-Fi, ensuring smooth data flow.	HV-M1



## Commercial Vision

The Commercial Vision Series focuses on high-intensity, professional, multi-scenario commercial applications. Ranging from single-lens to quad-lens models, and from basic waterproofing to starlight night vision, it provides comprehensive security for commercial assets and public areas.

Sub-Series	Focus	Key Features & Advantages	Covered Models
CommercialVision Core	<b>Base Tier</b> Provides highly reliable and cost-effective outdoor and indoor surveillance solutions for small and medium-sized businesses	<b>Outdoor Durability:</b> Features base waterproofing (rating pending) up to IP66 protection for strong weather resistance. <b>HD Stability:</b> Supports 2K / 4K high-definition monitoring for daily commercial asset protection.	CV-C1, CV-C2, CV-C3-2M /3M, CV-C4-2M/3M,CV-C5 -2M/3M, CV-C6-2M/3M
Commercial Vision Pro	<b>Professional Grade</b> Designed for large enterprise projects requiring advanced AI features, superior night vision, and cloud-edge collaboration.	<b>AI Empowerment:</b> Integrates advanced AI algorithms (e.g., behavior analysis, crowd counting) for proactive security alerts. <b>Flagship Performance:</b> Features Starlight Full-Color Night Vision and Ultra-Low Bitrate technology for efficient data capture and transmission.	CV-P1, CV-P2
Commercial Vision Duo	<b>Dual-Lens Wide View</b> Uses a dual-lens design, suitable for wide areas or scenarios requiring coverage from two directions simultaneously, reducing deployment costs.	<b>Wide Perspective:</b> Dual-lens design provides a wider, seamless field of view. <b>Efficient Deployment:</b> Achieves the function of two cameras with one device, saving cabling and installation time.	CV-D1, CV-D2, CV-D3, CV-D4, CV-DP1, CV-DP2
Commercial Vision Trio	<b>Tri-Lens Panoramic</b> Provides true panoramic, blind-spot-free surveillance for ultra-large or complex geometric areas.	<b>Panoramic Coverage:</b> Tri-lens design enables ultra-wide area coverage, eliminating visual blind spots. <b>Low-Light Optimization:</b> Utilizes Starlight Lenses or multiple spotlights to provide clear images in complex low-light environments.	CV-T1, CV-T2, CV-TP1, CV-TP2, CV-TP3, CV-TP4, CV-TP5
Commercial Vision Quad	<b>Quad-Lens Multi-View</b> Offers extreme width and depth of coverage, ideal for critical infrastructure with the highest detail requirements.	<b>Maximum Breadth:</b> Quad-lenses work cooperatively to achieve maximum surveillance range and spatial depth. <b>High Security:</b> Suitable for critical infrastructure such as airports, ports, and large industrial parks.	CV-Q1, CV-Q2

## Wildlife Vision

The Wildlife Vision Series focuses on visual acquisition and research applications in extreme environments, offering professional equipment designed for wilderness adaptation, ultra-low power consumption, and high stealth.

Sub-Series	Focus	Key Features & Advantages	Covered Models
Wildlife Vision Core	<b>Research/Environmental</b> Provides scientists and environmental organizations with precise data acquisition tools.t	<b>Essential Capture:</b> Offers clear and reliable 1080P / 2.5K base resolution. <b>Stable Design:</b> Easy to deploy for standard field monitoring tasks.	WV-C1 1080P, WV-C1 2.5K, WV-C2 1080P, WV-C2 2.5K
Wildlife Vision Pro	<b>Pro Night Vision/High-Res</b> Designed for low-light and high-precision observation needs, ensuring superior night-time image quality.	<b>Night Sensitivity:</b> Features F1.6 Starlight Lens to optimize image acquisition in night environments. <b>Data Reliability:</b> Designed for remote, long-duration deployment, ensuring stable and accurate data transmission.	WV-P1
Wildlife Vision Endurance	<b>Ultra-Long Endurance/Stealth</b> Suitable for scenarios requiring ultra-long standby time or special-ized stealth features.	<b>Ultra-Low Power:</b> Ultra-low power design maximizes battery life and minimizes maintenance trips. <b>High Adaptability:</b> Supports stealth/camouflage or special customi-zation (e.g., solar integration) for harsh environments.	WV-E1

## Solutions Application Scenarios

We provide specialized scenario-based solutions that tightly integrate exceptional hardware performance with intelligent software services to address security pain points across various industries.

### Residential & Personal

Home and Yard Security, Indoor Care Monitoring, Smart Home Ecosystem Integration.



### Commercial & Enterprise

Retail Loss Prevention and Customer Behavior Analysis, Warehouse Asset Security, Office Area Management.



### Industrial & Special Sites

Remote Energy Facility Monitoring, Construction Site Safety Management, Farm Environmental Monitoring.



### Public & Urban Security

Intelligent Road Traffic Flow Management, School Campus Security, Public Area Crowd Monitoring.



### Remote & Environmental

Ecological Diversity Monitoring, Forest Fire/Border Protection, Environmental Data Acquisition in Extreme Climates.



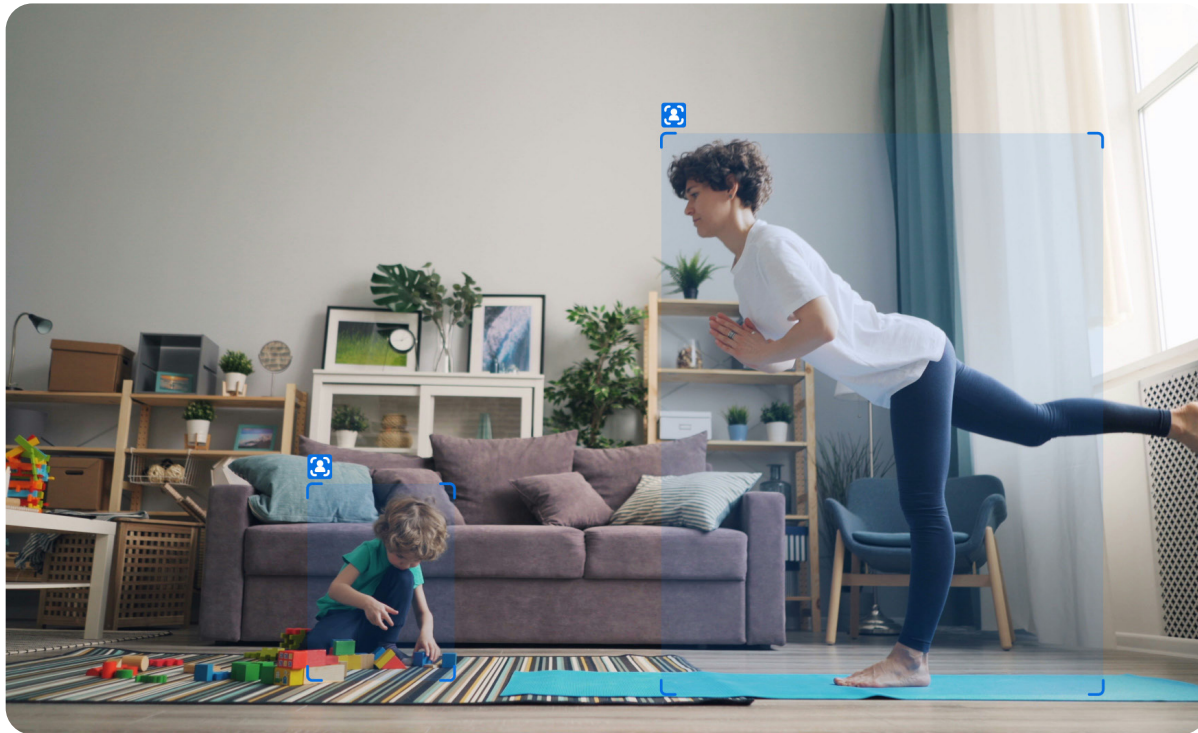


# Key Features & Advantages

## Smart Perception & Proactive Protection

### AI Human Detection & Precision Tracking

Powered by proprietary AI algorithms, the camera intelligently identifies human targets and performs automatic tracking. Suspicious activity triggers high-precision alerts to your mobile app instantly, significantly reducing false alarms.



### Two-Way Voice Intercom & Remote Talk

Features a high-sensitivity microphone and noise-canceling speaker for clear two-way voice intercom. Users can communicate or issue warnings remotely via the mobile app, enabling convenient interaction and immediate deterrence.

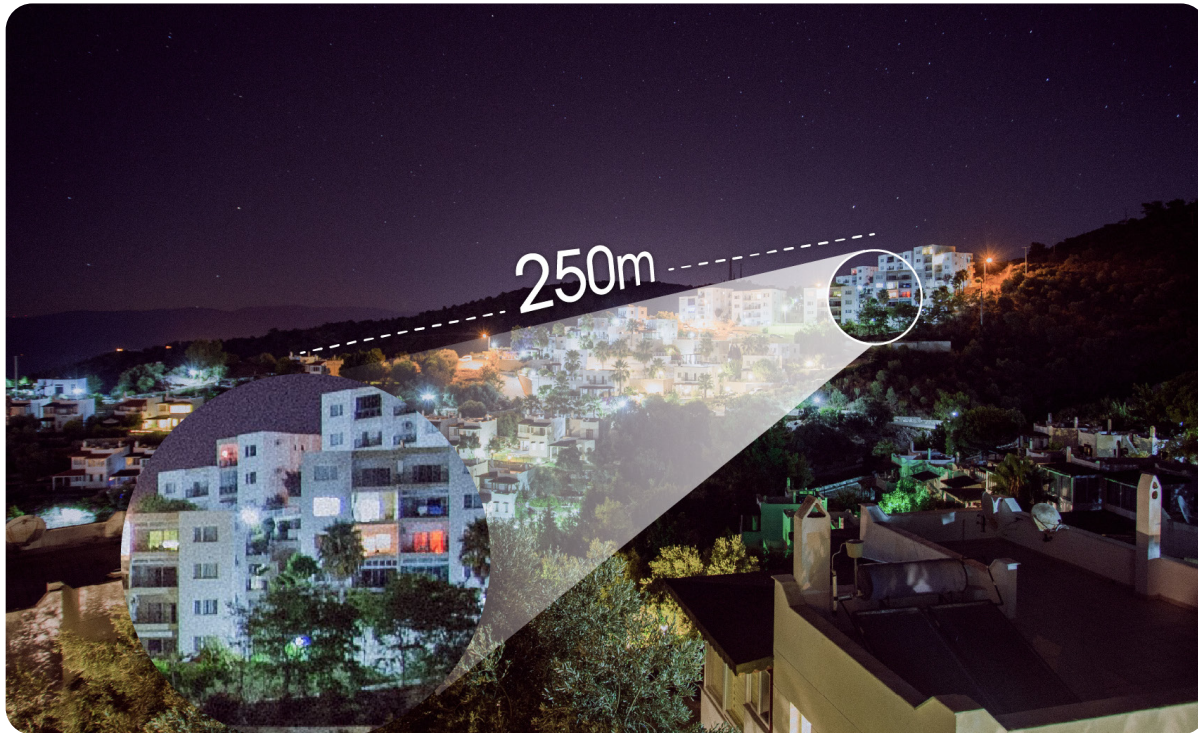




## HD Vision & All-Weather Monitoring

### Starlight Ultra-Low Light Technology

Equipped with an F1.6 large-aperture starlight lens and an ultra-low light sensor. This technology captures brighter, more detailed color or black-and-white images, significantly enhancing night vision performance even in near-dark conditions.



### Multi-Mode HD Night Illumination

Integrated with multiple infrared lights and high-brightness LED floodlights. Users can choose between covert IR night vision or full-color illumination, ensuring clear, sharp footage even in total darkness.



## Ease of Use & Security Assurance

### Instant Setup, Dual-Band Stability

Supports Bluetooth fast pairing and QR code network setup, simplifying complicated connection steps to mere seconds. Additionally, select flagship models support 2.4G/5G Dual-Band Wi-Fi for faster data transmission and enhanced signal stability.



### Dual Local and Cloud Storage

Offers multiple layers of data protection. Devices support 8G to 128G TF card local recording plus 7 days of complimentary cloud storage, ensuring data security and reliability.



### Seamless Ecosystem Integration

Free compatibility with Amazon Alexa / Echo Show / Google Home enables easy voice control and live view display, seamlessly integrating into your smart home ecosystem.





# Technical Strength & Credentials

Rusin Vision's technical excellence is built upon robust in-house R&D, an advanced manufacturing system, and strict adherence to global quality standards. We guarantee products that are stable, reliable, and intelligent, driven by innovation and professionalism.

## Module 1 : Core Technology & In-House R&D

### Full-Stack Technical Capabilities with Proprietary AI

Rusin Vision is a security expert with genuine core technology. Our full R&D stack includes AI algorithms (human/behavior analysis), embedded electronic control, lens optics design, and cloud interaction systems, all developed by in-house teams.

Key Technical Strengths: Our teams focus on solving industry pain points: enhancing night vision image noise control, optimizing low false-alert AI in complex environments, and ensuring system stability for multi-device networking.



## Module 2 : Quality Standards & International Certifications

Rusin Vision products are globally recognized, stemming from our comprehensive adherence to international safety, performance, and environmental standards.

### Quality Management System

ISO 9001 Quality Management Certification: Ensures that every step — from component sourcing to finished goods shipping—meets the most rigorous QC standards, guaranteeing product consistency.

### Safety & Performance Certifications

CE / FCC International Certifications: Products comply with the safety, performance, and electromagnetic compatibility standards of major markets, ensuring stable operation in diverse environments.

### Environmental & Compliance Certifications

RoHS Environmental Compliance : Strict adherence to hazardous substance directives, confirming product eco-friendliness and sustainability, reflecting corporate social responsibility.





## Module 3: Supply Chain & Manufacturing Credentials

### Component Traceability: Global Top-Tier Suppliers

We establish long-term strategic cooperation with global leading sensor, AI chip, and optical lens suppliers, guaranteeing high definition and long-term reliability from the source.

### Patents & Technical Leadership

The Group holds multiple national and international patents across optical imaging. Through continuous R&D investment and precision engineering, RusinVision maintains leadership in night-vision algorithms, intelligent tracking, AI accuracy, and structural reliability, delivering smart imaging solutions with exceptional stability and performance.





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## 03

### Global Presence & Partnerships

Channel Strategy

Expansion Blueprint

# Channel Strategy

## Overseas Distribution & OEM Collaboration

The company continuously expands international markets through a comprehensive overseas distribution system and OEM collaboration. By partnering with regional strategic partners, it strengthens brand influence and supply chain synergy, achieving product localization and professionalized services.

## Regional Exclusive Agency Model

A "regional exclusive agency" strategy is implemented based on market characteristics, ensuring consistent brand image and pricing, while enhancing partners' engagement and market responsiveness.

## E-commerce and Local Retail Integration

Focusing on online-offline integration, the company leverages global e-commerce platforms and local retail networks to create a marketing and service system covering multiple consumer scenarios, enhancing both digital operations and user experience.







# Expansion Blueprint

In the next 3–5 years, the company will continue to deepen global expansion, focusing on the following directions:

## Enhance Global Channel System

Establish regional operation centers and service teams in key markets to localize sales, technical support, and after-sales services.

## Expand Emerging Markets

Focus on Latin America, Africa, and Eastern Europe, promoting product standardization and certification systems.

## Strengthen Strategic Partnerships

Build long-term win-win collaboration through joint R&D, market co-development, and brand alliances.

## Drive Digital Channel Upgrades

Integrate CRM, ERP, and e-commerce platforms to achieve intelligent and data-driven channel management.



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## 04

### Quality & Responsibility

Quality Assurance

Service Support

Environmental Responsibility

# Quality Assurance

## Quality Traceability & Core Components

The high performance and long-term reliability of Rusin Vision stem from rigorous supply chain control. We exclusively use internationally compliant chips, sensors, and optical components, ensuring products meet flagship standards from the source.

## Rigorous Quality Control & Testing System

Every Rusin Vision device must pass multiple industry-extreme tests. Our QC process includes IP-rated ingress protection tests and extreme temperature/humidity environment testing to ensure stable operation in complex environments.



## Quality Commitment & Rapid Response

We offer a standard 1-year warranty on all products. In case of any quality issue, we promise a professional response within 48 hours with fast repair or replacement service to minimize operational disruption.

## Global Quality Standards & Certification

Rusin Vision products are globally recognized. All shipped products fully comply with authoritative international standards such as CE, RoHS, and FCC. We provide product inspection reports and certification documents upon project requirements.

# Service Support

## Service Promise

From Consultation to Deployment, Seamless Support



We believe efficient service is an extension of the security experience. Rusin Vision has established a streamlined, internationalized support system to ensure you receive professional, timely assistance at every stage of your project.





## Visualized Service Flow

### Pre-Sales Consultation

Professional consultants provide product information, solution recommendations, and application guidance.

### Project Solution Support

Tailored solutions and feasibility recommendations are provided based on client requirements.

### Quotation & Proposal

Detailed quotation, budget, and delivery timeline references are provided.

### Installation Guidance

Remote or on-site installation guidance is offered to ensure rapid deployment.

### After-Sales Technical Support

Our professional team provides rapid response for maintenance, troubleshooting, and spare parts services.

## Service Standards

### Fast Response

Customer service responds within 24 hours.

### Direct Parts Delivery

Global DHL/FedEx shipping for fast parts delivery.

### Installation Training

PDF manuals and remote video support for installation training.

### Fault Assistance

Remote diagnosis and rapid replacement/repair service.

### Customer Support Materials

Free multi-language product manuals, installation guides, and technical white papers are available.





# Environmental Responsibility

Rusin Vision is committed to integrating security with sustainability, ensuring our products protect you while also safeguarding our planet.

## Eco-Friendly Design & Energy Revolution

**Ultra-Low Power Core** : All Rusin Vision smart cameras incorporate an ultra-low power consumption philosophy from the design phase. We utilize highly energy-efficient chips and intelligent sleep algorithms to significantly reduce energy consumption during 24/7 standby and operation.

**Solar Power Integration** : We offer high-efficiency solar power integration solutions for our outdoor series, allowing devices to be self-sustaining, eliminating the need for wiring or battery replacement, and greatly reducing reliance on grid power.

**Strict Compliance** : All products comply with stringent global environmental regulations like RoHS, ensuring the non-use or strict restriction of hazardous substances.



## Green Manufacturing & Minimized Packaging

**Low Carbon Footprint** : We strictly control the carbon footprint in our manufacturing, optimizing production processes and minimizing waste to ensure the least possible environmental impact.

**Simplified Recyclable Packaging** : Product packaging prioritizes a minimalist design, utilizing durable cardboard made from high-percentage recycled pulp and biodegradable inserts, minimizing plastic and unnecessary filler while ensuring durability and recyclability.

## Commitment to Sustainable Future Action

Rusin Vision has set proactive sustainability goals to lead the green transition in the security industry.

**Ongoing Efficiency Optimization**: Continuously implementing extreme energy-saving modes and low-power AI algorithms via firmware updates to further extend battery and solar power life.

**Carbon Footprint Tracking**: We will establish a product lifecycle carbon footprint tracking system to comprehensively monitor and report our environmental impact.

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## 05

### Let's connect

Global Partnership Outlook

Partnership Invitation: Who We Seek

B2B Cooperation Initiatives & Support

Get In Touch With Rusin Vision





## Global Partnership Outlook

We believe the future of security lies in proactive, intelligent guardianship, moving beyond passive defense. Rusin Vision is eager to partner closely with organizations worldwide to deliver efficient, reliable, and high-value intelligent security solutions to every corner of the globe.

### Technology Empowerment

Sharing AI algorithms, cloud platforms, and open APIs to accelerate partner innovation and system integration.

### Joint Market Expansion

Providing territory protection, brand resources, and localization support to ensure partner competitiveness and long-term returns in key markets.

### Mutual Value Creation

Committed to establishing long-term, transparent, and win-win collaboration mechanisms to jointly explore the vast smart security market.



# Partnership Invitation: Who We Seek

We look to collaborate with partners who demonstrate professional expertise and align with Rusin Vision's commitment to "Smart Reliability and Exceptional Value"

## Channel Distributors and Integrators

Professional Local Distributors & System Integrators (SIs) capable of integrating our products into complex enterprise or public projects.



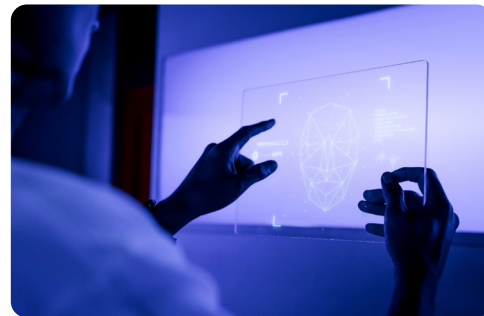
## Vertical Industry Solution Partners

Solution providers specializing in specific vertical sectors like Retail, Industrial, Farming, and Education for deep, customized applications.



## Software and Platform Developers

Developers with expertise in cloud services, AI algorithms, or professional software, to jointly enhance the Rusin Vision security ecosystem.



## OEM/ODM Strategic Partners

Strategic partners seeking high-standard, high-efficiency OEM/ODM cooperation for developing regional or special-purpose security hardware.





# B2B Cooperation Initiatives & Support

From smart home to enterprise solutions, we empower our global partners to achieve their goals through customized B2B services.

## Channel Distributors and Integrators

Flexible Supply for large-scale orders, offering highly competitive wholesale pricing.

## Software and Platform Developers

Tailored Solutions: In-depth hardware and software customization, including firmware, UI/UX, and system integration.

## Vertical Industry Solution Partners

White-label & Co-development: Efficient OEM / ODM partnerships for branding and collaborative product development.

## OEM/ODM Strategic Partners

Comprehensive Global Support: Providing professional technical training, 24/7 global technical support, and reliable logistics assurance.





# Get In Touch With Rusin Vision

Join Us and Illuminate a Safer Future.

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