

Ambient Sync TV Backlight

Smart Lighting Dept





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Market Overview

Non smart and non sync TV light strips are generally homogenized, and the unit price per customer is less than \$20. Screen sync light strips do not have similar products other than Philips and Govee. Philips mainly pushes the \$520 kit, which is too expensive and leads to dismal sales.

Govee basically monopolized the market of screen sync light strip at the price of \$80. In 2021, its average monthly sales reached about 50 thousand PCs, and the average monthly online sales reached about \$4 million. By the end of October 2021, the total shipment volume during the year exceeded 500 thousand pcs, becoming Govee's product with the highest revenue this year and the product with the highest revenue in a single year among all categories, generating sales of \$37 million.

Best Sellers in Rope Lights

#1	#2	#3	#4
 <p>PANGTON VILLA Led Strip Lights 6.56ft for 40-60in TV USB Backlight Kit with Remote-16 Color 5050 Bias HDTV</p> <p>★★★★☆ 40,368</p> <p>\$13.99 - \$25.99</p>	 <p>Govee Immersion TV LED Backlights with Camera, RGBIC Ambient Wi-Fi TV Backlights for 55-65 inch TVs PC, Works with Alexa &...</p> <p>★★★★☆ 9,117</p> <p>\$83.99</p>	 <p>Ollny LED Rope Lights 100 LED/33ft Christmas Lights Outdoor, IP65 Waterproof Fairy Tube Twinkle String Lights, USB Powered & Timer, 4...</p> <p>★★★★☆ 4,370</p> <p>\$29.99</p>	 <p>ANJAYLIA LED Rope Lights Outdoor, 66Ft 200 LED String Lights Waterproof, Multi-Color Fairy Lights for Bedroom 5.5mm Large Diameter...</p> <p>★★★★☆ 1,968</p> <p>\$25.99 - \$38.99</p>

Market Potential

• Transformation

- Non-smart and non-screen sync light strips are homogeneous, with low unit price per customer and thin profit, which are in urgent need of product upgrade and industrial transformation.

• Smart Products

- Smart sync TV screen light strip has no similar products except Philips and Govee.

• Head To Head Competition

- Philips sold poorly due to its high price. Govee focuses on cost performance and monopolizes the market of screen sync light strip with low price.

Market Trend



Philips Hue, a leading brand of ambient lighting, has built a full-scene entertainment lighting consisting of games, movies, and music, of which the screen-sync strip is an important part of the game and movie scenes.

In September 2021, the company released a variety of new products such as floor lamps, table lamps, light bars, etc., focusing on the screen synchronization ability, broadening the application field of ambient entertainment lighting.



Govee, which mainly focuses on the North American e-commerce market, launched screen-sync strips and screen-sync lamp posts in 2020, and launched light strips, lamp post kits and large-size TV screen-sync strips in the second half of 2021.

It can be seen that the lighting market with screen synchronization has great potential and will become the main battlefield of ambient lighting manufacturers.



User Portraits And Application Scenarios

Users are mainly post-80s and post-90s, who have independent economic ability and pursue superior audio-visual and game experience.

Most users are those who have high requirements for home theater-style audio and video, with independent housing and living space, and purchase products to decorate the TV background wall to achieve the effect of sync the lighting with the film and television screen.

For most customers who are already equipped with 4k TVs and stereos, the setting of lighting synchronization has become a new trend.

Other users are mainly post-90s e-sports players and e-sports anchors, who are used to decorating e-sports rooms to achieve cool lighting effects. E-sports players have higher requirements for lighting decoration, and prefer to use RGB mainframe, RGB mouse, RGB keyboard, and other devices. The light-synchronized backlight provides players with a new immersive experience during games and live broadcasts.

Videos



RGB E-sports





Solution 1:

Camera Screen Sync Controller



Products Comparison

Brand	Tuya	智*
Calibration process	 Automatic calibration	 Manual calibration
Number of scene modes	40	12
Infrared function	Phase II supports infrared remote control	Infrared is not supported
Expansion ability	Reserved interface supports light bar expansion	Light bar expansion requires the purchase of new hardware
Whole house lighting	Support whole house linkage OTA upgrade	The whole house linkage needs to buy new hardware

Panel Name: screen synchronizer D001P

I . Light control

1. brightness control
2. CCT control
3. color control

II. Scene mode

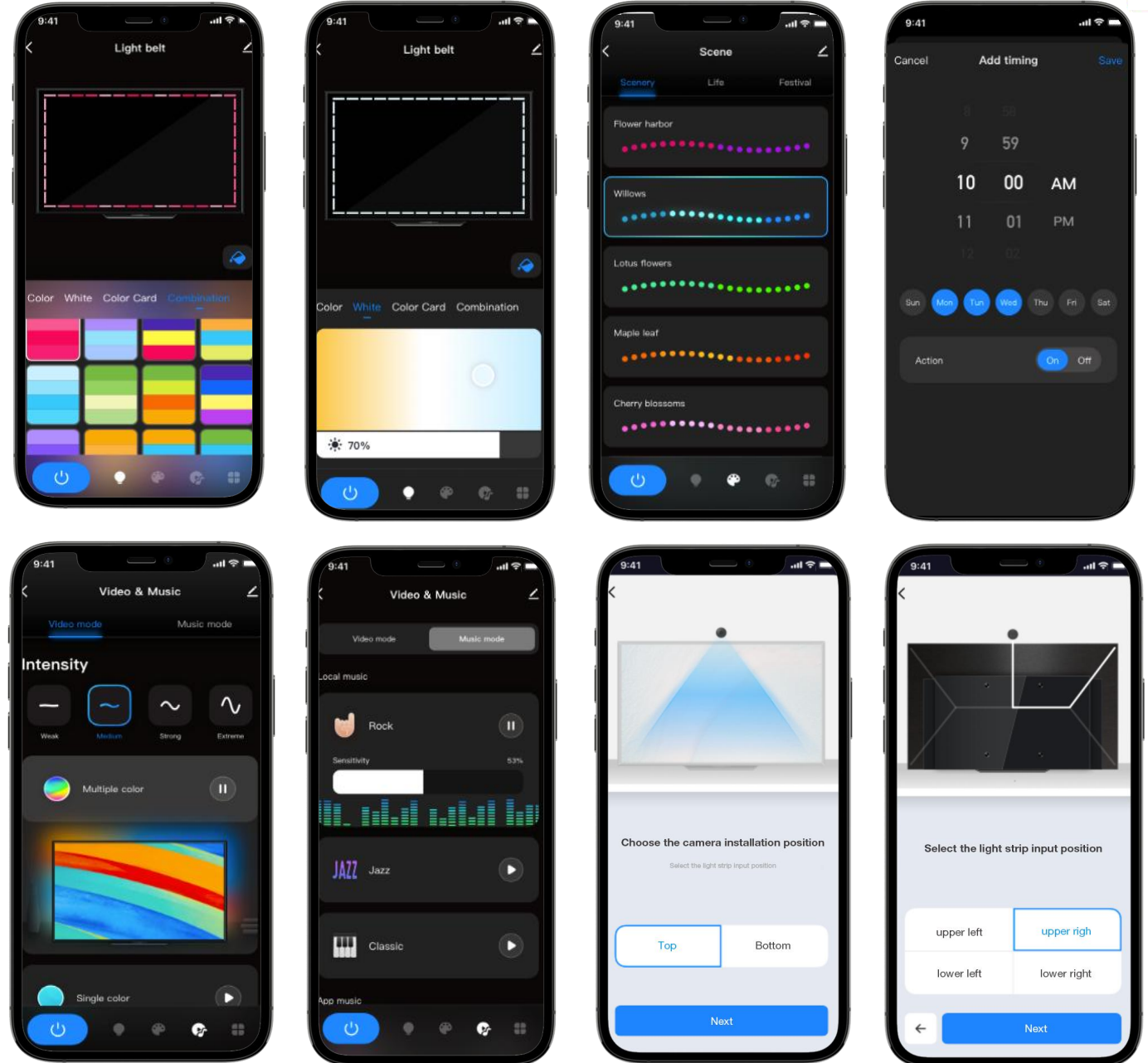
III. Video & music mode

1. Pixel & RGB video mode
2. App & saved music mode

IV. Time scheduling

1. timing
2. countdown

V. Initialize calibration



I. Light Control

1、White control

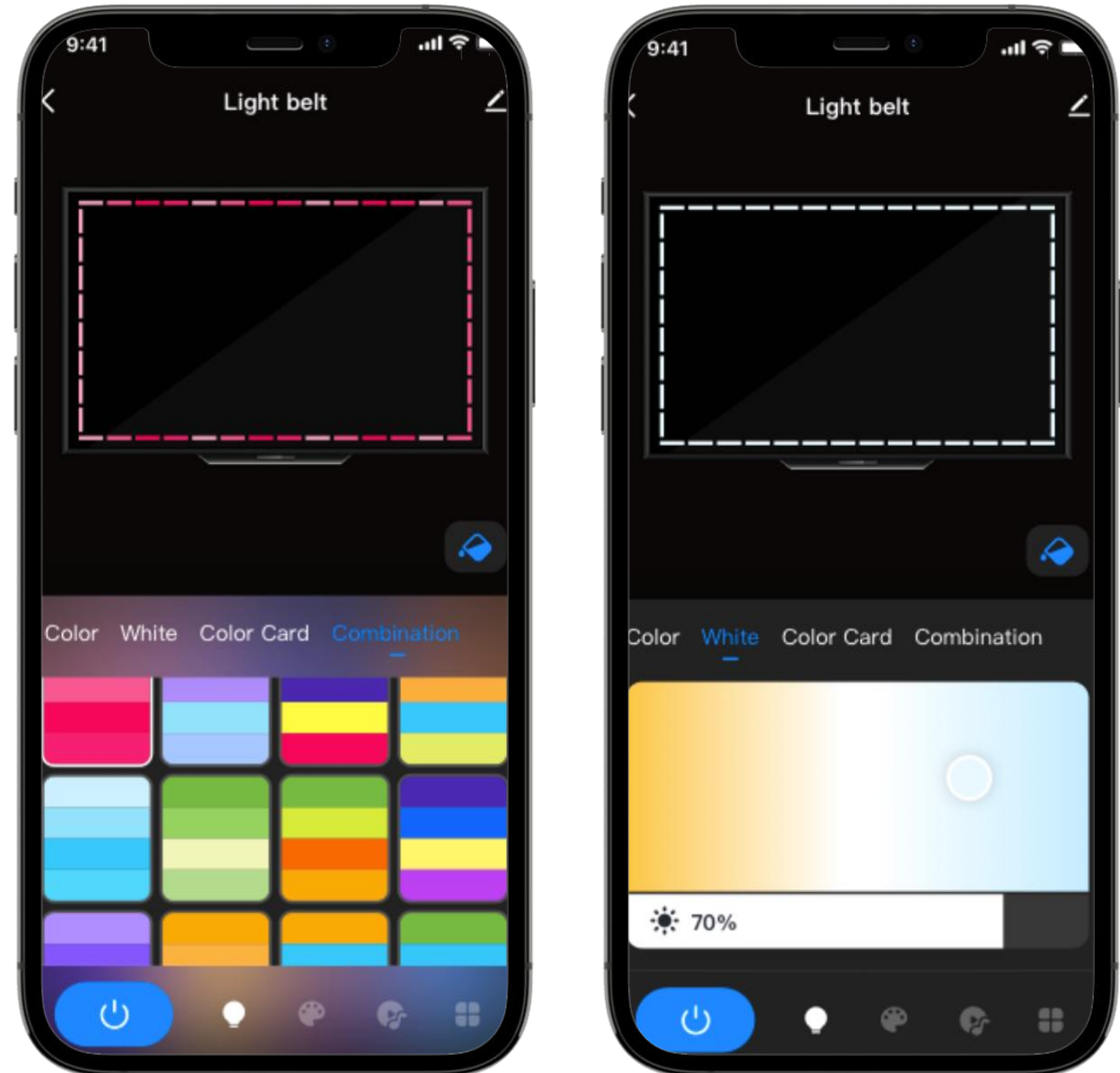
Support brightness and CCT adjustment of white light.

2、RGB control

Support color adjustment through color card or combination color.

3、Color matching

Support to select all in the light strip area, or apply in sections for DIY color matching.



II. Scene Mode

1). 8 Festival themes

Christmas, Valentine's Day, Halloween, Thanksgiving, Forest Day, Mother's Day, Father's Day, Football Day

2). 20 landscape themes

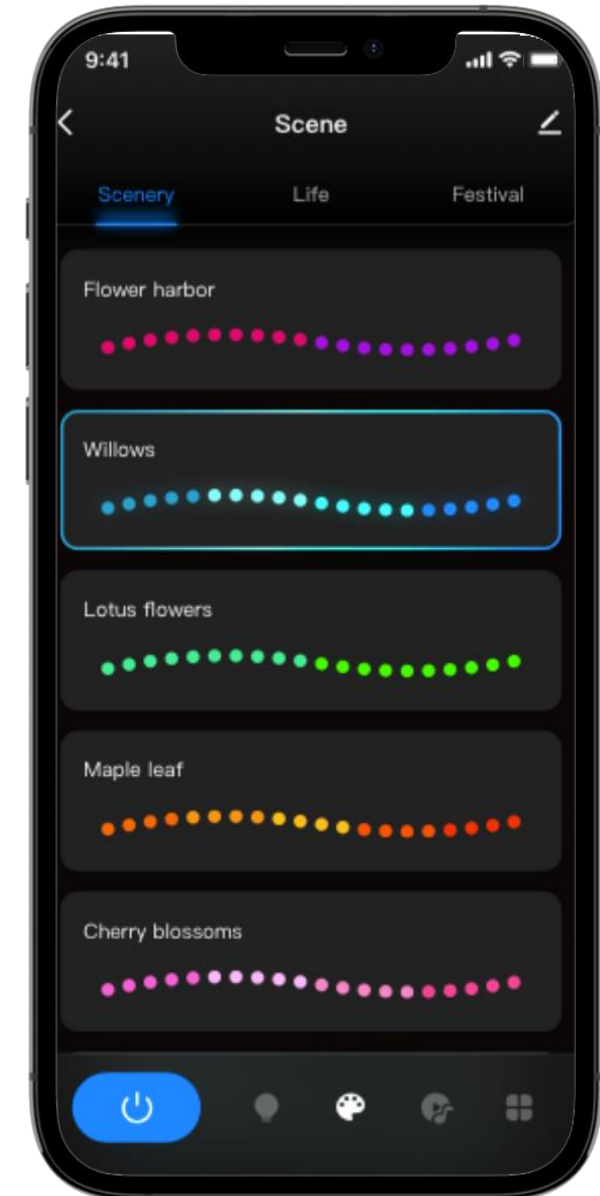
Iceland Blue, Glacier Express, Sea of Clouds, Fireworks at Sea, Cabin in Snow, Firefly Night, Land of the North, Green Grass, Aurora Borealis, Late Autumn, Dream Meteor, Early Spring, Spring Tour, Night Sail, Wind Chimes, City Lights, colored marbles, summer train, Christmas eve, magic sea

3). 8 daily themes

Games, Holidays, Work, Parties, Trends, Sports, Meditation, Dating

4). 8 mood themes

Summer Pastoral, Sea Dreams, Love and Dreams, Spring Fishing, Neon World, Dreamland, Summer Wind, Journey to the Planet



III. Video & Music Mode

1. Video Mode

Intensity control: The max brightness of the light strip changes according to the choice of intensity.

Pixel mode: The light strip changes color in segments according to the colors of different areas of the screen.

RGB mode: The light strip displays a color according to the theme color of the screen.

2. Music Mode

App Music: Rhythm, Game, Romance

Saved music: Rock, Jazz, Classic, Energy, Spectrum, Roll



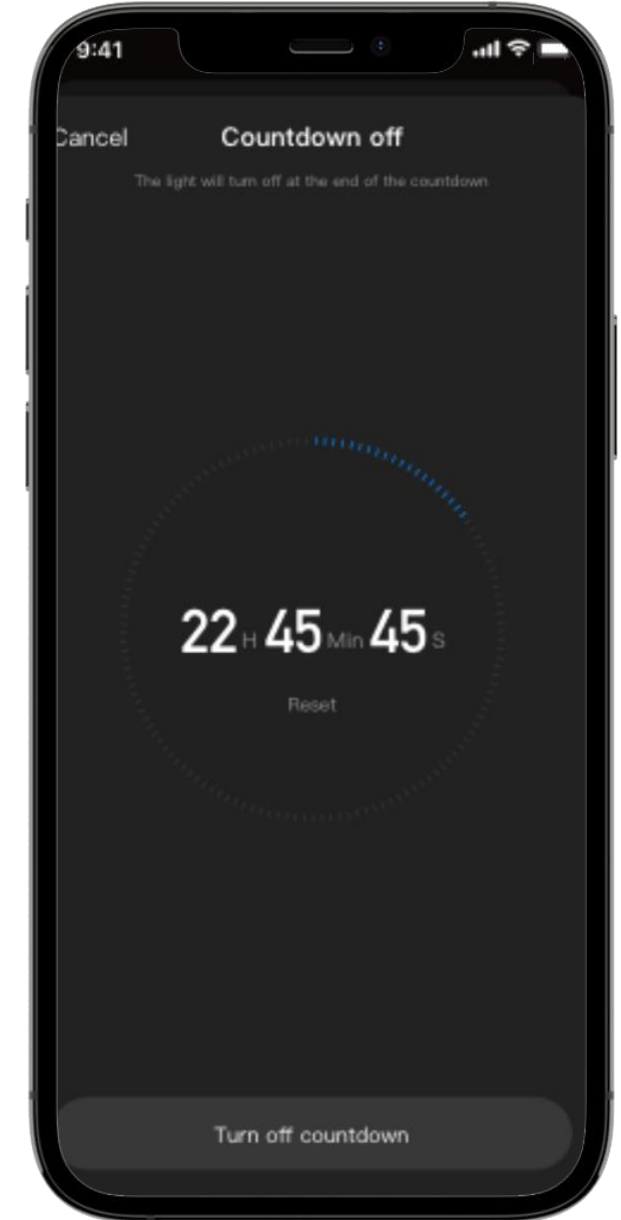
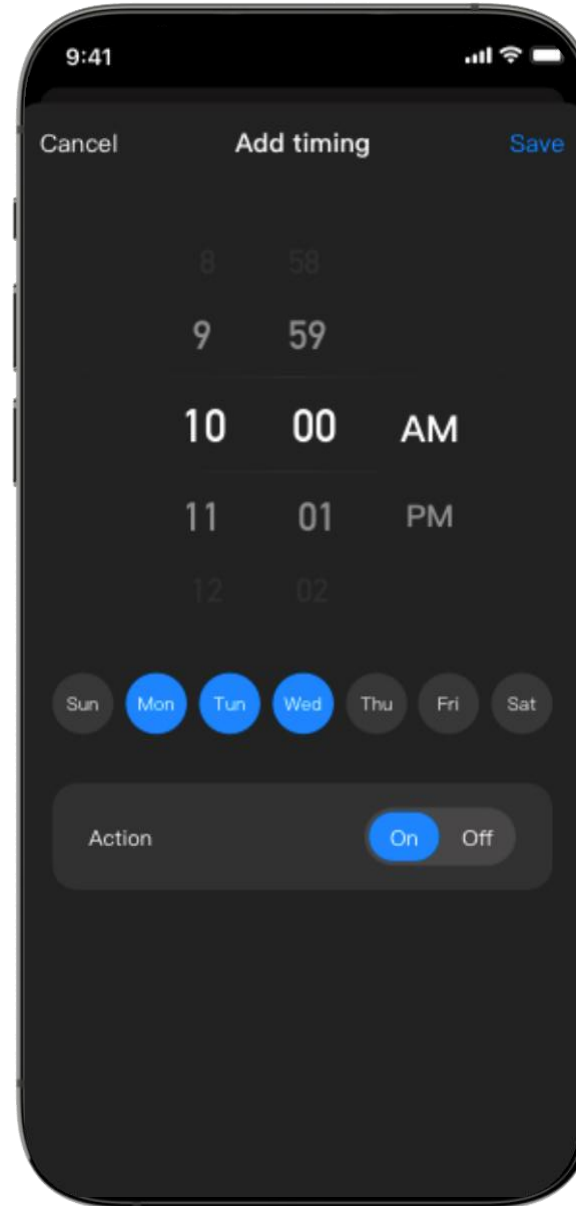
IV. Time Scheduling

1、Timed light on/off

Set the timing for convenient time management.

2、Countdown

Turn on or turn off the lights after the countdown, and preset the delay switch of the lights.



V. Initialize Calibration

1. Camera installation

The camera can be installed on the top or bottom of the screen.

2. Input position

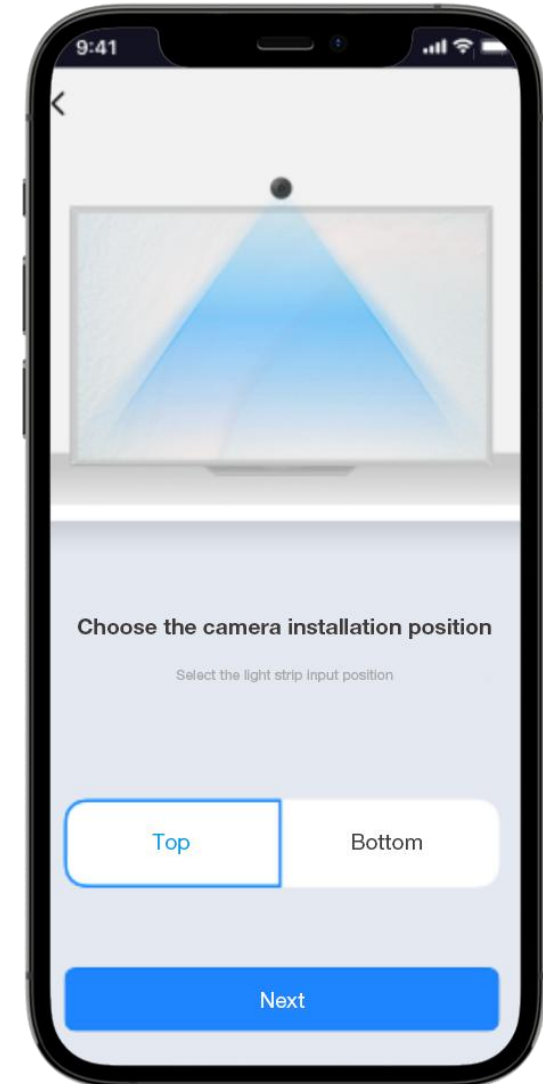
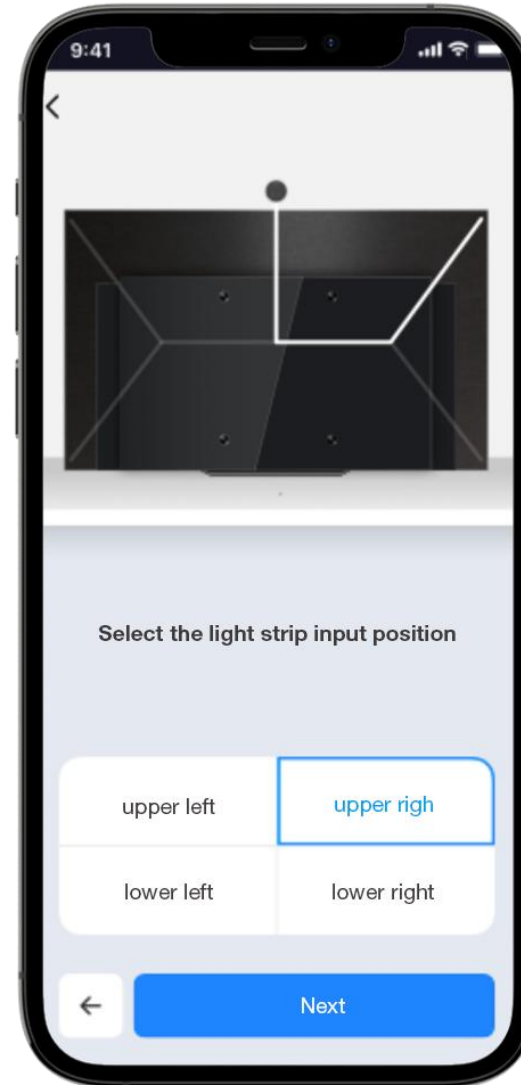
The input position of the light strip can be in the upper left, upper right, lower left or lower right of the screen.

3. Installation direction

The light strip can be installed clockwise or counterclockwise.

4. Screen calibration

The image processing program automatically detects the area where the screen is located.



Lighting Effect Demonstration

The color of the light strip behind the screen changes synchronously with the color displayed on the screen, and presents a lighting effect on the TV wall, expanding the display boundary of the TV screen in the space.

The camera and light strip are connected by wire to ensure high synchronization effect and low delay.

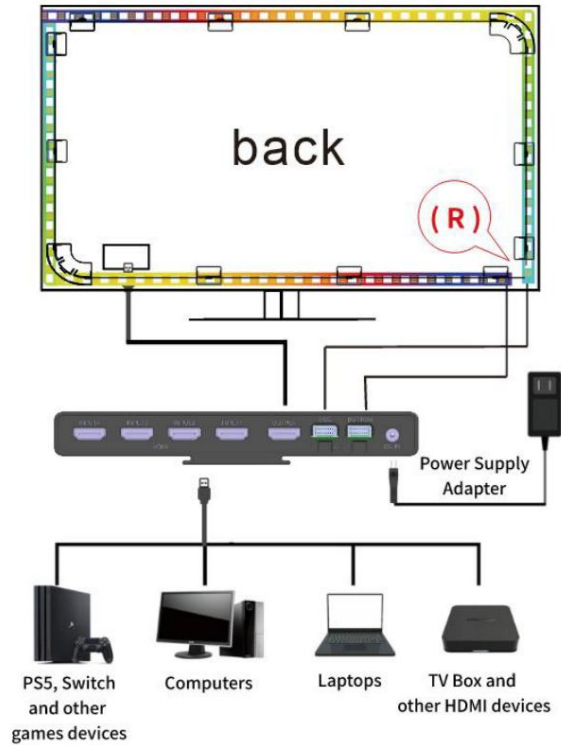


Solution 2:

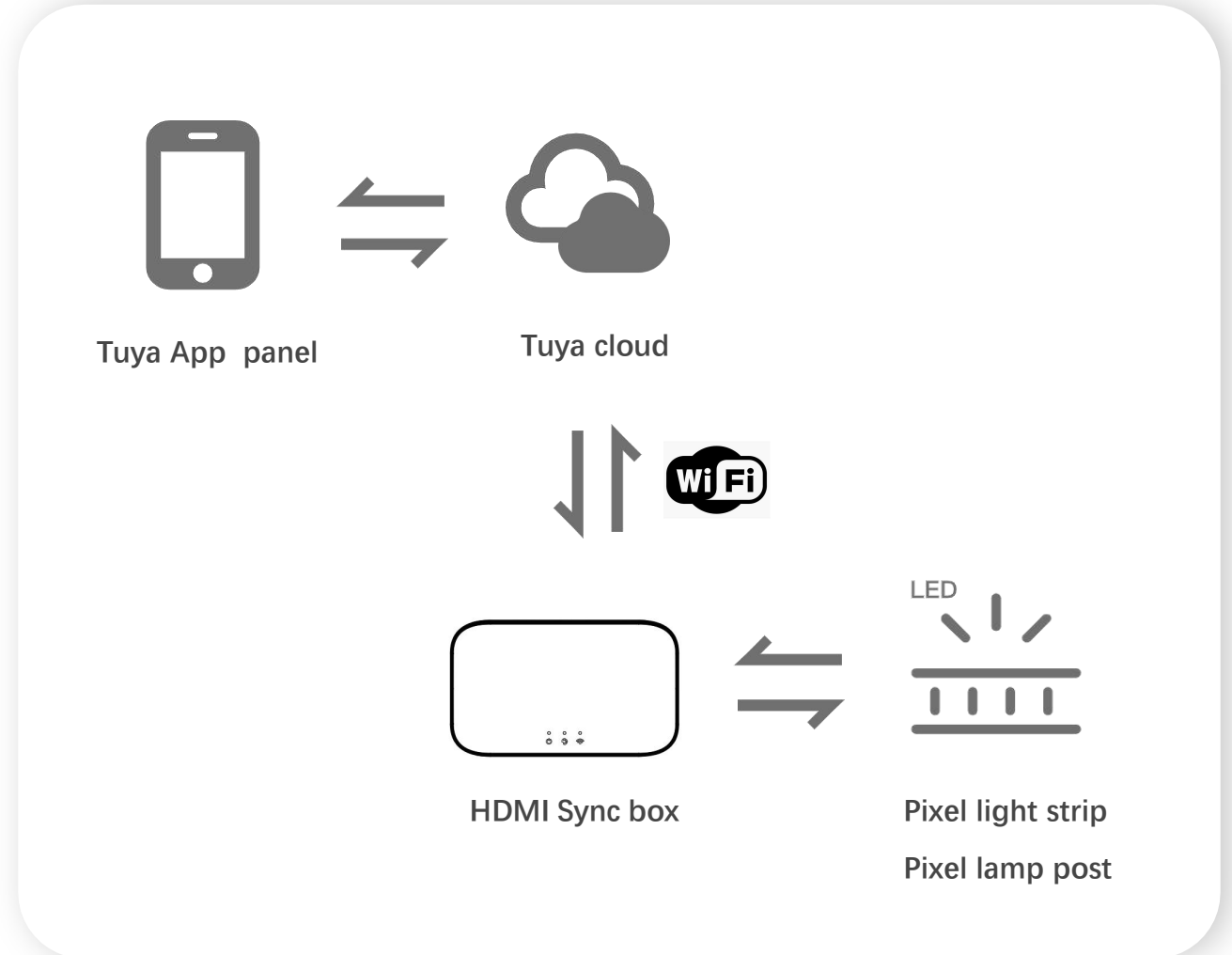
HDMI Sync Controller



Operating Principle



Send the HDMI signal to the control box, the control box parses and forwards the HDMI signal, and the forwarded signal is used for TV screen playback. So as to synchronize the effect of light strip and lamp post with the TV display content.



Panel Name: HDMI sync controller

I . Light control

1. brightness control
2. CCT control
3. color control

II. Scene mode

III. Video & music mode

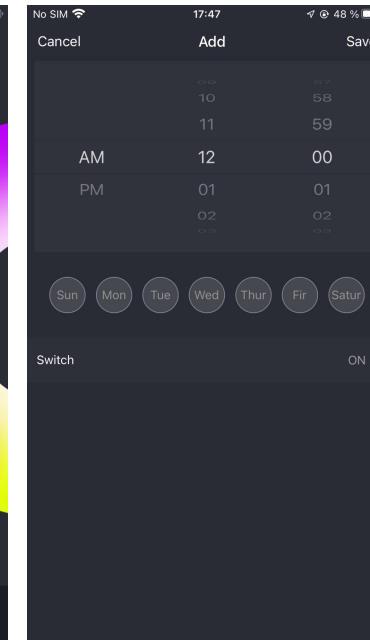
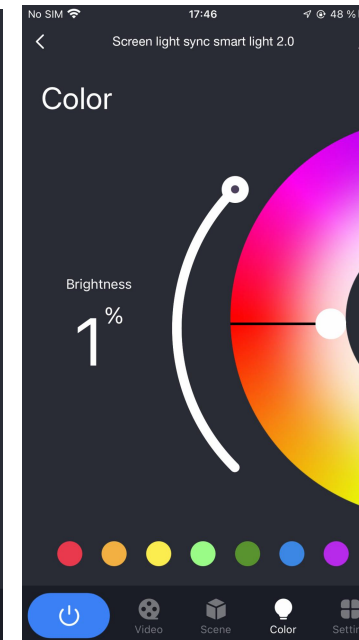
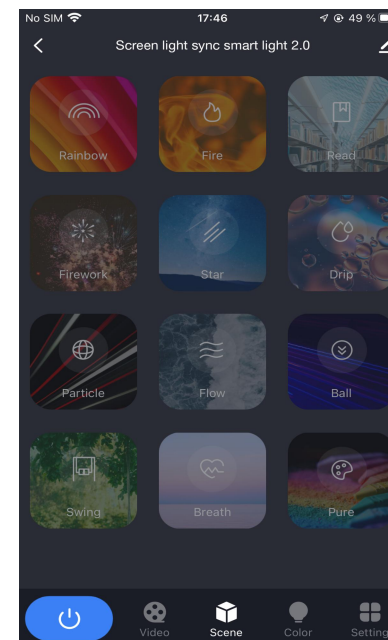
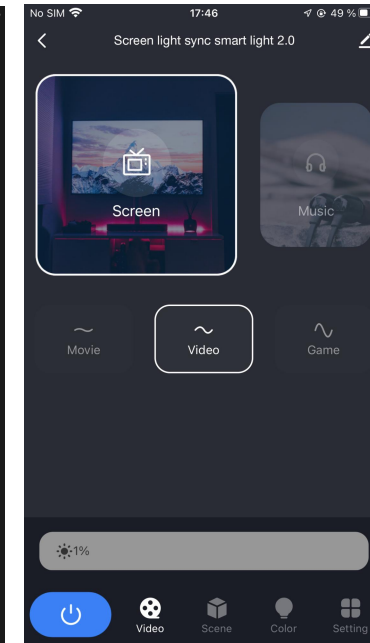
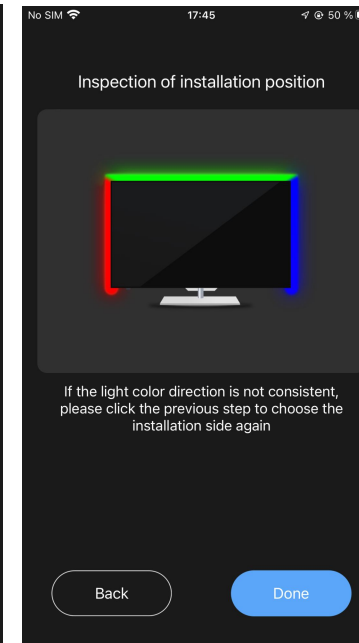
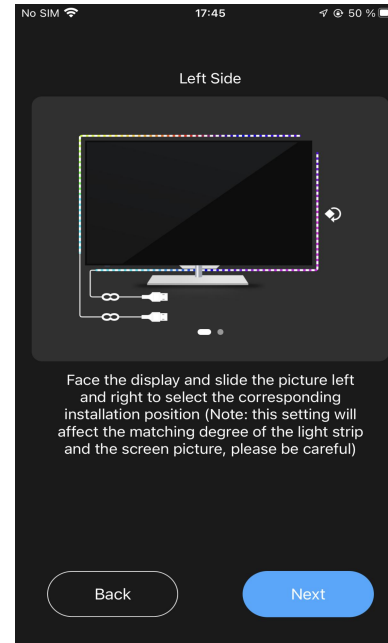
1. Pixel & RGB video mode
2. App & saved music mode

IV. Time scheduling

1. timing
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V. Initialize calibration

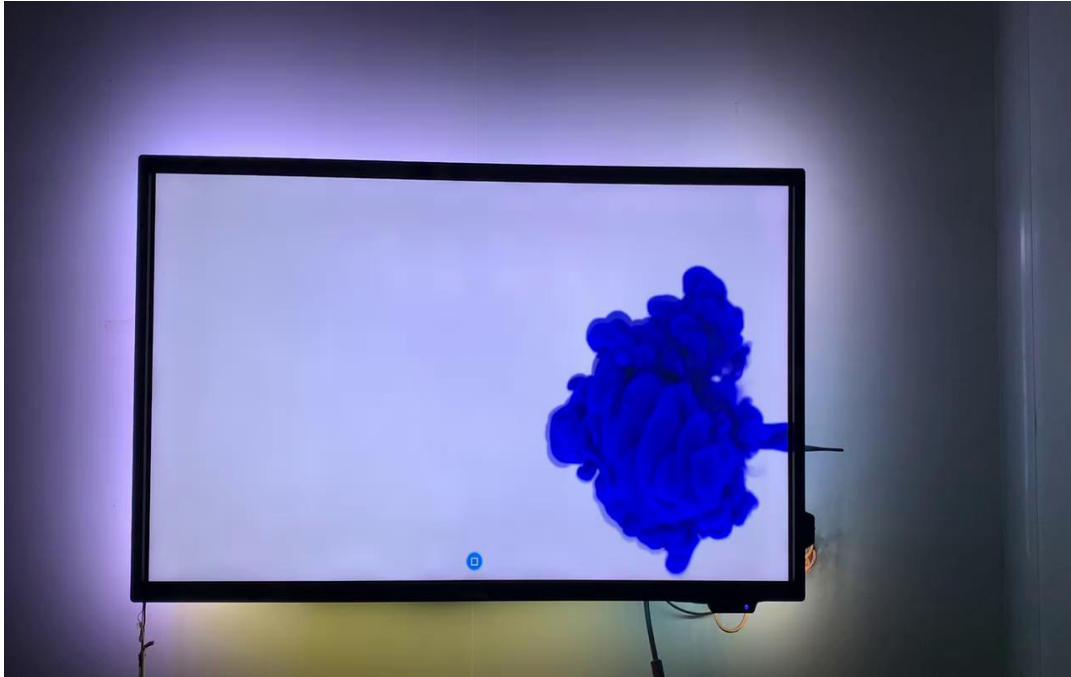
VI. Blueview advantages



Application Scenarios



Lighting Effect Demonstration

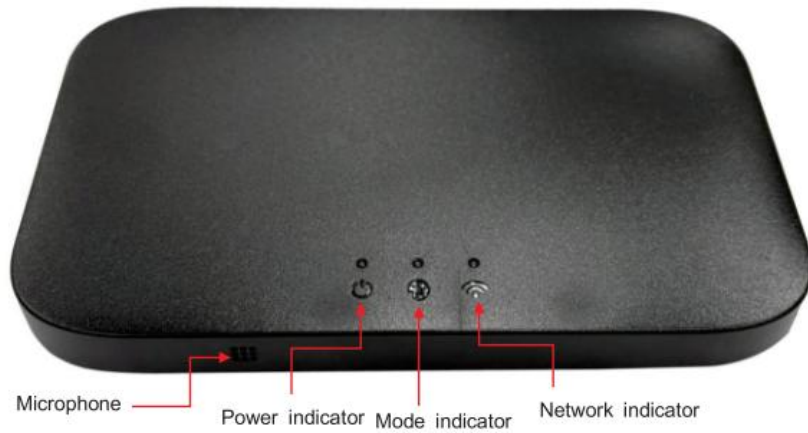


Comparison

Solution	Camera Screen Sync Controller	HDMI Sync Controller
Delay	high	medium-low
Screen capture	sometimes it is difficult to capture the four corners	full capture
LED quantity of the strip	30LED	30LED/60LED/48LED
Number of scene modes	40	12
TV size	55-65	≤65 65-90,90-120
Price	low	high
APP	tuya	tuya
Market positioning	low-end	Medium and high end
Competitive products	Govee	Philips
Conclusion	This solution has minor flaws in performance. It is affected by environmental factors during long-term use, lacks aesthetics, and the applicable TV size is limited. But the price is low, suitable for e-commerce brands.	In addition to the high price, this solution has no obvious shortcomings and is suitable for the mid-to-high-end market.

Blueview advantages

1: Both options are available to meet the needs of different customers.



HDMI Sync Control

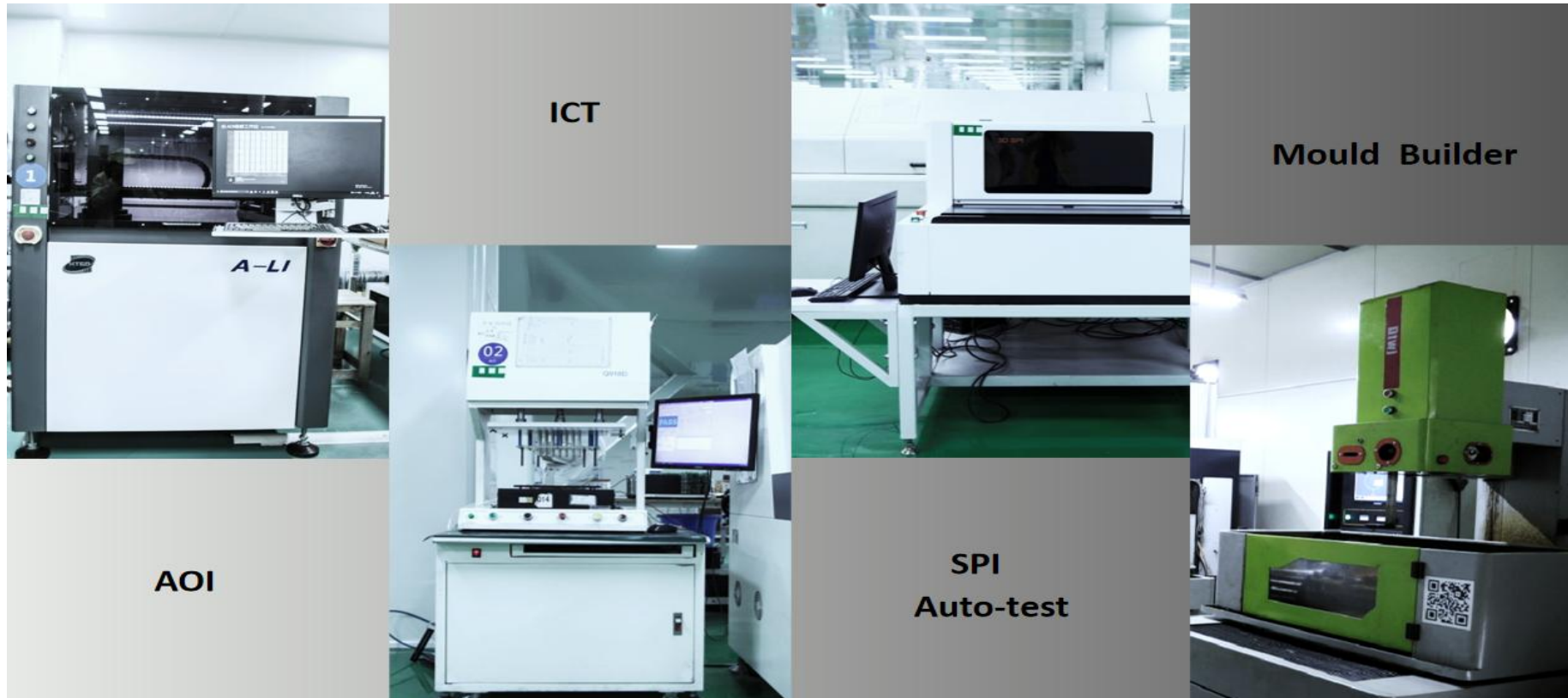


Camera Screen Sync Control

2: Support cover customization, appearance customization, function customization.

①: Blueview factory has its own molds, which can customize the product appearance according to the demand;

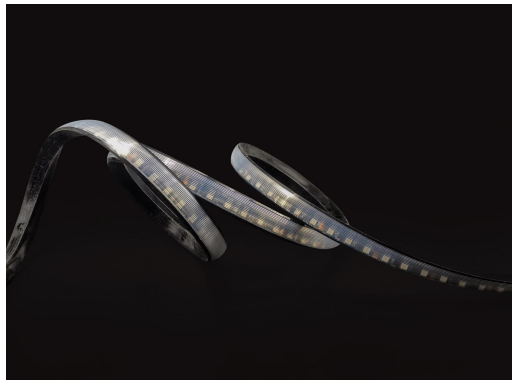
②: Support function customization, such as HDMI2.0 version, number of HDMI ports, firmware function customization, etc.;



3. Provide a diverse range of light strip designs and customization options, including neon, spray gluing, extrusion, and so on.



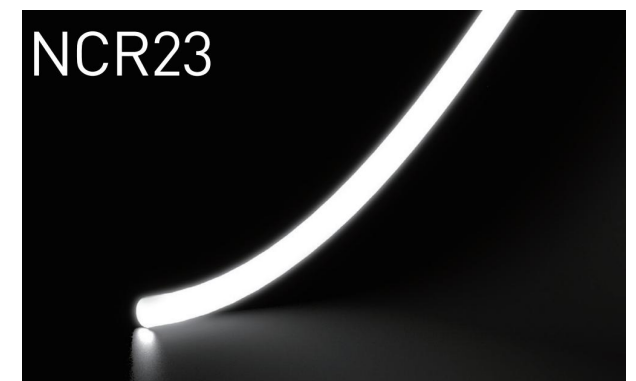
spray glue coated strip



45° silicone tube
waterproof strip



270° beam angle Neon
side and top bending



360° beam angle Neon

Thanks. ■

