



## Backgrounder

### What is Blink

Blink is the one-of-a-kind home security and HD video monitoring system that is revolutionizing the home security space through its unprecedented image quality, battery life (2 years on 2 AA lithium batteries), price point (systems start at \$99, a fraction of the cost of other systems), and simplicity (do-it-yourself set up in minutes). Its built-in motion sensor alerts the user as soon as movement is detected and allows them to instantly see what triggered the event via the attached HD video clip. With its live view feature, the user can also stream video at any time directly from the Blink Home Monitor app. Additional features include indoor and outdoor compatibility, IFTTT and Alexa integration, auto arming and disarming, free cloud storage, multi-system support, night vision, and a built-in temperature sensor and microphone. Learn more at [www.BlinkforHome.com](http://www.BlinkforHome.com).

Refusing to ever become complacent, Blink has not only innovated new products over the recent months, but has even innovated their existing innovations. It is precisely this drive and creativity which earned them the CES Innovation Award Honoree in back-to-back years (2016 and 2017) for their release offering not just one, but now two years of battery life on just a single set of AA lithium batteries. In addition to this unique achievement, Blink has also introduced their newest product, the Blink XT weatherproof camera. Now available for pre-order at a price of \$119 and estimated to ship in February 2017, Blink XT is the most affordable outdoor security camera on the market. With 1080p full HD video, weatherproof technology, and infrared night vision, this camera can also be easily added to both new and existing systems.

### Our Future

Following on the heels of their success in 2016 where they sold over 250,000 cameras within their first 12 months of production, Blink plans to disrupt the home security market yet again. Confident that monitoring is their past and security is their future, Blink plans to introduce new *Seecurity*<sup>TM</sup> [packages](#) and [service plans](#) in Q2 of 2017 including a siren, enhanced sync module with 4G cellular connectivity and battery backup, entry sensor, water sensor, keypad, and even a 24/7 third-party professional monitoring option to ensure continuous whole-home protection.

What makes these packages different from every other security offering on the market? Not only will Blink maintain its unmatched affordability, but it will also revolutionize the traditional security model in which video access is only offered as an expensive after-thought. With the introduction of *Seecurity*<sup>TM</sup>, Blink promises no more blind alerts and no more imagining the worst through their inclusion of multiple Blink cameras at the heart of each expanded security package.

## **Our History**

Immedia Semiconductor was originally founded with the intention of creating video processing chips for OEMs developing consumer video products. Along the way, the team developed a high-definition video chip that required far less power, had much better image quality and was significantly less costly than other chips on the market. The in-house technology sparked a greater idea: what if Immedia were to design and build their own consumer product from the ground up?

The Immedia team answered that question by applying the unique benefits of their chip technology to Blink, a one-of-a-kind, totally wire-free home security and HD video monitoring system. Blink was later introduced on Kickstarter where it earned nearly 7000 backers and over \$1M in pledges, and has since continued that momentum by establishing itself as a leader within the home security space. Released in January 2016, Blink has sold over 250,000 units within its first 12 months making it the fastest growing home security system on the market today. This remarkable growth has earned Blink an additional \$7M in funding and helped facilitate its expansion throughout North America, Europe, and Southeast Asia.

## **Our Team**

Blink, and the technology behind it, is created and produced by Immedia, a Boston-based startup that develops video and image processing technology for connected camera applications. Immedia's breakthrough low-power solutions, with 3D noise processing and noDRAM™ technologies, enable consumer cameras with unprecedented image quality, battery life, price points and form factors.

The team is comprised of talented and enthusiastic engineers, salespeople and marketers with a passion for developing new products--from chip design all the way through to complete electronics systems.

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