



CADOTHY

Industry-leading Provider of
Interactive Live Streaming
Solutions

2023



—
Agenda

01. Company Profile

02. Marketing Insight

03. Product Details

The world's leading Internet live streaming solution provider

Driven by the mission to "enhance the intelligence of live streaming", we leverage technological innovation in 5G, streaming media, artificial intelligence, cloud computing, and other high-tech domains to provide scene-oriented intelligent hardware, SaaS, PaaS, and comprehensive live streaming solutions to users worldwide. Through these advancements, we empower individuals to create their own interactive live TV stations.

Cadothy, make live streaming smarter and life better!



60 +

National Patents



40000 +

Customers



500 万 +

Live Streams



230 +

Cities

Vision Bring the coolest live streaming experience to the world.

Mission Make live streaming smarter

Values Customer success, professional service, pragmatic innovation, and courage to challenge.

Growth Path



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July 2020

Cadothy Founded

Oct 2020

Launched Valor, the world's first AI live streaming device

Angel round financing RMB 15 million

Dec 2020

The First National Distributor Conference held in Shenzhen

Jun 2021

Agents cover 120+ cities across the country

Served customers over 6000+

Oct 2021

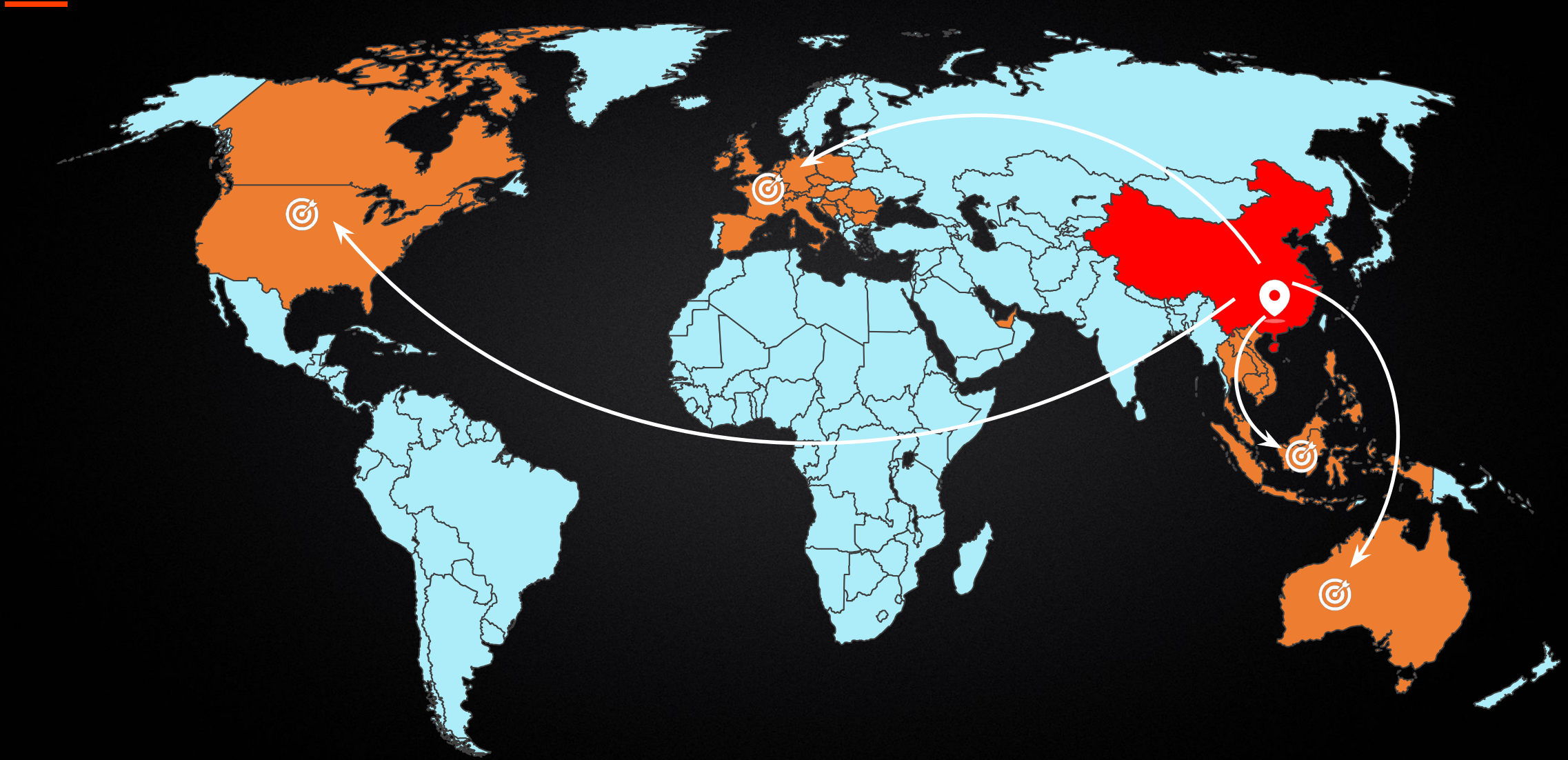
Tens of millions of Pre-A round of financing

Sept 2022

Released new product Amaze

Business Scope

CADOTHY



Patents & Honor

National High-Tech Enterprise

60+ utility, invention, design patents,
20+ software copyrights.

CADOTHY



The Future of Global Live Streaming Market

GLOBAL LIVE STREAMING MARKET 2023-2027

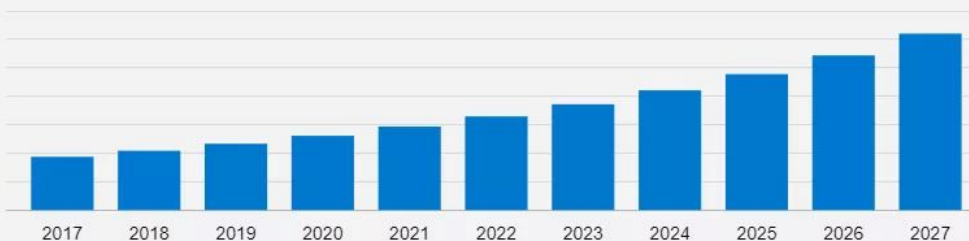


The market is **FRAGMENTED** with several players occupying the market



17000+ Reports covering niche topics. Read them at [technavio](#)

Market Size Outlook (USD Million)

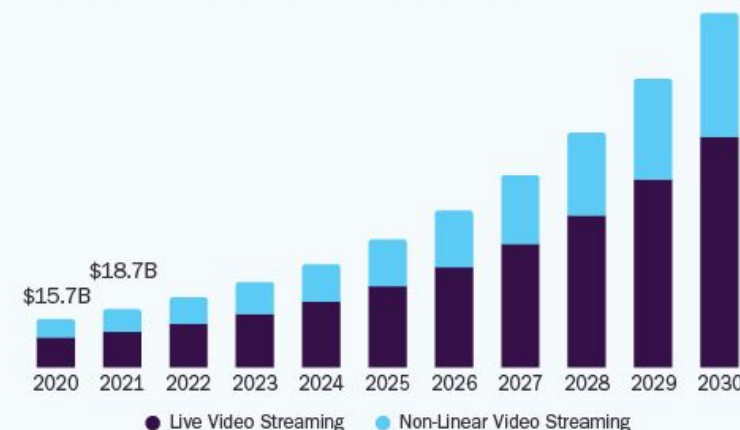


2017 : USD **18,785.84**



Asia Pacific Video Streaming Market

Size, by Streaming Type, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

22.5%
Asia Pacific Market CAGR, 2023 - 2030

Source: [www.grandviewresearch.com](#)

How often do consumers in Southeast Asia watch livestream sales videos?

	Regional	SG	VN	PH	TH	ID	MY
At least once a week	48%	29%	65%	47%	57%	39%	48%
I've only watched it once or twice	24%	30%	11%	26%	16%	39%	23%
Daily	13%	5%	23%	11%	15%	9%	13%
Few times a week	26%	15%	33%	28%	28%	25%	26%
About once a week	9%	9%	9%	8%	14%	5%	9%
Few times a month	13%	16%	14%	13%	10%	11%	14%
About once a month	5%	6%	4%	6%	6%	3%	5%
Less than once a month	11%	20%	7%	10%	11%	8%	10%

Pain Points of Live Streaming

The contradiction between the growing demand and the backward tools is particularly prominent



Camera + Computer

High cost

Difficult to install

Complicated connection

PC system, few applications



Mobile phone

Easy to get hot

Screen too small

Content too simple

Easy to get stuck when live streaming for long time



TV Studio

Expensive equipment

Heavy and inconvenient

PC system, few applications

High professionalism required



AMAZE

Rotatable Screen

Horizontal and vertical screen live streaming are wonderful



Presents Excellent Video Quality

Camera customized by Samsung



50 million pixels

1/1.3 inch sensor size

Full Pixel Phase Autofocus

30ms auto focus

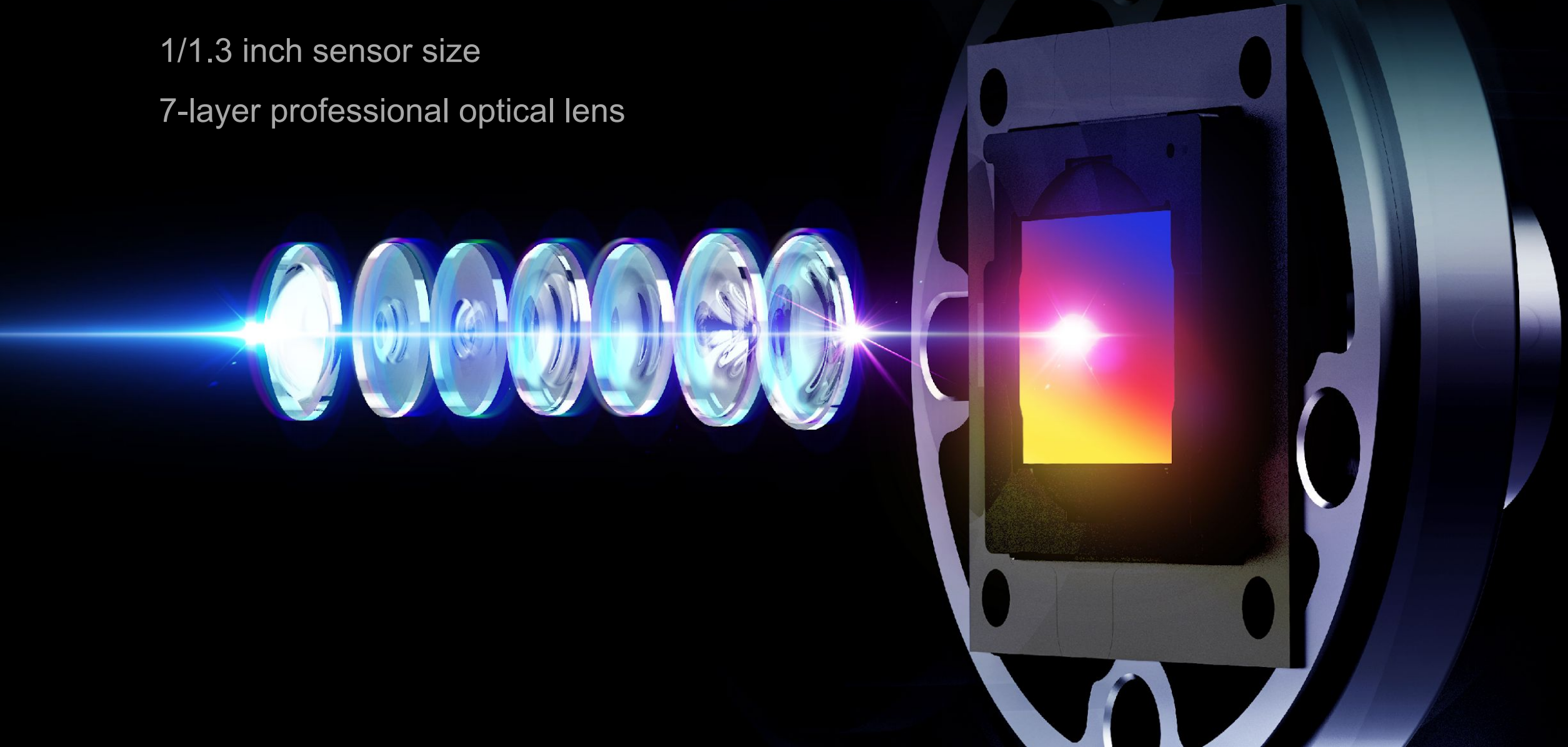
7-layer professional lens

f/1.8 aperture

Engineered for Superior Focus and Clarity

1/1.3 inch sensor size

7-layer professional optical lens



Resolution Comparison

Sony A7M3

24.20 Megapixels



iPhone 14 Pro Max

48.00 Megapixels



Cadothy Amaze

50.00 Megapixels



Capture Every Precious Moment Whenever, Wherever

Full-pixel dual-core phase focusing technology

30ms ultra-fast autofocus



AI Color Restoration Algorithm

as you can see



Adjustable Lens,

Flexible to adapt to the anchor's height and posture



Rotatable Lens

Brilliant even if multi-people appearance



Intelligent Speech Enhancement Algorithm

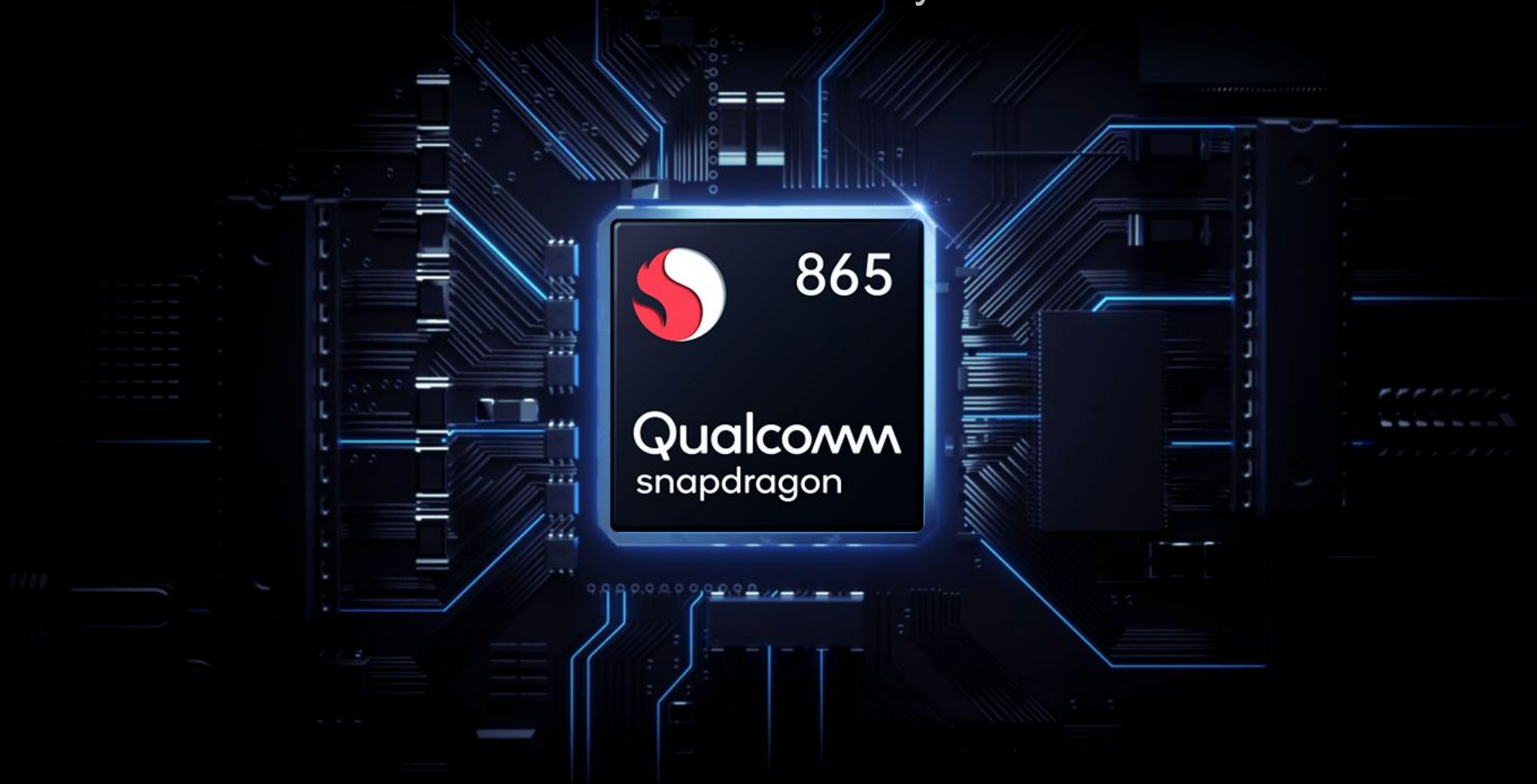
4 Mic, pickup voice up to 5 meters,
intelligent noise reduction



Premium SoC, Smooth live streaming

Qualcomm Snapdragon 865 flagship processor

Performance increased by 1.5 times



Professional Heat Dissipation

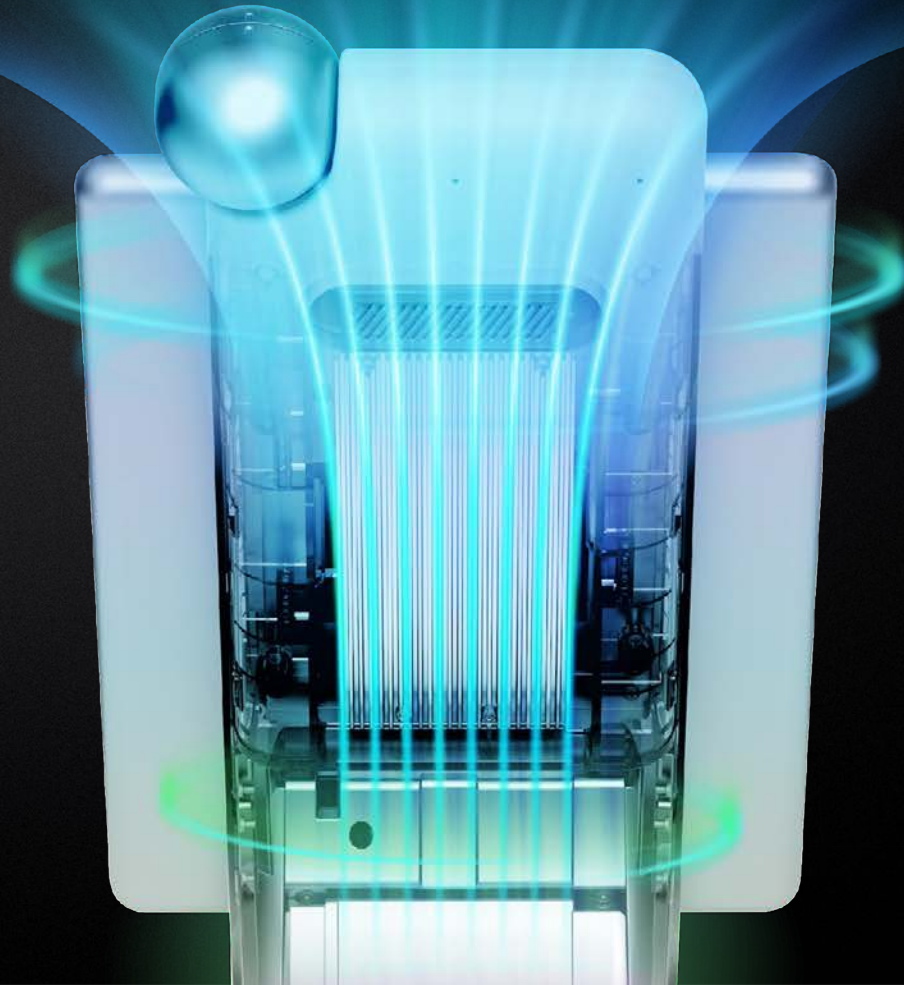
No lag even for a long time live streaming

620,018 mm²

Total area of heat sink

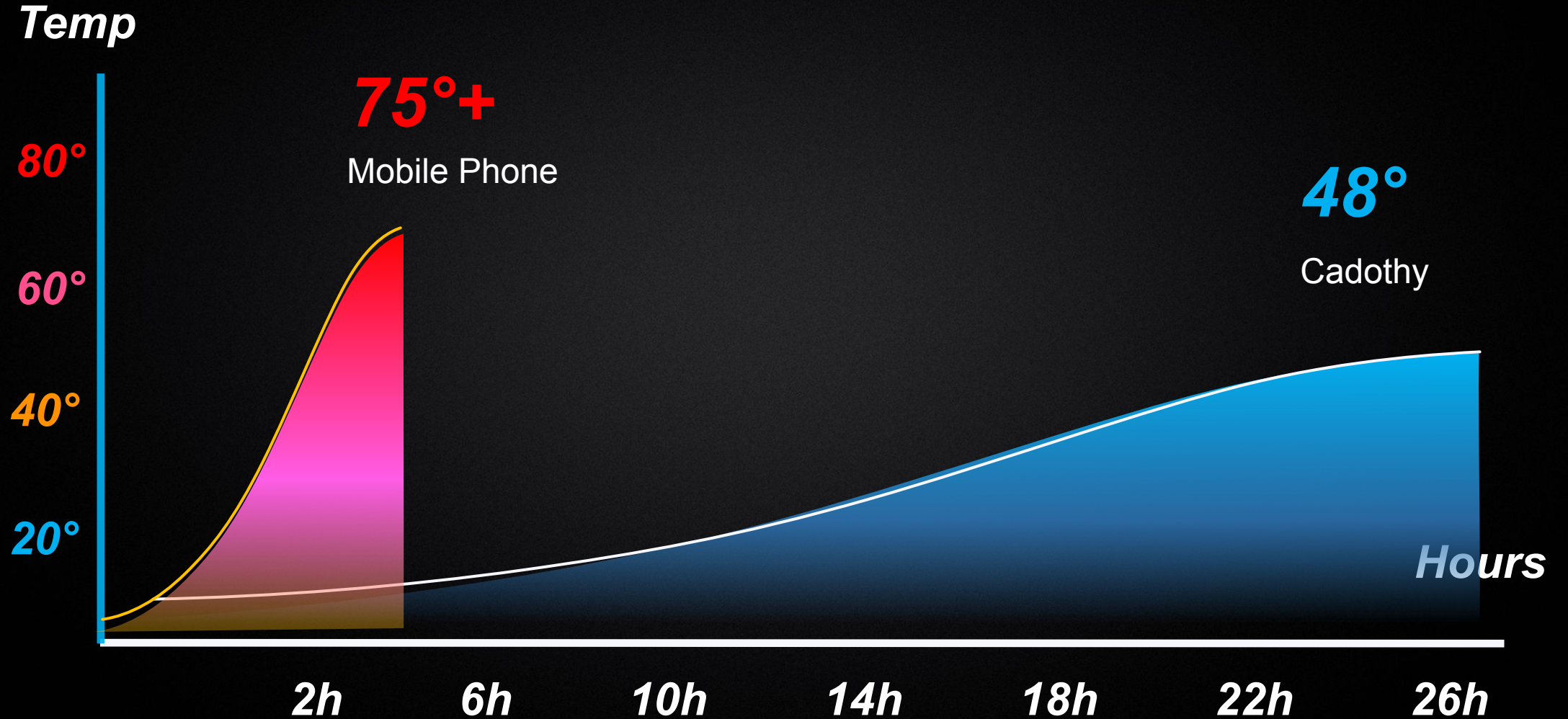
Stable within 48°C

72 hours of live streaming



Temperature Comparison

Under 24 hours of live streaming



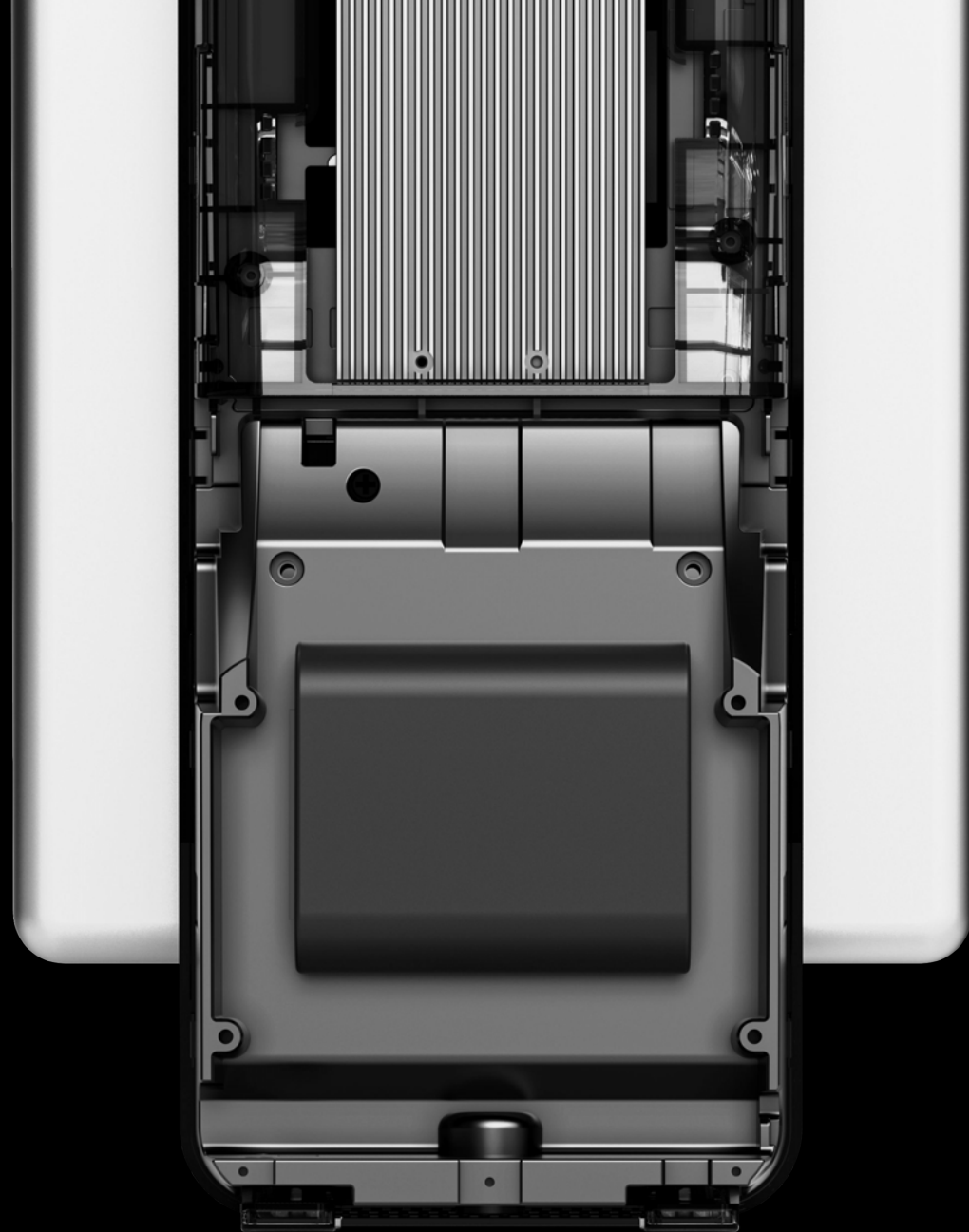
Large Capacity

10000mAh battery

Go Live up to 4 hours

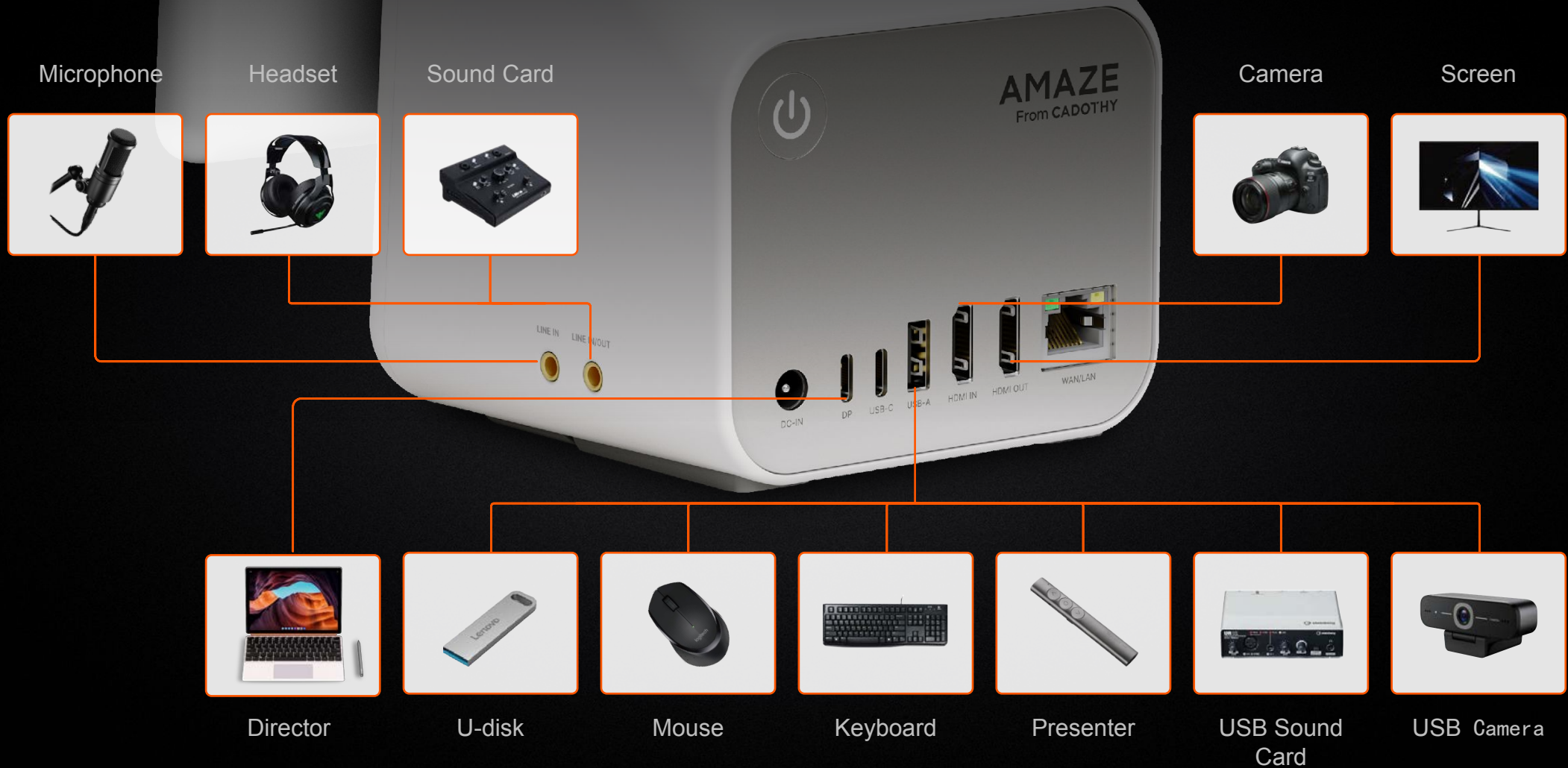
An interactive live TV studio in a
backpack


Live streaming your wonderful life
anytime, anywhere






Rich Interfaces


Meet various live streaming scenarios





-  **50 Megapixels**
1/1.3 sensor size
-  **PDAF**
30ms auto focus
-  **AI color restoration**
As you see

Qualcomm Snapdragon 865
flagship processor



- 8-core 2.84GHz**
- 200 megapixels/s**
- Performance improved by 1.5 times**

Smart Pickup



Professional Cooling

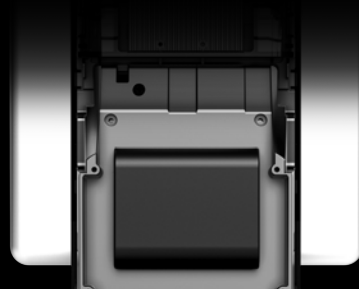


Fast Network



Wi-Fi6

Large Capacity



Flexible scalability



Wireless Live Streaming Console Pad

Productivity tools, Make live streaming infinite possibilities

12 inches

3:2 Screen

2160*1440

2K Resolution

4200mAh

Large battery

10-Points

Multi-touch

Wi-Fi 6

Faster speed

DP

Type-c



Wireless Connection

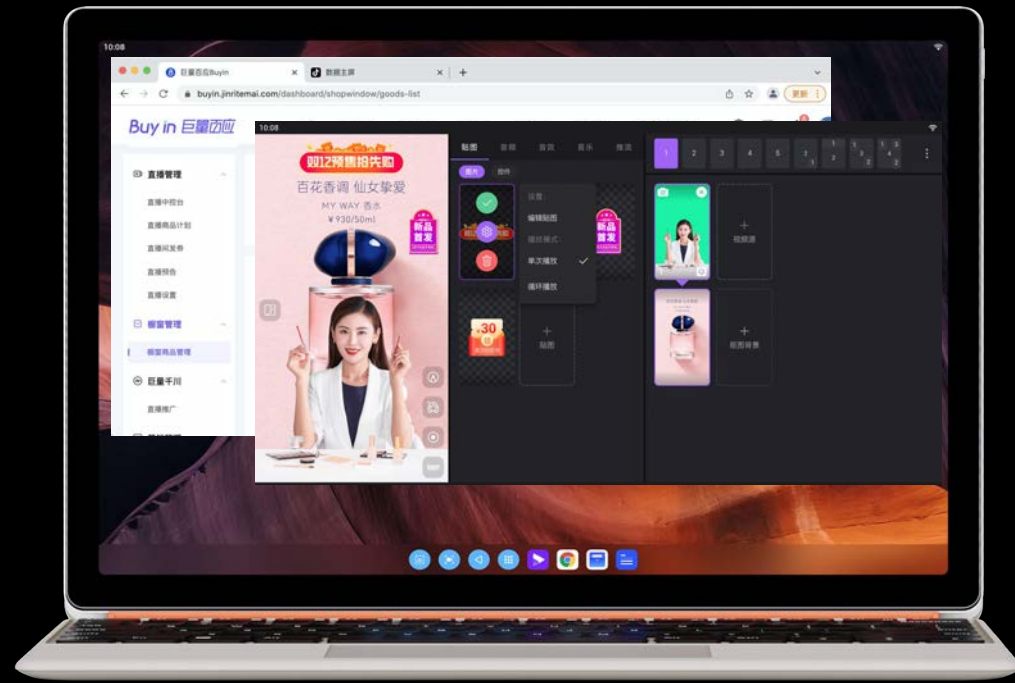
Clean and simple

Improve collaboration efficiency



DOD OS 2.0

Smart Director Desktop Operating System



Multi-tasking in parallel,

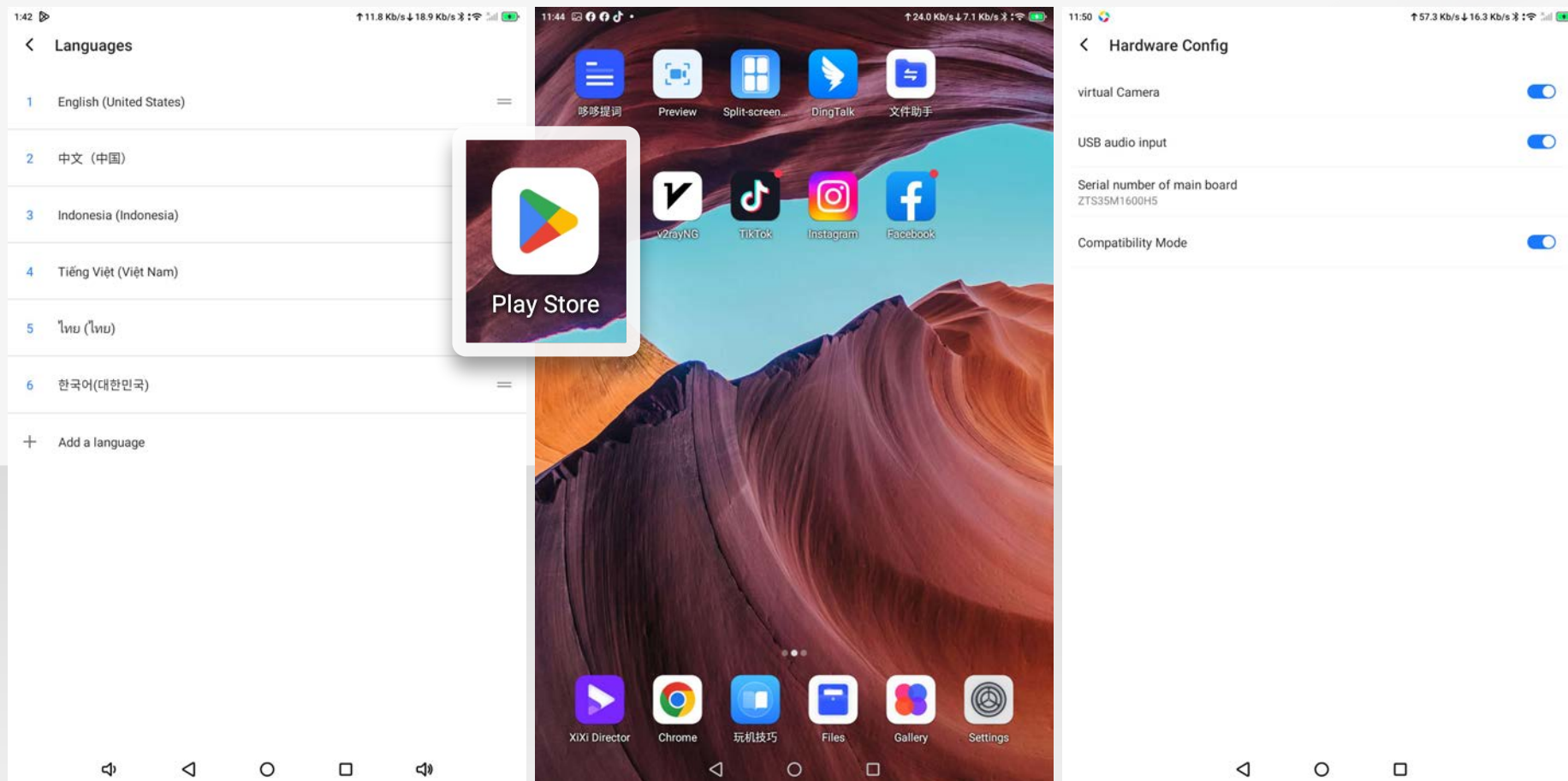
High-frequency apps fixed in the Dock

Localization

Suit the requirements of the locale

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Built-in Play store, supports 6 languages and register by email

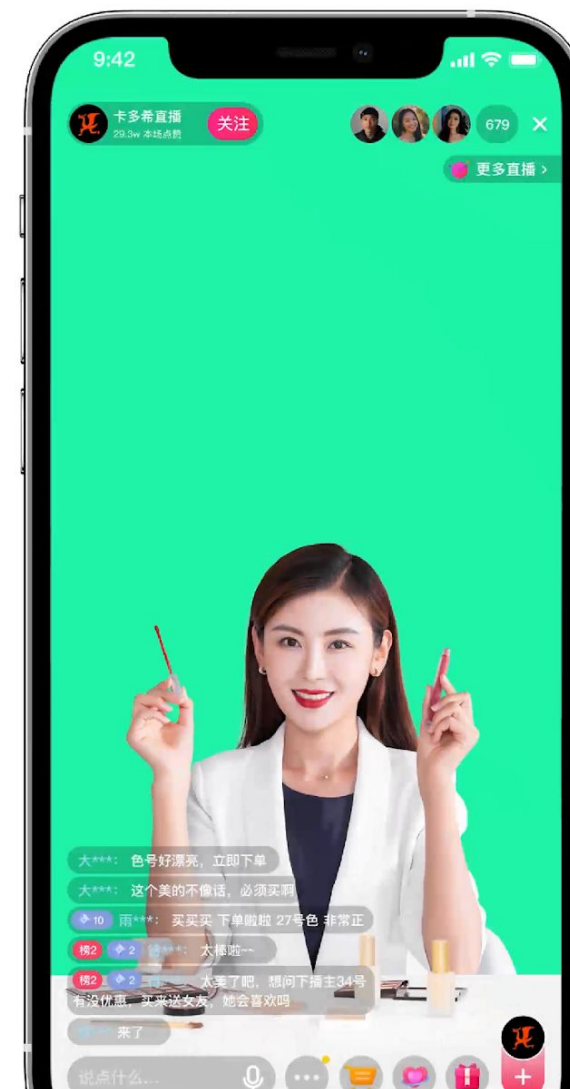
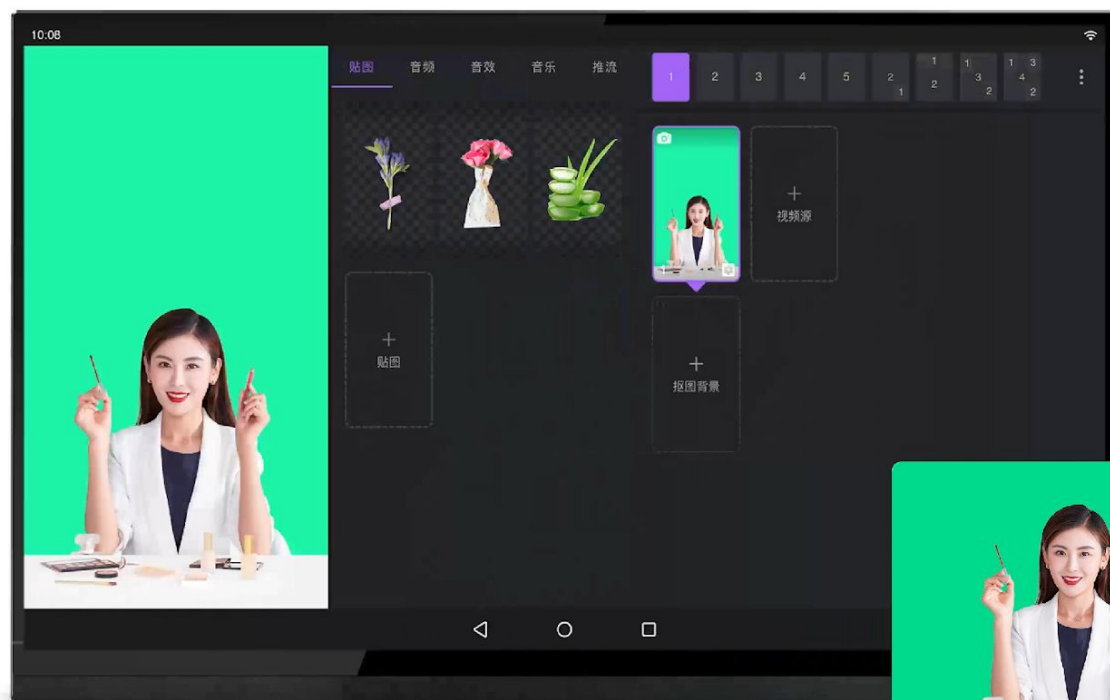


Virtual Background

One-click keying, Create a studio-level live room

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Movie-level keying effect, AI professional strength

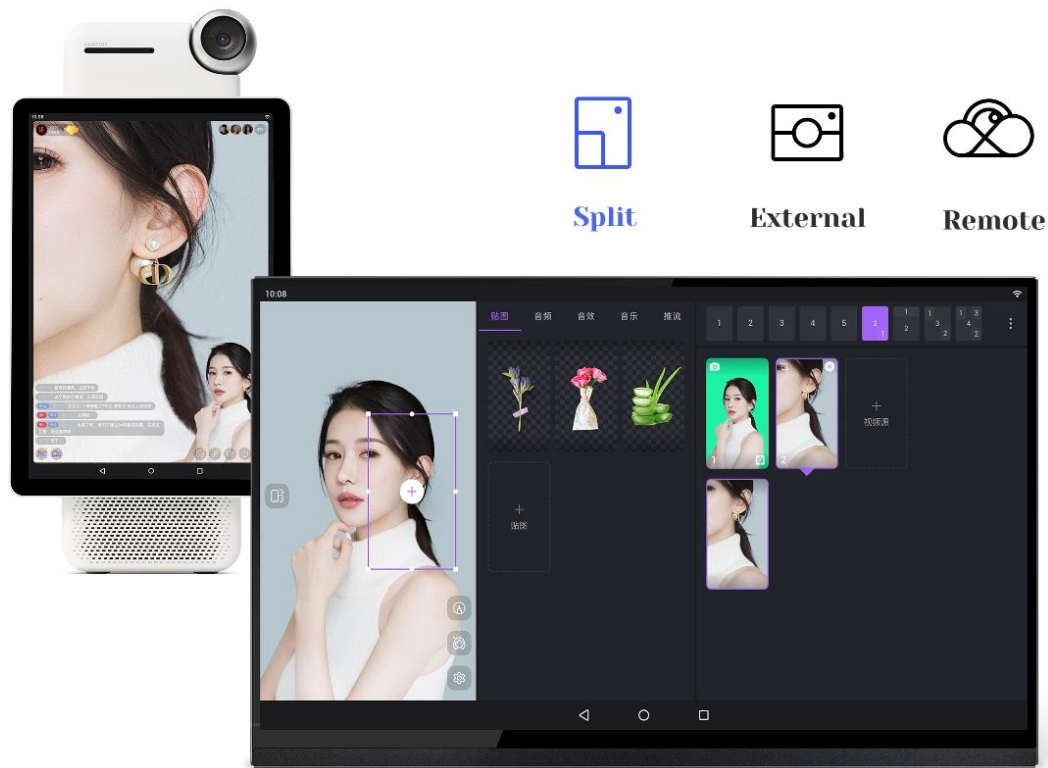


Multi-camera Director

Create an immersive experience from different angles

Built-in panorama, segmented middle shot,
external close-up, remote movement

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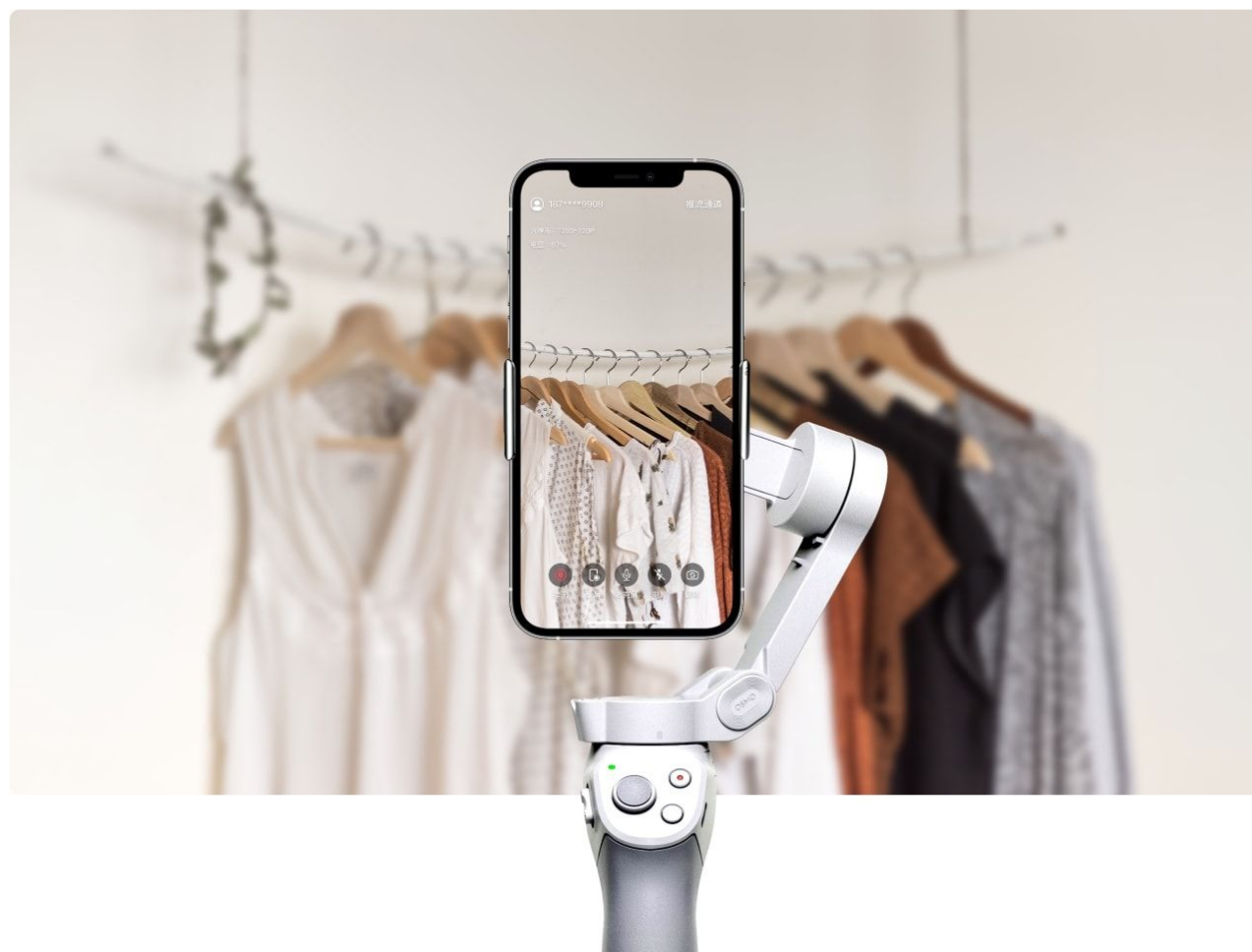


Remote App

Turn your phone into a mobile camera

Store close-up, origin traceability, clear details

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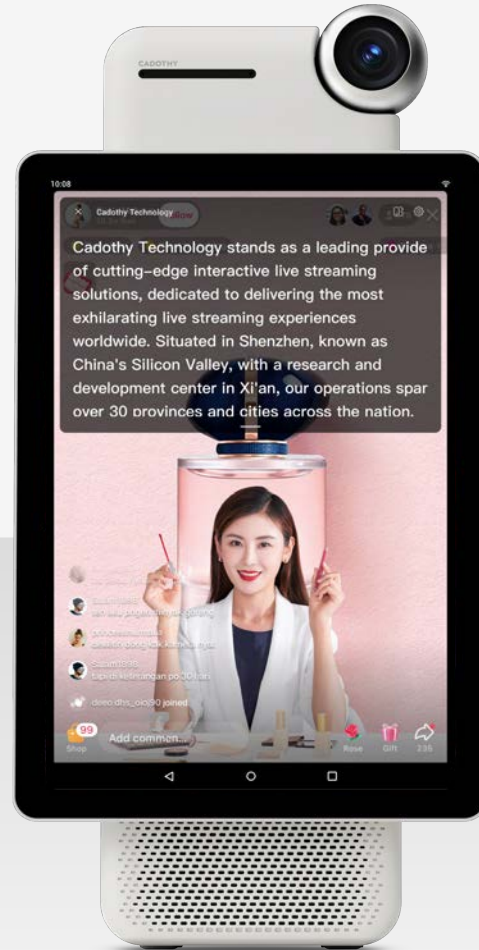
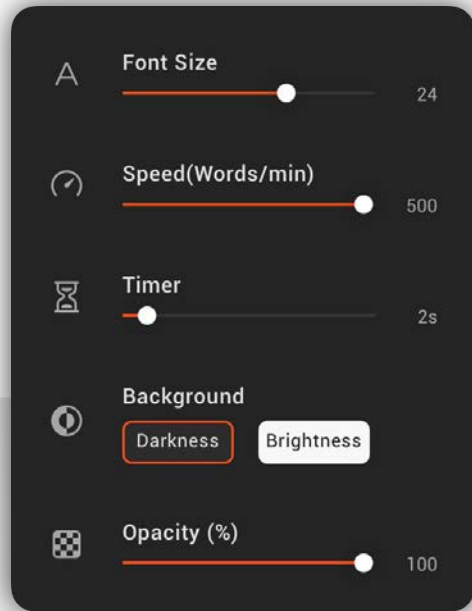


Prompter

Smart auto-play, no need to memorize scripts

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Floating display, Set text size, speed, color as needed

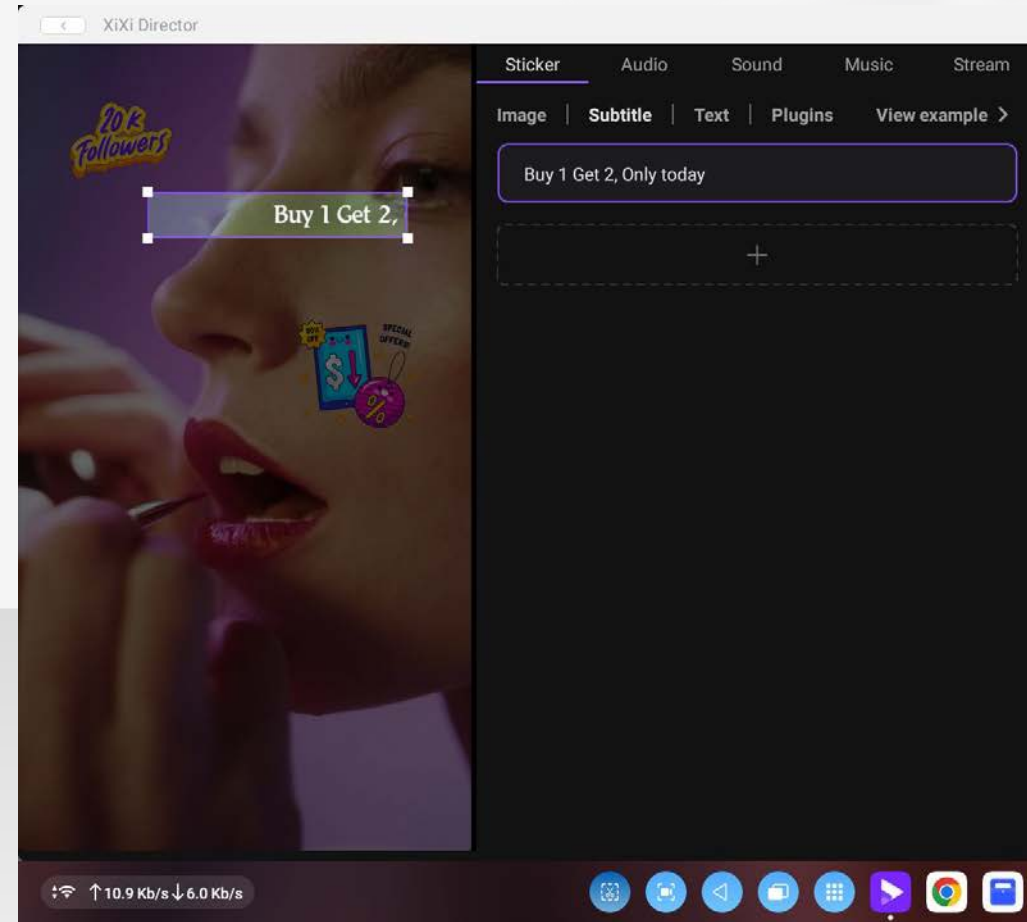
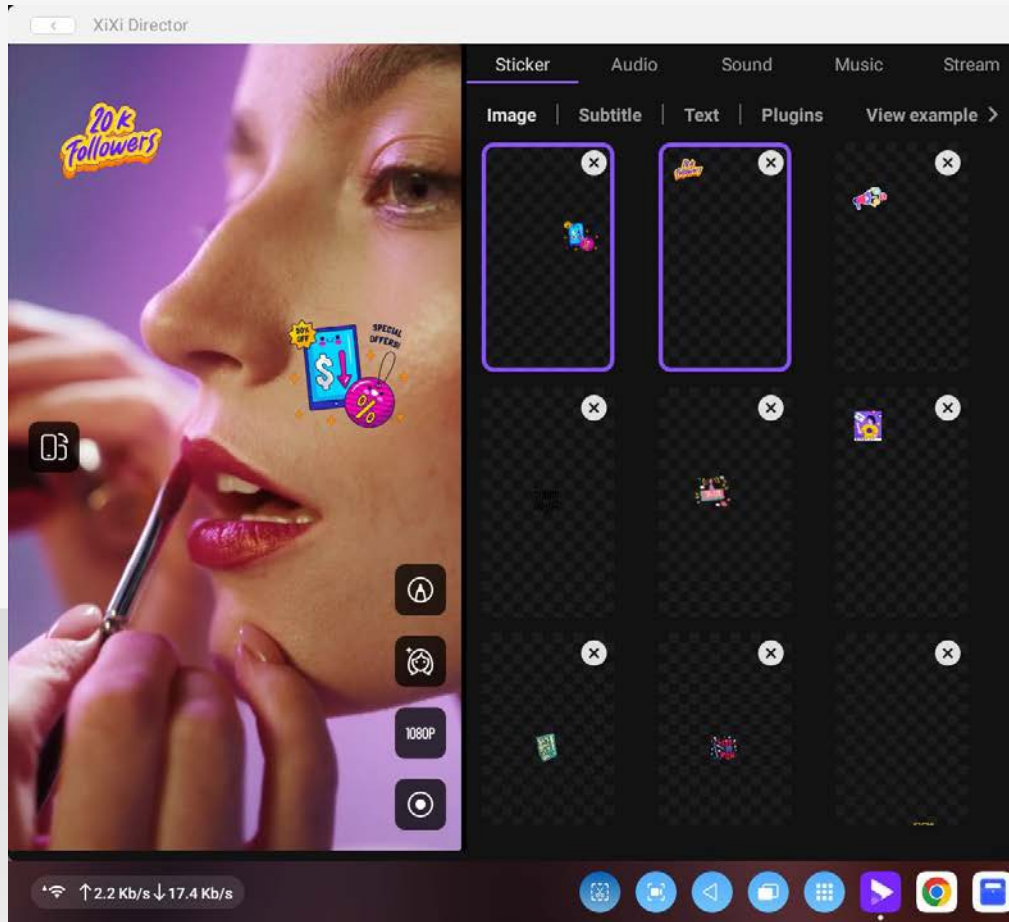


Stickers

Decorate your live room with fun stickers

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Support PNG, GIF files, Custom subtitles and text stickers

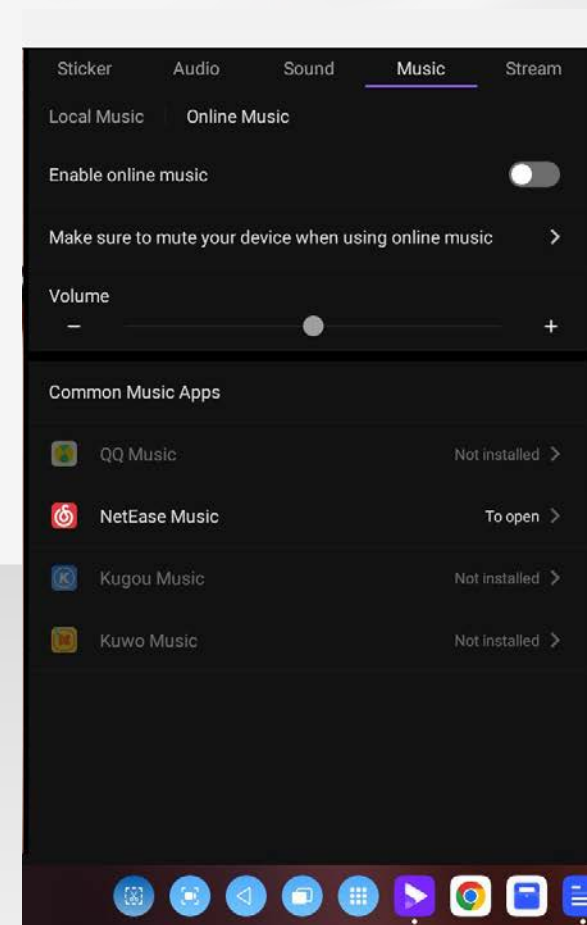
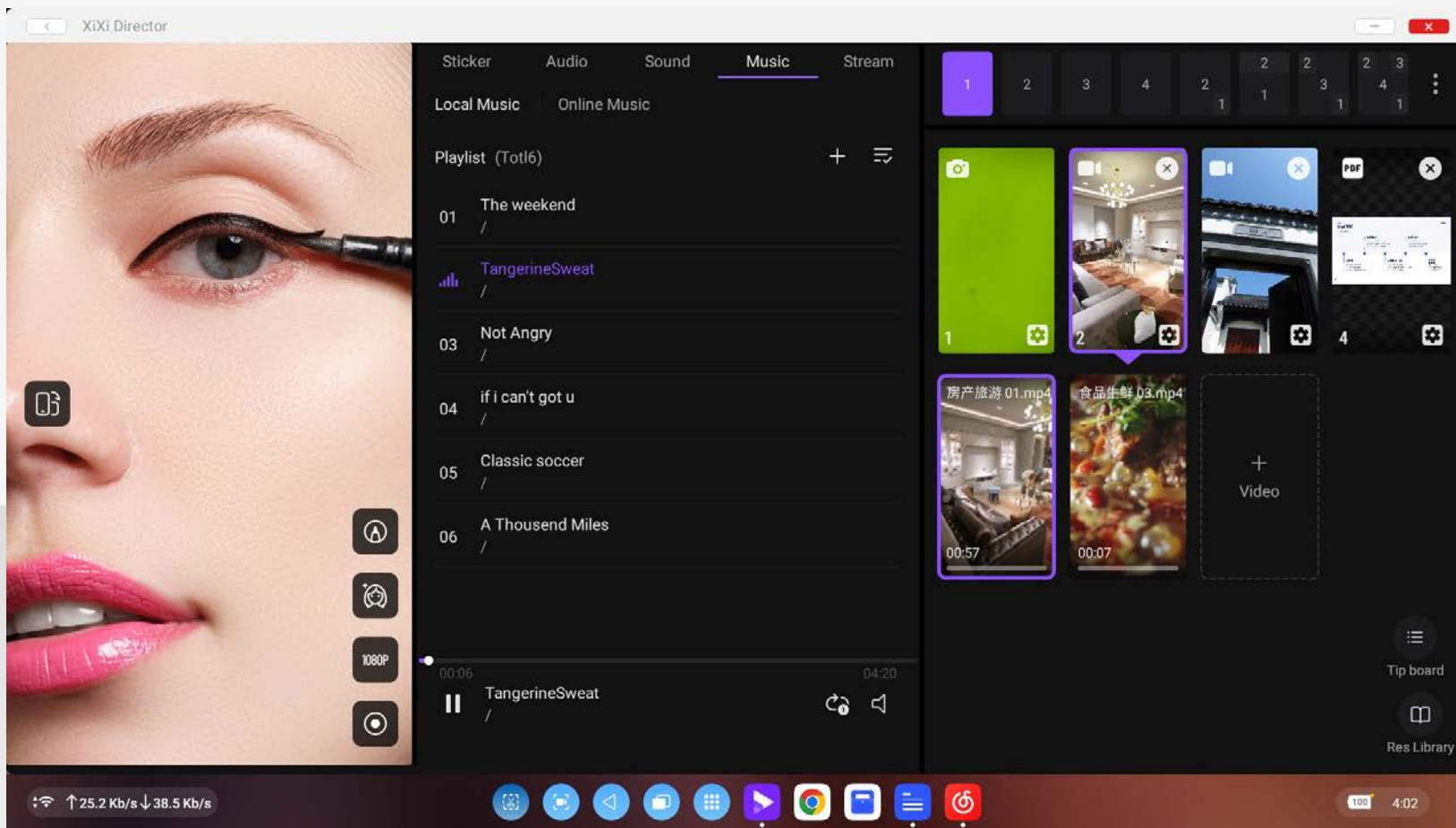


BG Music

Enjoy using most popular songs as background music

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Import mp3 or open supported music applications directly

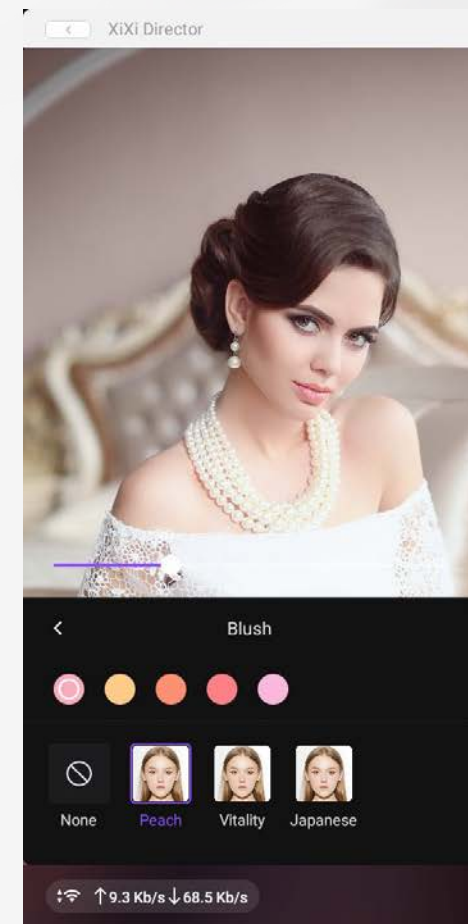
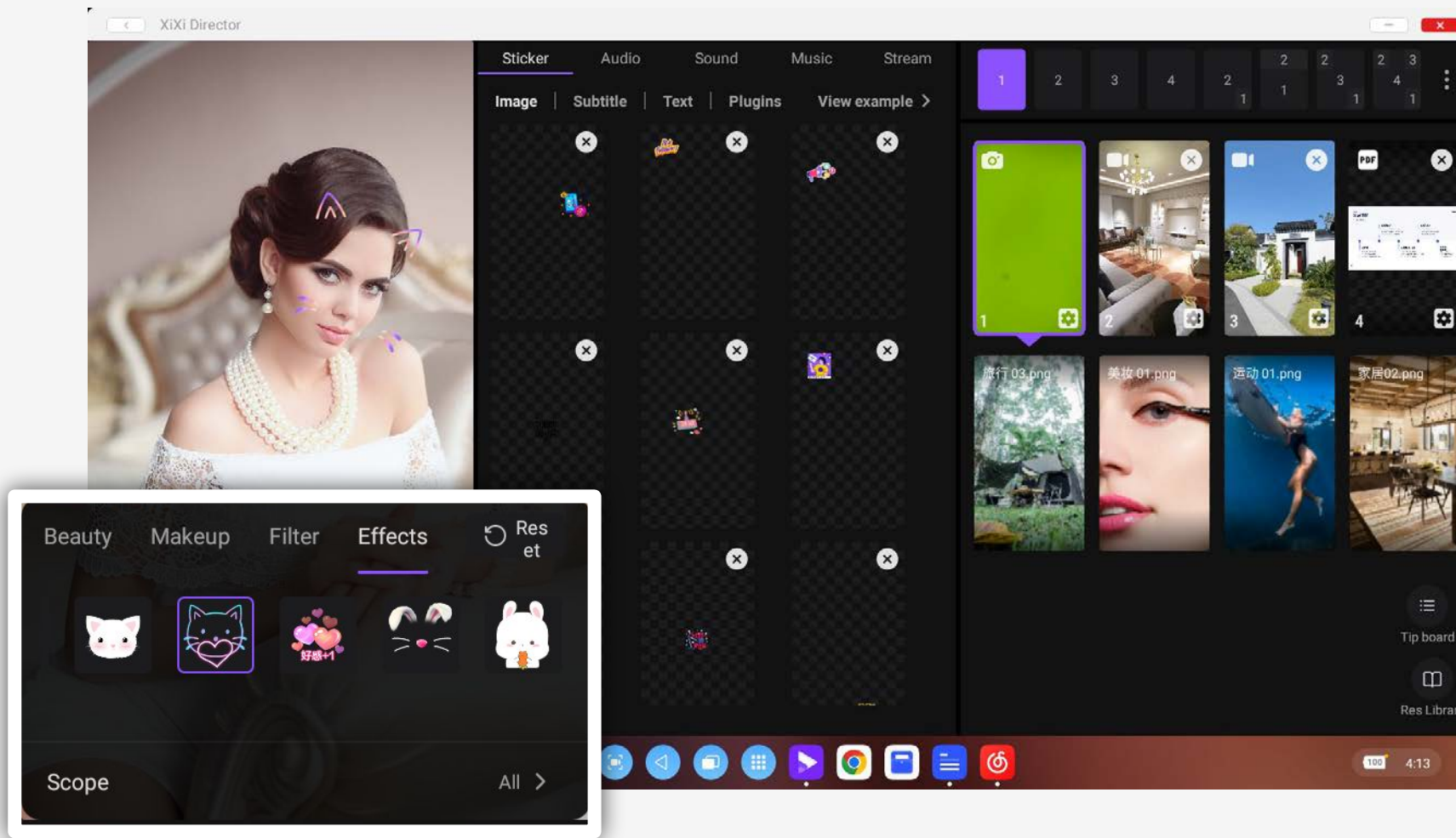


Beauty

Intelligent beauty solution, make you more beautiful

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Most advanced intelligent detection and image rendering algorithms

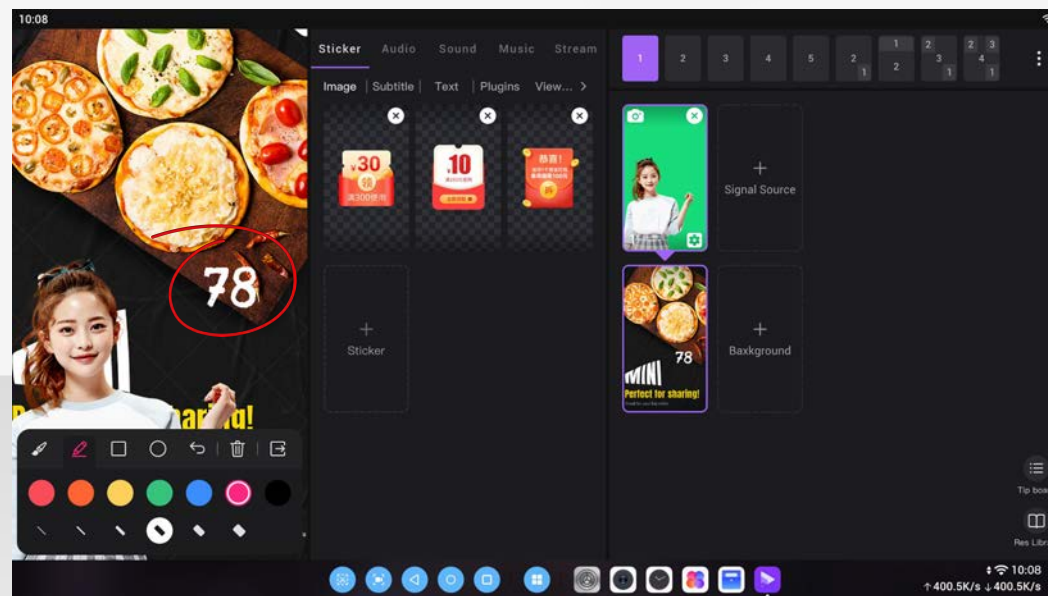
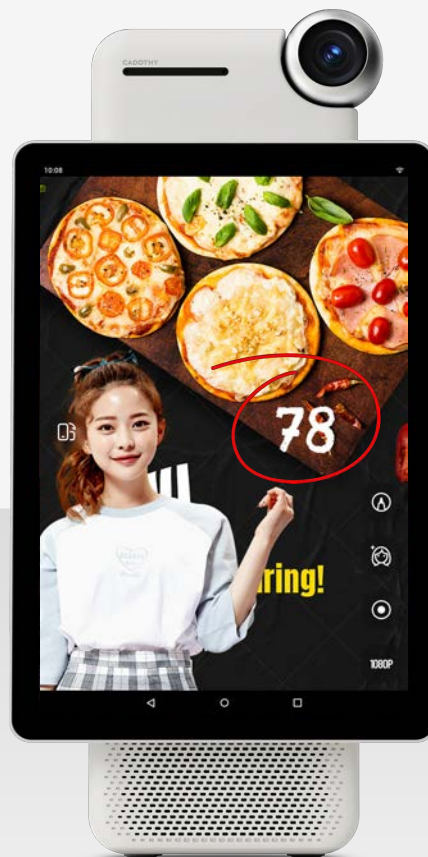
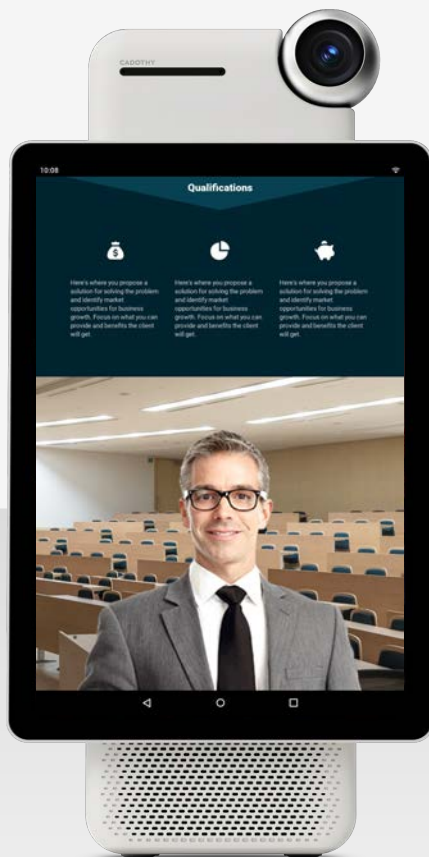


Markup

Silky marking like pen and paper

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Mark key information at any time



Whiteboard

Make real-time interactive teaching easier

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Multi-touch, built-in keyboard, active pen, Meet various teaching needs

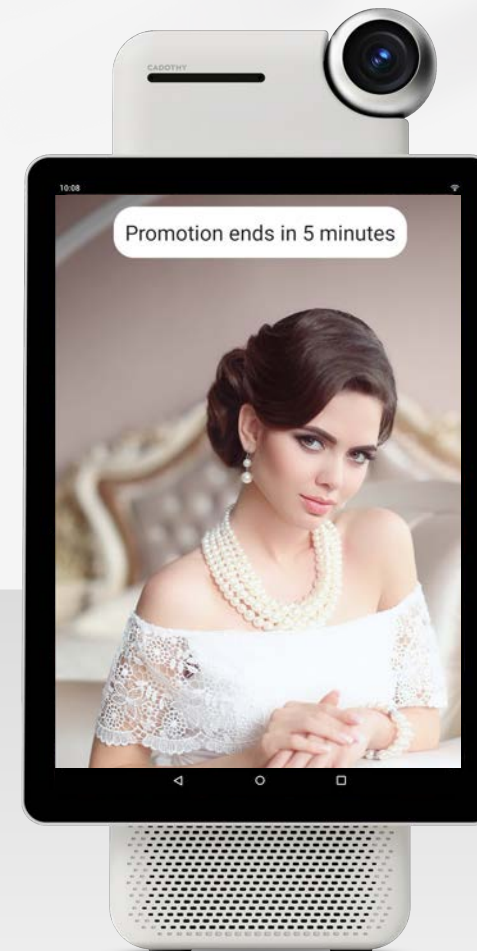
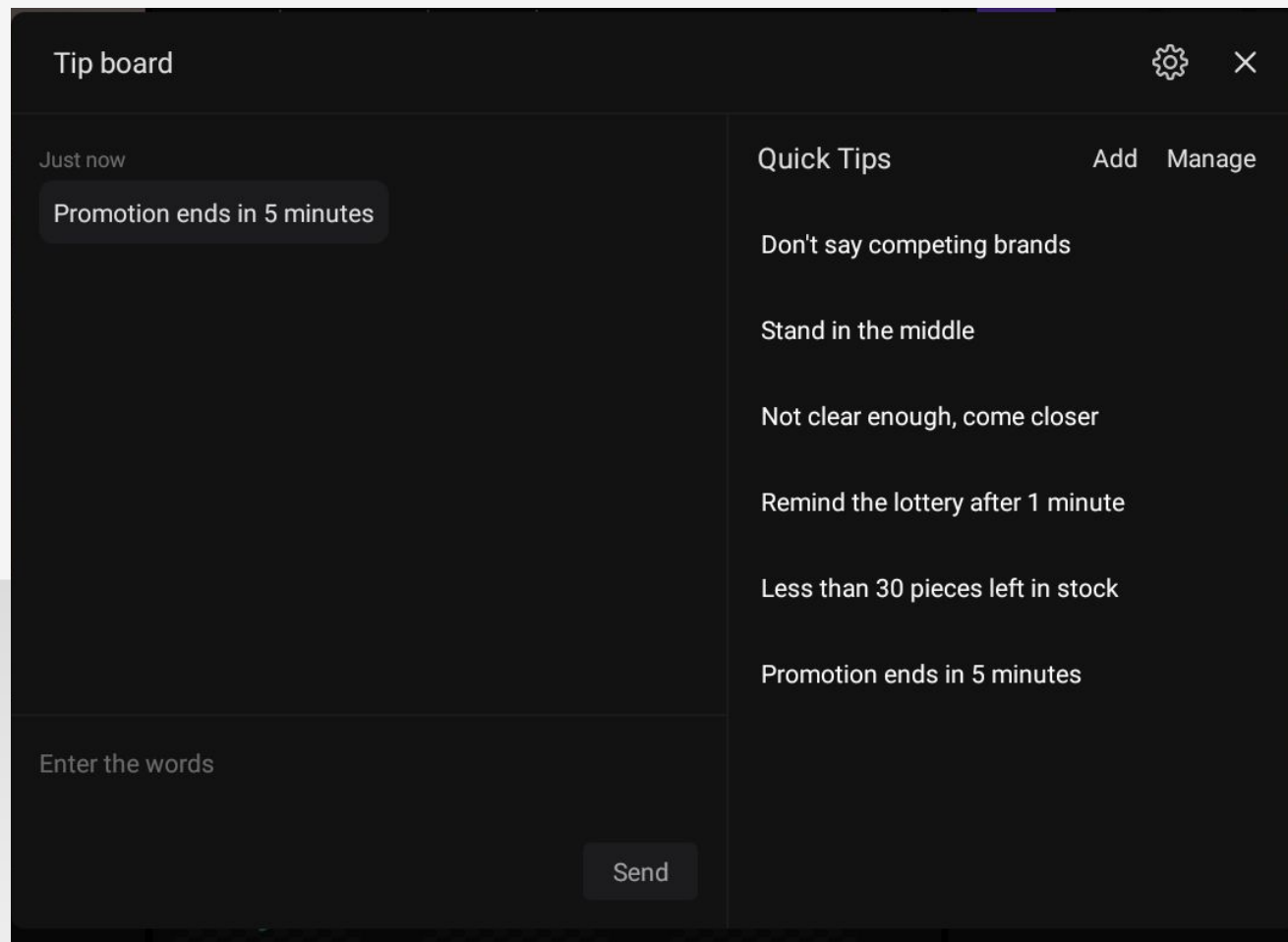


Tip Board

Remind the anchor Silently

Say goodbye to the old way, only visible to the anchor

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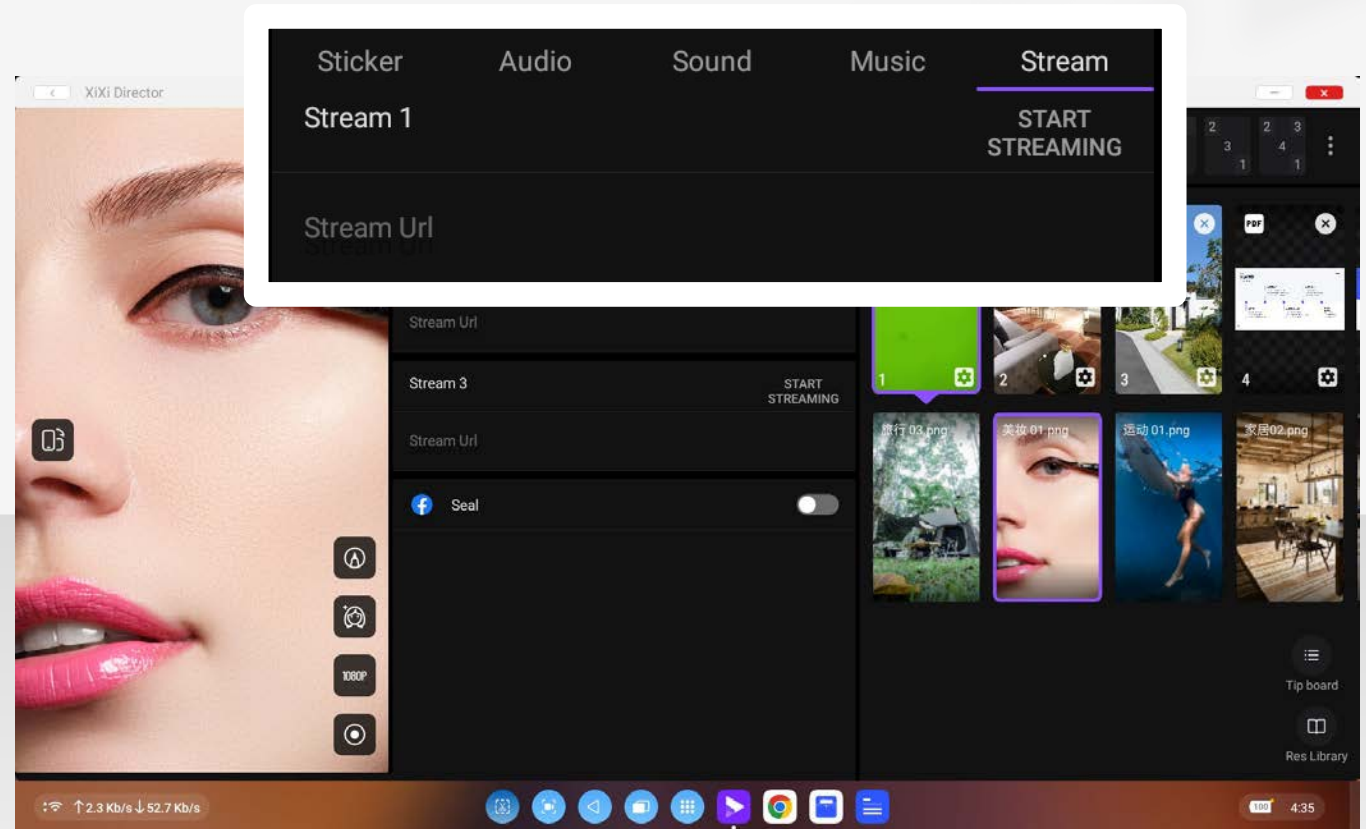
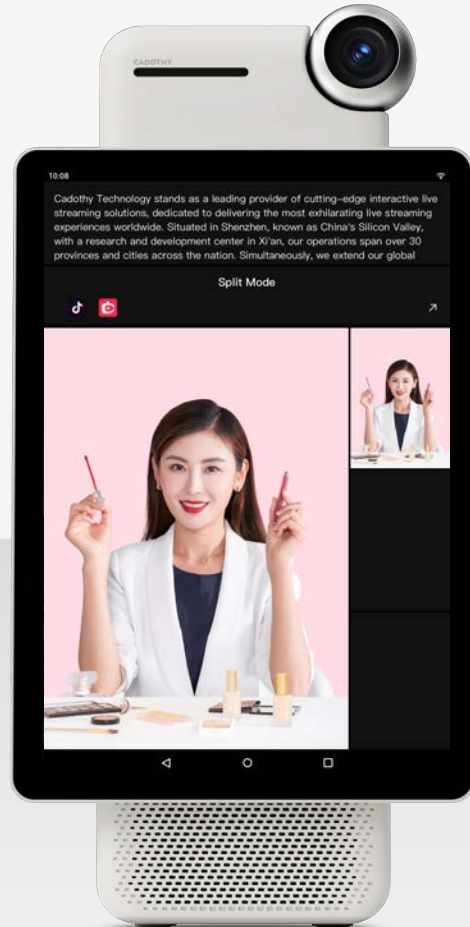


Simultaneous Live

Live streaming on multiple platforms simultaneously

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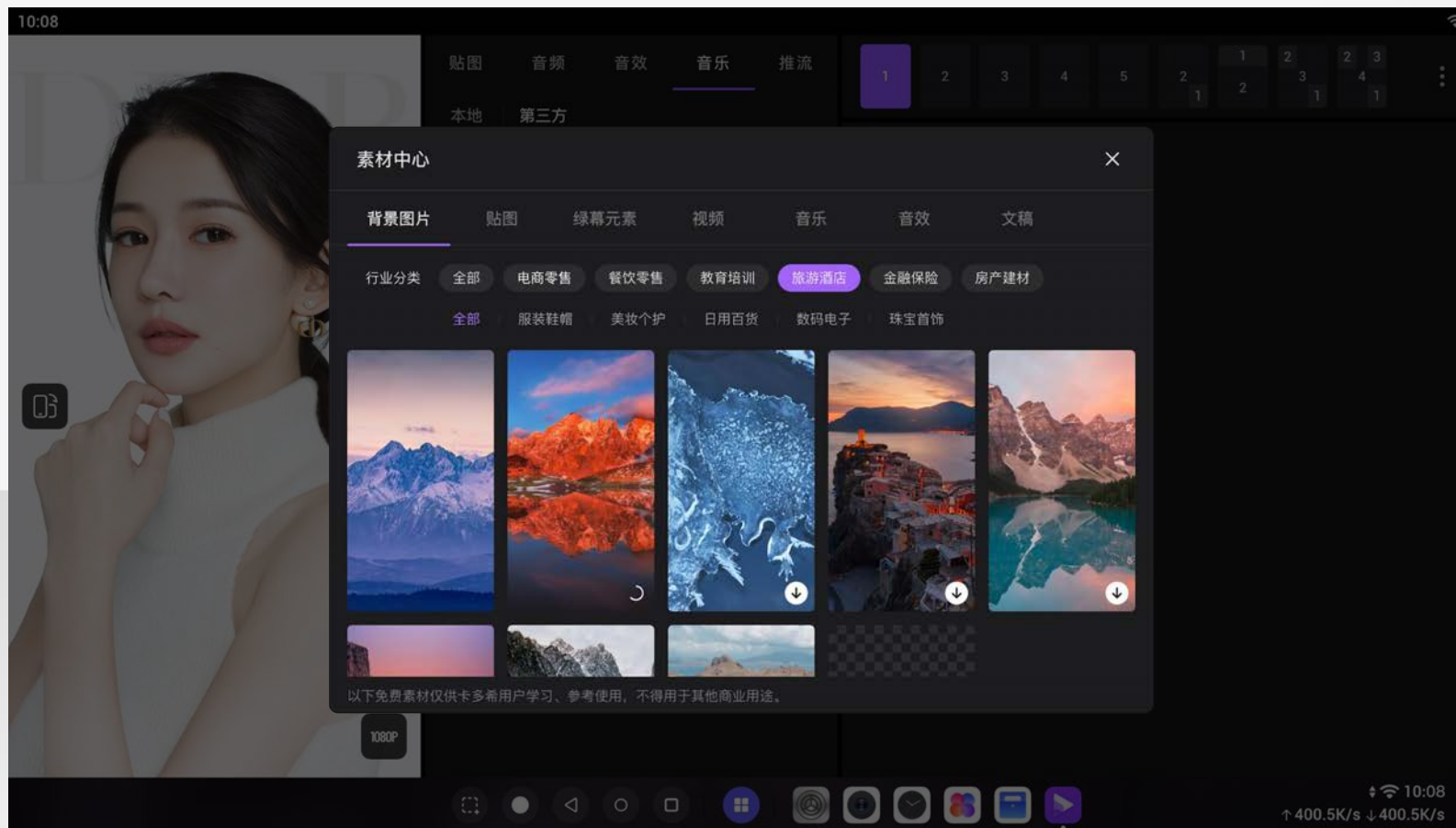
Better than multiple phones, Open multiple Apps or streaming



Resource Library

Built-in high-quality free materials for various industries

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File Transfer

Upload materials to the device wireless

Support phones and computers to upload files

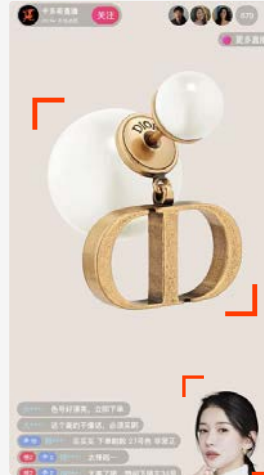
CADOTHY





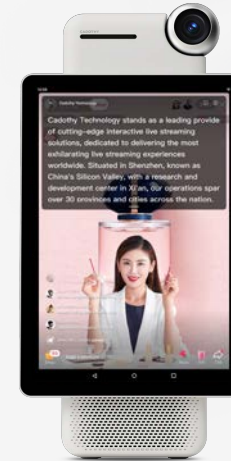
Virtual Live

Green / Blue
Protect Area
Blur



Multi-Camera

Remote App
External close-up
Layout DIY

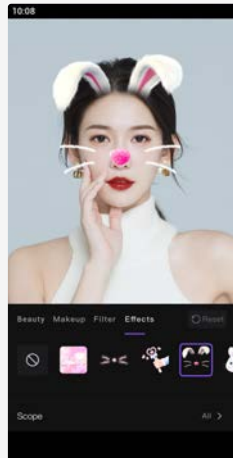


Prompter

Smart scrolling
Adjustable

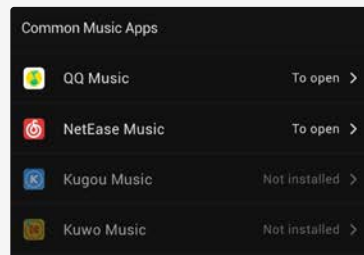
Beauty

Most advanced



BG Music

Local or Online



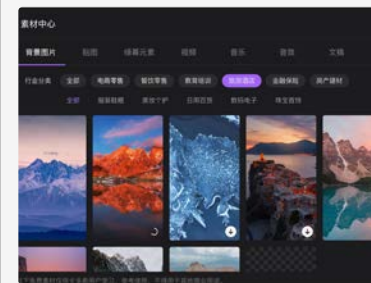
Markup

For Training



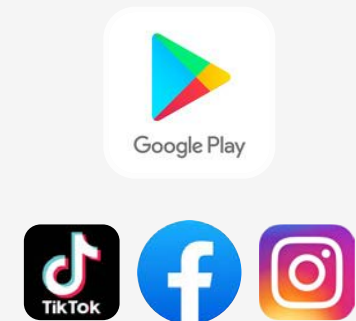
Free Resource

by Industry



Global

Localization



Everything You Want is Available





Ergonomic Shock Absorbing Waterproof Backpack

All of the equipment mentioned above can be packed into this backpack

Ecommerce



Ecommerce



Online Training

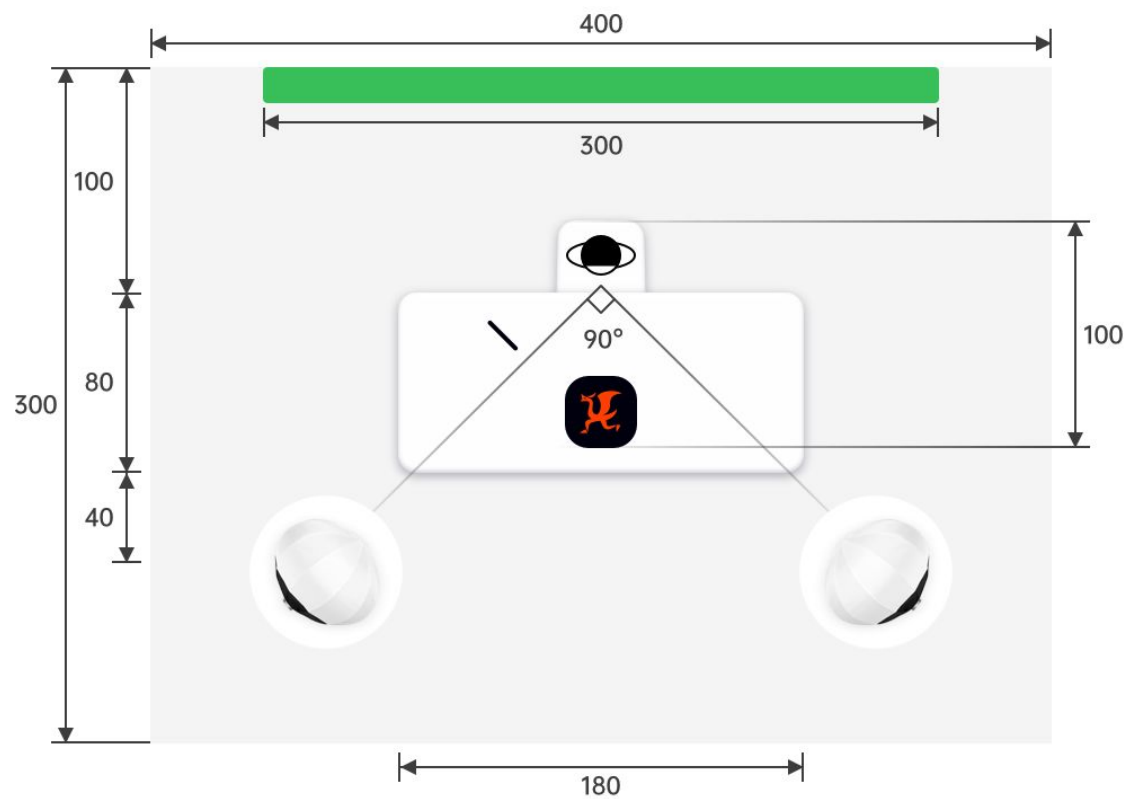


Entertainment



Small Live Room(Within 10 m²)

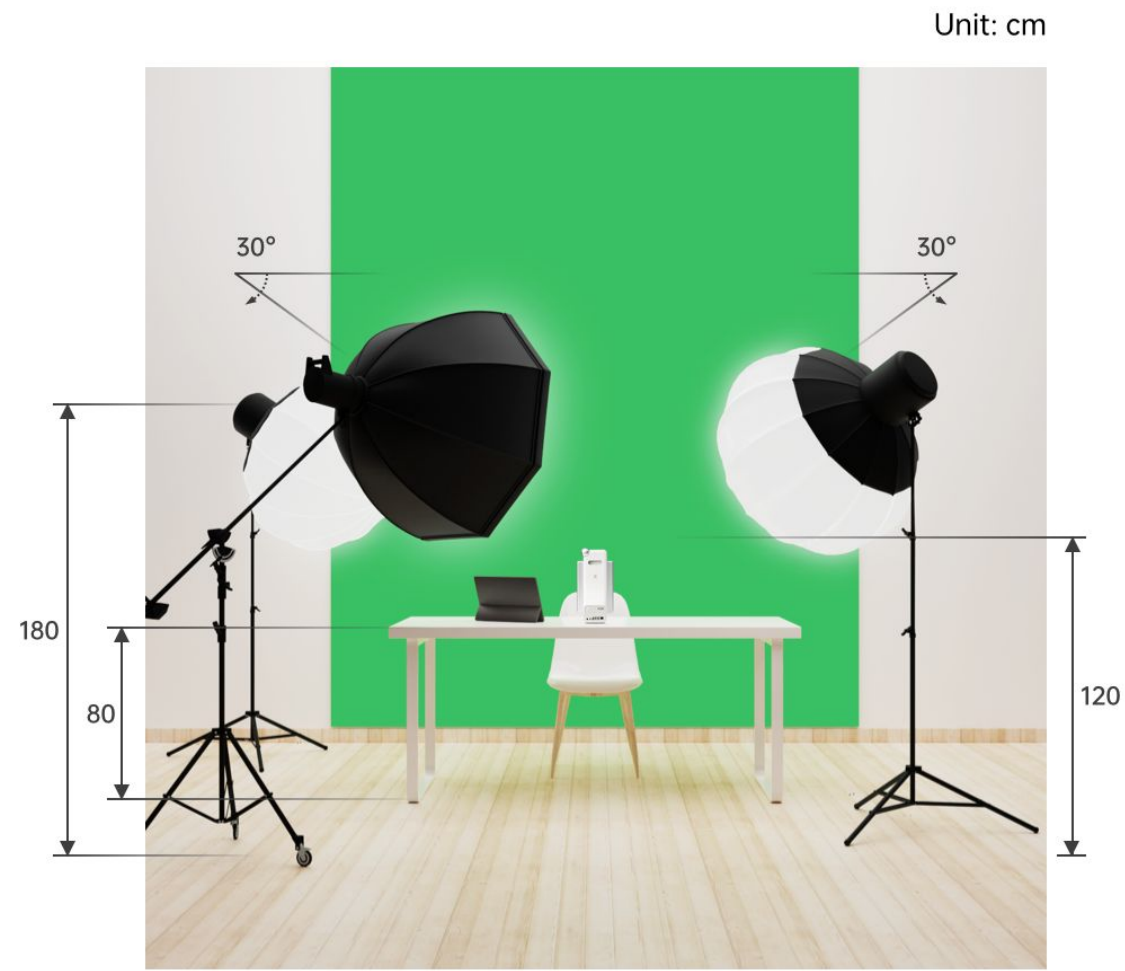
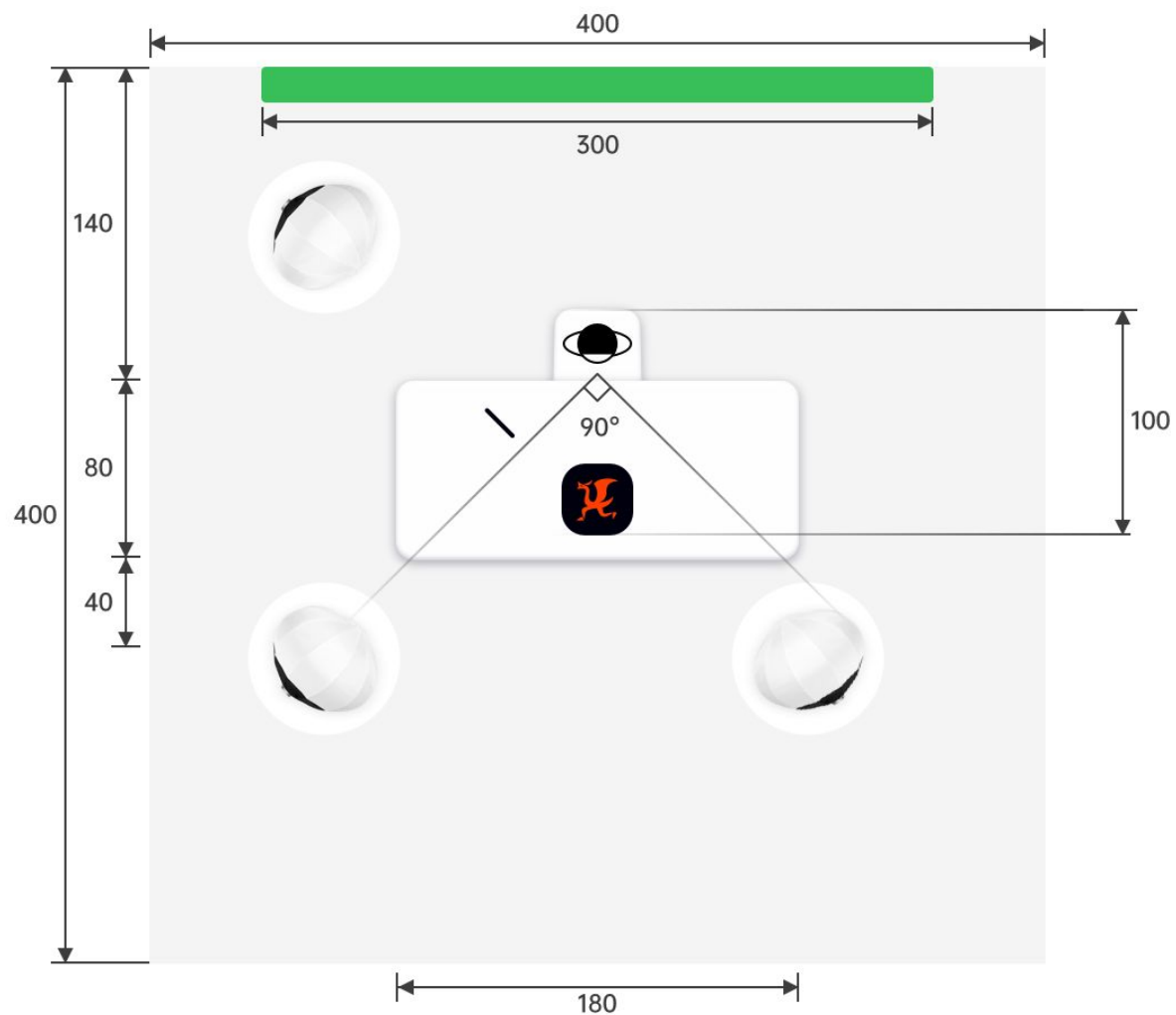
For live streaming of food, digital, training etc.



Reference only, Adjust according to the actual location

Small Live Room(About 15 m²)

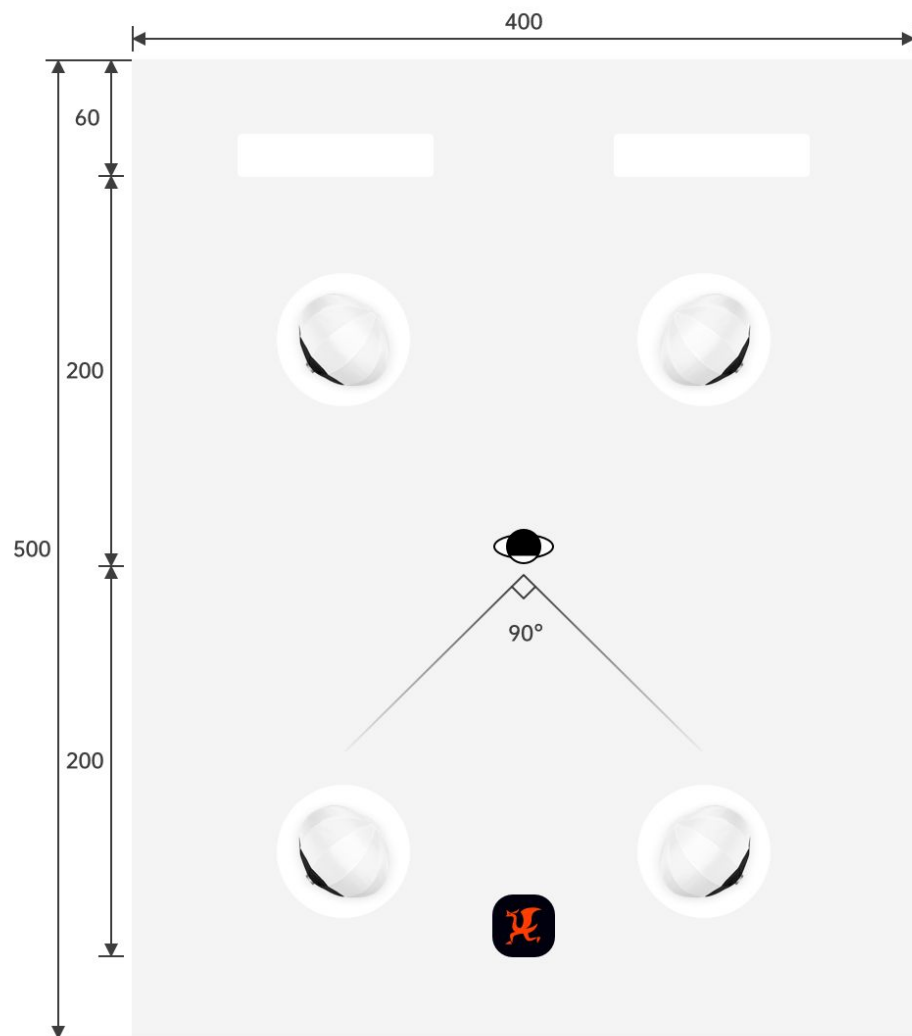
For live streaming of beauty, jewelry etc.



Reference only, Adjust according to the actual location

Big Live Room(20 m²+)

For live streaming of clothing, shoes, hats etc.



Reference only, Adjust according to the actual location



CADOOTHY
卡多希

THANKS

2023

