



# *sofabaton*

The Only Remote You'll Ever Need!

[sofabaton.com](http://sofabaton.com)



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# COMPANY PROFILE

## **Brand Story:**

SofaBaton, founded in 2018, is a leading provider of universal remote control solutions. With technology patents and over 5,000,000 units sold worldwide (as of December 2023), we are dedicated to delivering innovative solutions that simplify and streamline home entertainment systems.

## **Vision:**

Revolutionize home entertainment control for effortless experiences.

## **Mission:**

Develop innovative universal remote solutions that simplify and enhance users' lives.

## **Key Values:**

Integrity  
Innovation  
Collaboration  
Sustainability

# Milestones

**SofaBaton was born**

Kicking off the R&D of universal remote control

2018

**Debuted 1st product, U1**

Initiating marketing on online platforms

2019



**Initiated R&D of X1**

U1's success deeply inspires enhanced version U2

2020

**Encouraging Kickstarter Success for X1**

The official launch of X1 on Kickstarter received a notable 6,000 orders and gained significant trust.

2021



2022

**Integrated distribution online of X1 & U2**

Extensive marketing activities leads to good branding based on great customer service

2023

**Omni-Channel Marketing Strategy**

Exploring offline channels especially distributors network and chainstore retailers

## KICKSTARTER

SofabatonX1-Most Versatile Universal ALL-IN-ONE Smart Remote

500,000+

Compatible with 500,000+ Devices

</>

Customized Activities

Headphones

Works With Alexa & Google Assistant

Wi-Fi

Wireless Hub



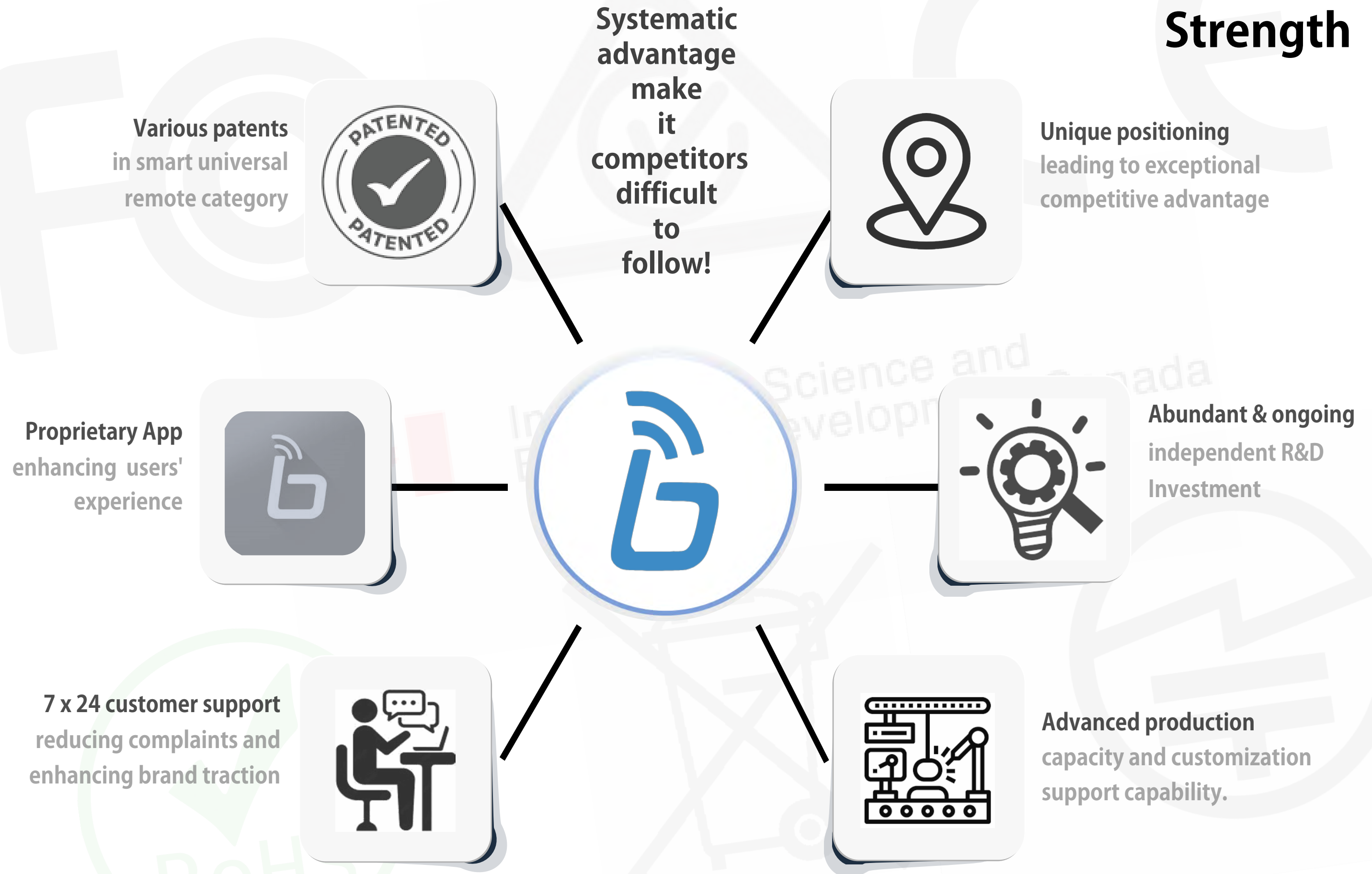
Ultra-universal remote control for all your entertainment and home devices. Eliminate clutter and enjoy convenient control.

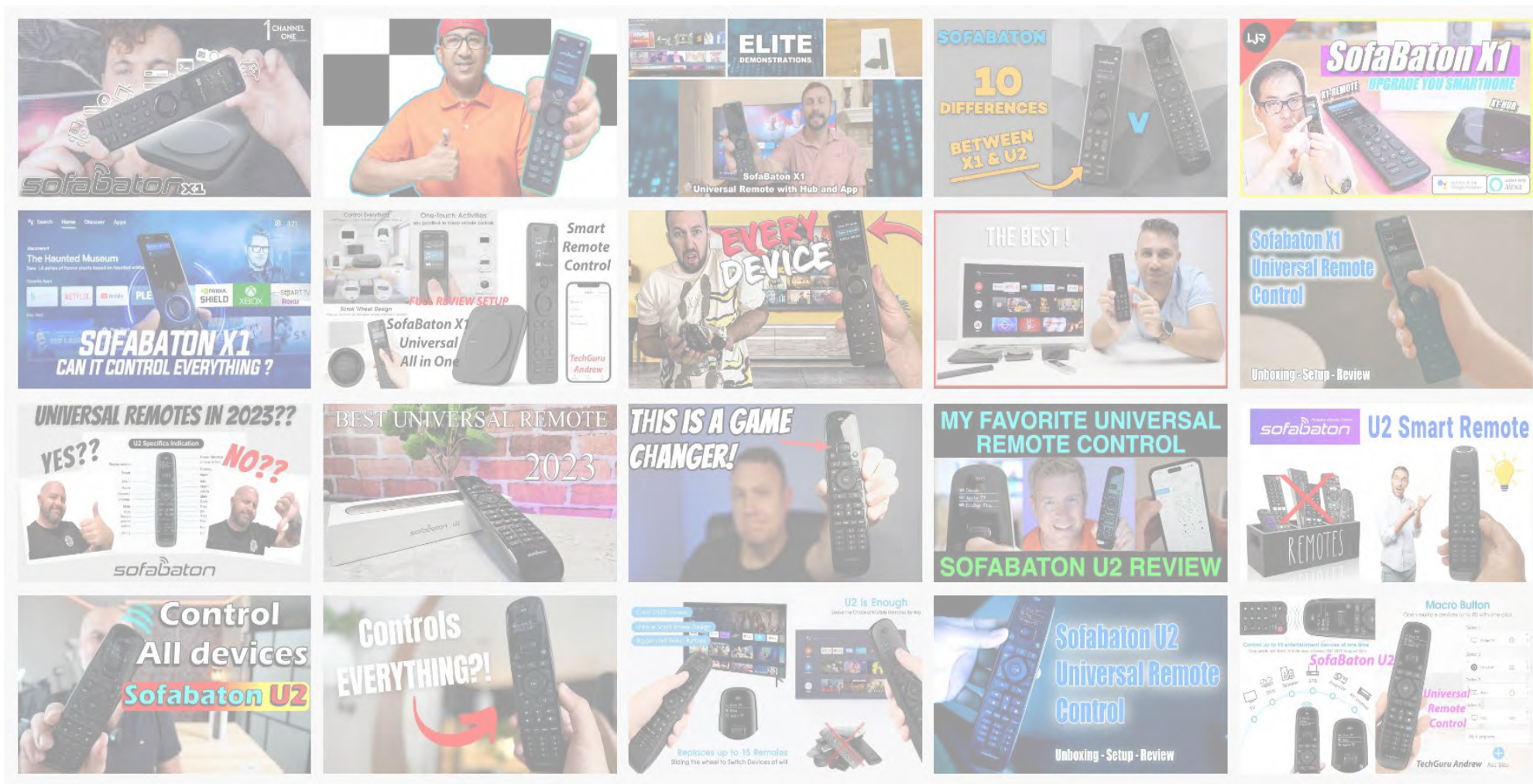
Created by  
Sofabaton X1

5,769 backers pledged HK\$ 5,217,117 to help bring this project to life.

Last updated March 28, 2022

# Strength





# Marketing



Sofabaton's marketing efforts, coupled with fresh content on social media, have significantly contributed to the brand's awareness and ROI. By sharing captivating content on various social media platforms, Sofabaton has effectively captured the attention of its target audience.

**Media Love Us! We have a wealth of articles from a wide range of tech media sources that delve into editors' insights on Sofabaton, as well as comprehensive real-world tests.**

“ The Sofabaton U2 Universal Remote Control is the best option we've found ”

**The New York Times & Wirecutter**

“ SofaBaton comes with a surprising number of features”



“ The Sofabaton U2 proves that you don't need to spend a lot to get a great remote ”

**CNET**

“ The Sofabaton U2 is an exceptional device”



**The New York Times & Wirecutter**

universal remote reviews

**JC JOSHUA LOWCOCK**

**digitaltrends**

**KIMKOMANDO®**  
Tech advice you can trust™

**AVgadgets**

**htguys**

**SOUND & VISION**

**Tools & Toys**

**StuffWeLike**

**CNET**

**HOME THEATER FORUM**

**tom's guide**  
NEWLIN TECH



**MAKE USE OF**

**CrowdRowe**



SofaBaton implements a omni-channel strategy to maximize its market reach.

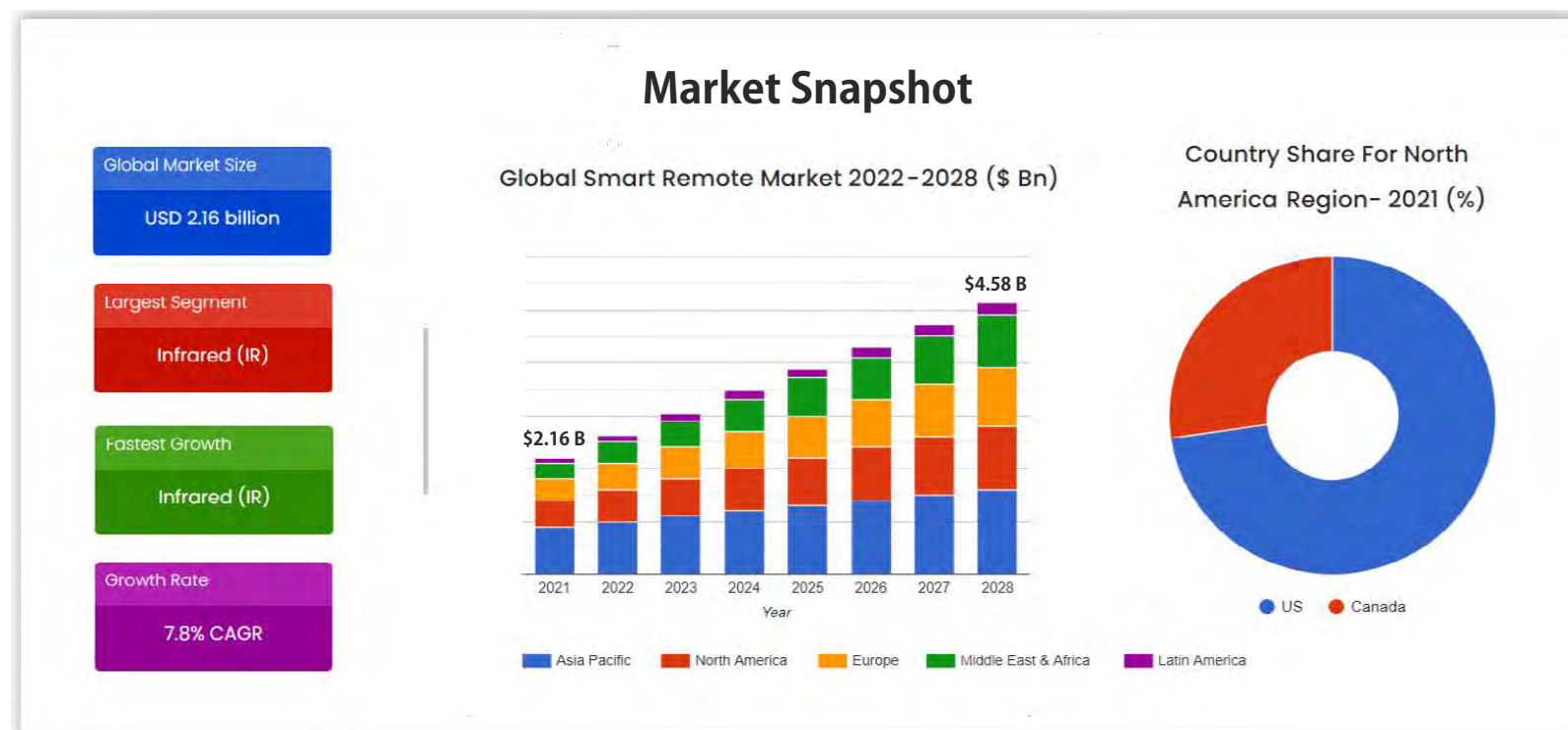
Online, we focus on building a strong digital presence through e-commerce platforms, social media marketing, and targeted digital campaigns to reach a wide audience and drive traffic to our D2C website or online marketplace listings.

Offline, we adopt versatile approach by partnering with retailers, distributors, and resellers. Moreover, we are constantly striving to establish strategic partnerships to showcase our products in brick-and-mortar stores, allowing customers to experience the product firsthand.

Eventually, we have a strong belief in the magic of offline channels and are enthusiastic about exploring the local market alongside our partners. To do that we assure all the players in the game keeping the same pace by honoring the same MSRP, MSP...

## Channels

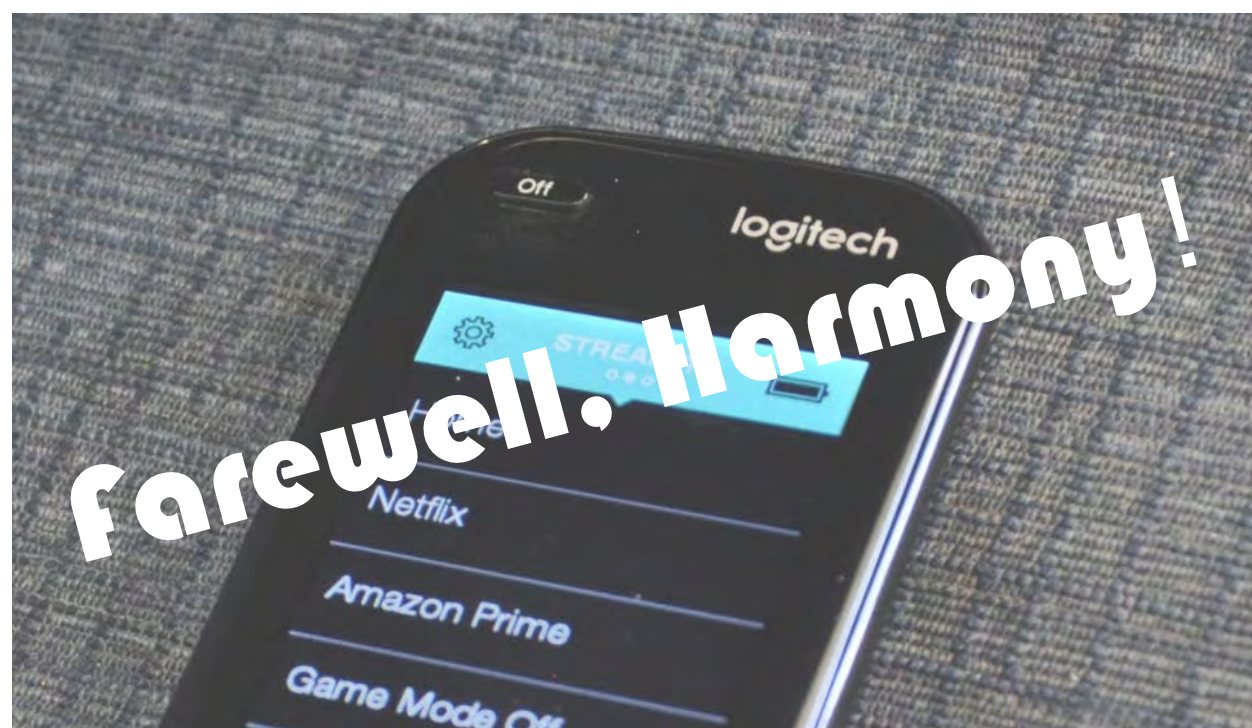




# Prospect

**Global Smart Remote Market size was valued at USD 2.16 billion in 2021 and is poised to grow from USD 2.33 billion in 2022 to USD 4.58 billion by 2030, growing at a CAGR of 7.8% in the forecast period (2023 – 2030) .**

With Logitech Harmony's exit from the market, there is a substantial demand for a reliable replacement that simplifies complex control systems. Considering Harmony's annual revenue of 1.1 billion USD, SofaBaton emerges as the leading brand to fill this gap. With a robust supply chain, product expertise, exceptional customer service, and effective marketing strategies, SofaBaton is uniquely positioned to cater to this demand. Moreover, SofaBaton has the potential to tap into the lucrative multi – billion – dollar global market.



logitech

Harmony

ANNOUNCEMENT: HARMONY REMOTE MANUFACTURING, SERVICE AND SUPPORT UPDATE

(10-04-2021)

We have been getting questions from the community surrounding the future of Harmony, and we're here with an official update.

While Harmony remotes are and continue to be available through various retailers, moving forward Logitech will no longer

- Is Logitech selling/closing/discontinuing Harmony?  
Logitech has made the decision to discontinue manufacturing Harmony remotes. Remaining Harmony remote inventory will continue to be available through retailers for new customers, and support will continue to be offered.
- Does this mean Logitech is no longer innovating on Harmony and designing new Harmony products?  
Yes. Remaining Harmony remote inventory will continue to be available through retailers for new customers and support will continue to be offered.

# PRODUCT PORTFOLIO

## U2

Customize. Control. Elevate.

**The Affordable Solution  
for Budget-Conscious Users.**



click on the video to see  
the main differences



## X1S

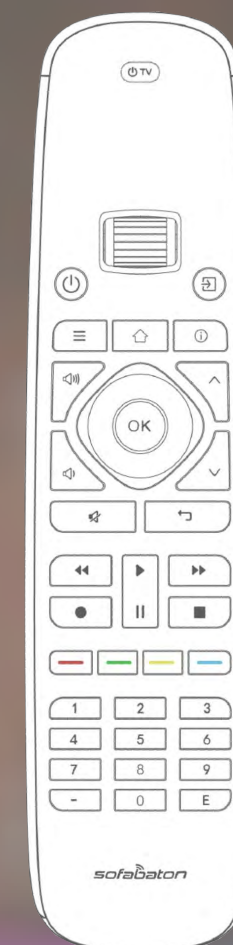
Voice Control. Smart Integration

**The Premium Choice  
for Discerning Customers**





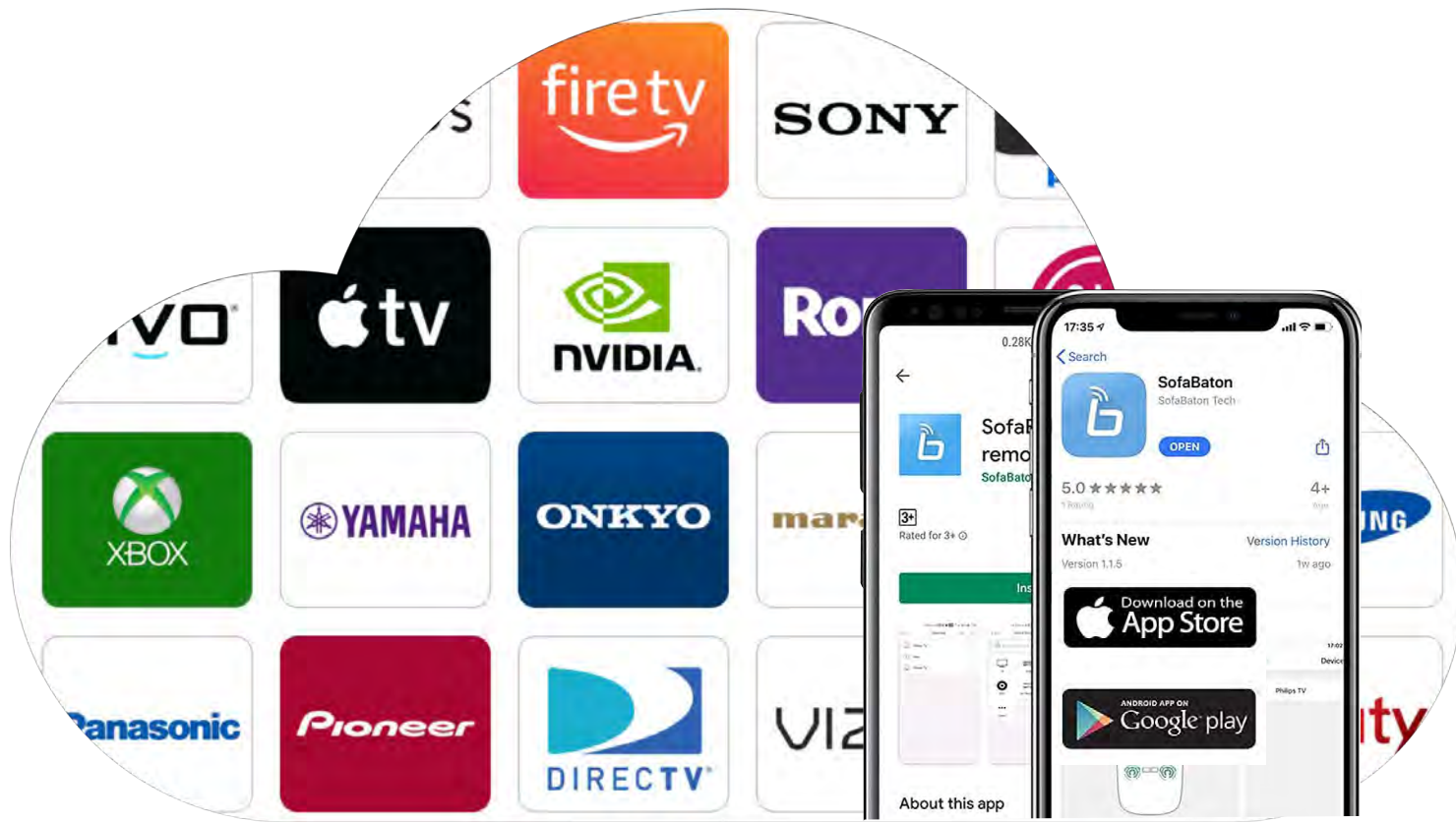
U2



click to watch video

## Cloud Code Library+

U2 supports an extensive range of over 6,000 brands and 500,000 home entertainment devices. With U2, you can effortlessly control various devices such as TVs, stereos, DVD players, Blu-ray players, and more.



Experience a revolutionary home entertainment with the Sofabaton U2 remote control, combining innovation and user-friendliness. The lift-to-wake feature lets you effortlessly switch between devices. Customize commands and create macros for seamless control of multiple actions with a single click. Simplify your life with the Sofabaton remote control, making control easier than ever.

## One for all

U2 enables technology adaptations tailored to your needs right at your fingertips.



**Enhanced Transmission Range: 35Ft.**



## Rapid Device Switching

- Convenient scroll wheel design
- Quick device switching
- One-thumb operation
- Improved efficiency
- Uninterrupted content immersion



## Personalized Remote

- One-click entertainment system
- Instant power on devices
- Customizable start and pause times
- Macro buttons
- Sequential device activation

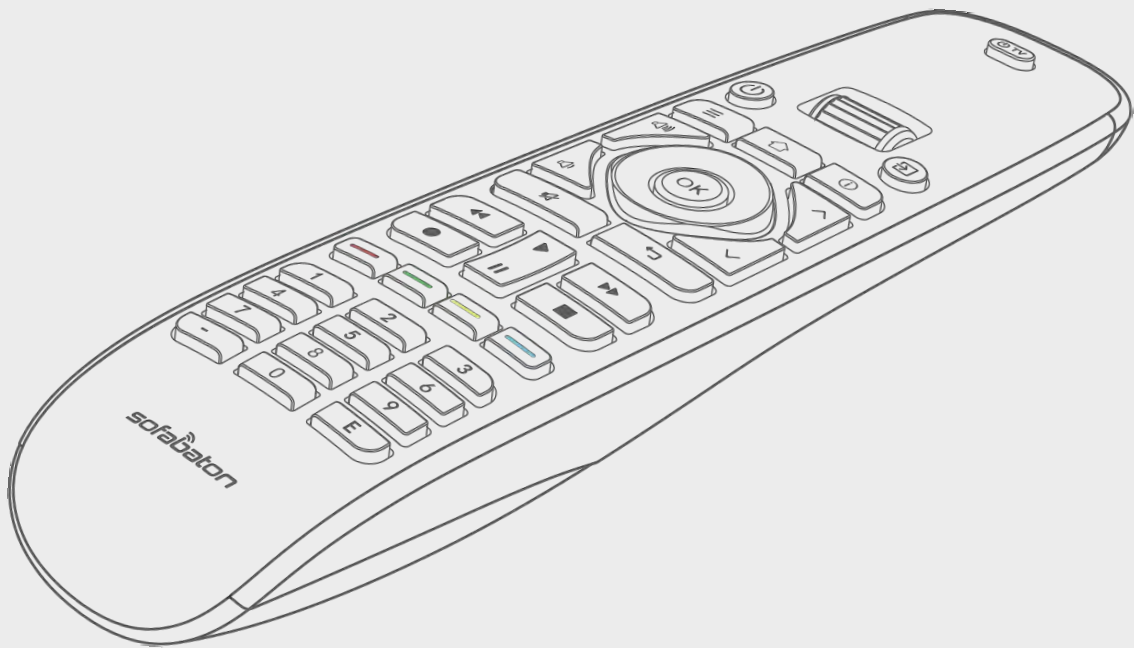


## Infrared Learning Mode



U2 Remote Control not only allows you to add devices from the cloud code library manually but also learns the functions of the original remote control, providing greater flexibility and convenience for your remote control programming. It also has multiple built-in infrared transmitters to make the control distance longer and the infrared signal stronger.

Size and Weight:

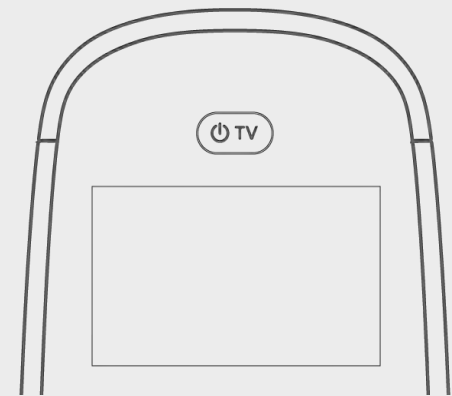


Height: 8.07 in. (205 mm)  
Width: 1.97 in. (50 mm)  
Depth: 1.18 in. (30 mm)  
Weight: 6 oz (170 g)

What's Inside The Box



Display:

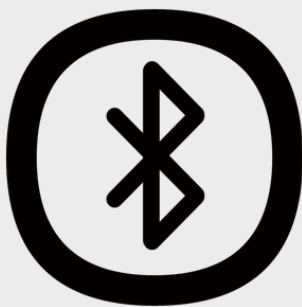


1.3-in. OLED

Support:



Infrared  
Devices



Bluetooth  
LE Devices

Control Mode:



Device  
Switch Mode

Power:

2XAA  
Alkaline  
Batteries

Battery  
Life:  
Last 60  
Days

# Side-by-side Comparison with the Benchmark

## SofaBaton U2 vs Harmony 650

Comparing the Sofabaton U2 and Harmony 650 is a more direct comparison as they share similar features. However, due to Harmony's scarce inventory as a result of their exiting the market, the **650 is** currently priced nearly **6 times higher**.

### Where U2 Pluses Over 650

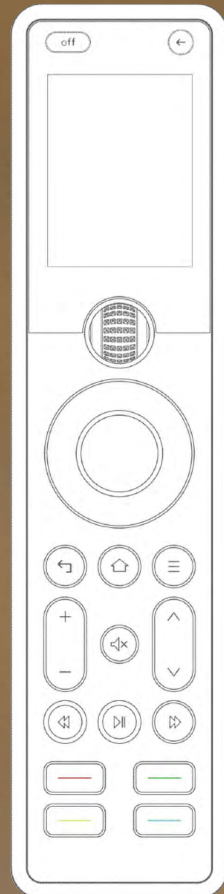
- U2 enables you control Bluetooth in addition to IR devices.
- U2 empowers you control more home theater devices [11 vs 8].
- U2 has a smartphone App option, 650 does not.
- Enhanced support experience.

## Where U2 & 650 Share Similarities

- Both remotes have display screens.
- Neither remote allows control of Wi-Fi devices.
- Both remotes can control your home theater.
- Both remotes allow for single-button push macros.
- Both remotes have broad device support, with the ability to control hundreds of thousands of devices.

|                                         | sofabaton                                                                         | logitech                                                                           |
|-----------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|                                         |  |  |
|                                         | SofaBaton U2                                                                      | Harmony 650                                                                        |
| Technology                              | IR, Bluetooth                                                                     | IR                                                                                 |
| Screen                                  | Monochrome OLED                                                                   | Color LCD                                                                          |
| App                                     | ✓                                                                                 | ✗                                                                                  |
| NO. of Remotes Replaced                 | 15 Home Theater, Unlimited Smart Devices                                          | 8 Home Theater                                                                     |
| Voice Control                           | ✗                                                                                 | ✗                                                                                  |
| Smart Home Hub                          | ✗                                                                                 | ✗                                                                                  |
| One Touch Macro Powers Multiple Devices | ✓                                                                                 | ✓                                                                                  |
| Devices Supported                       | 500,000                                                                           | 475,000                                                                            |
| Backlit Buttons on Remote               | ✗                                                                                 | ✗                                                                                  |

# X1S

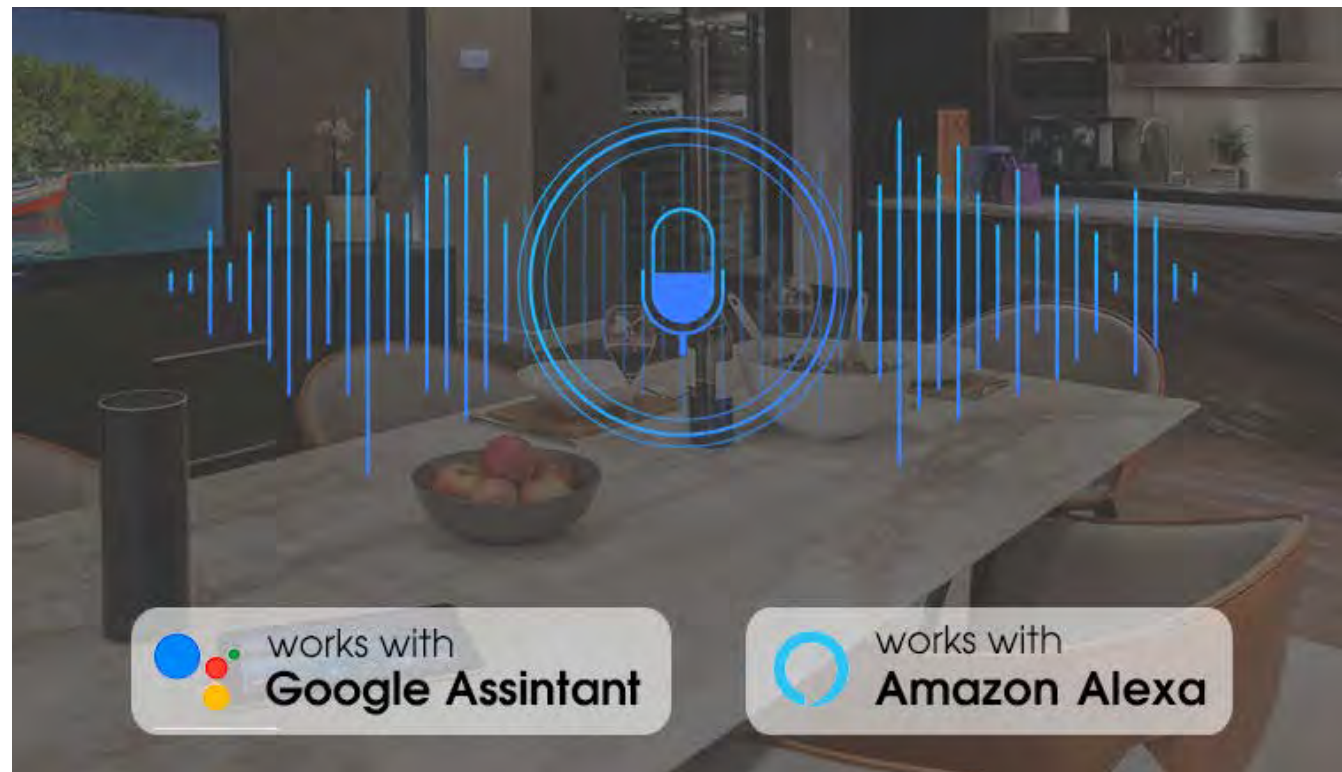


click to watch video



## Hands-free Voice Control

X1S simplifies your home entertainment system management with voice commands. Just say, "Alexa, watch a movie," and let Alexa handle the rest. It seamlessly activates the projector, speakers, and media players, creating an instant movie experience without any hassle.



## Intuitive Control - No Aim Needed

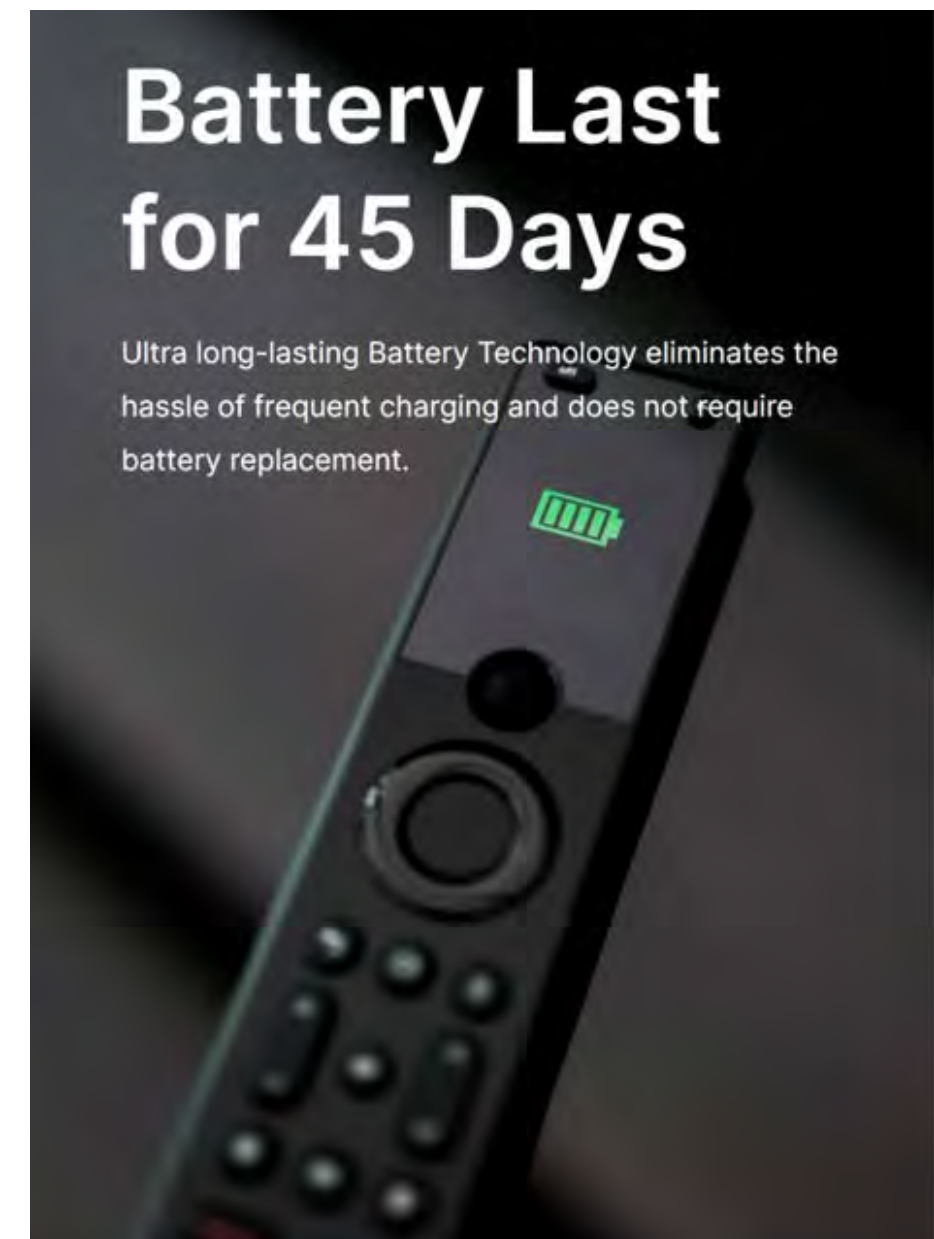
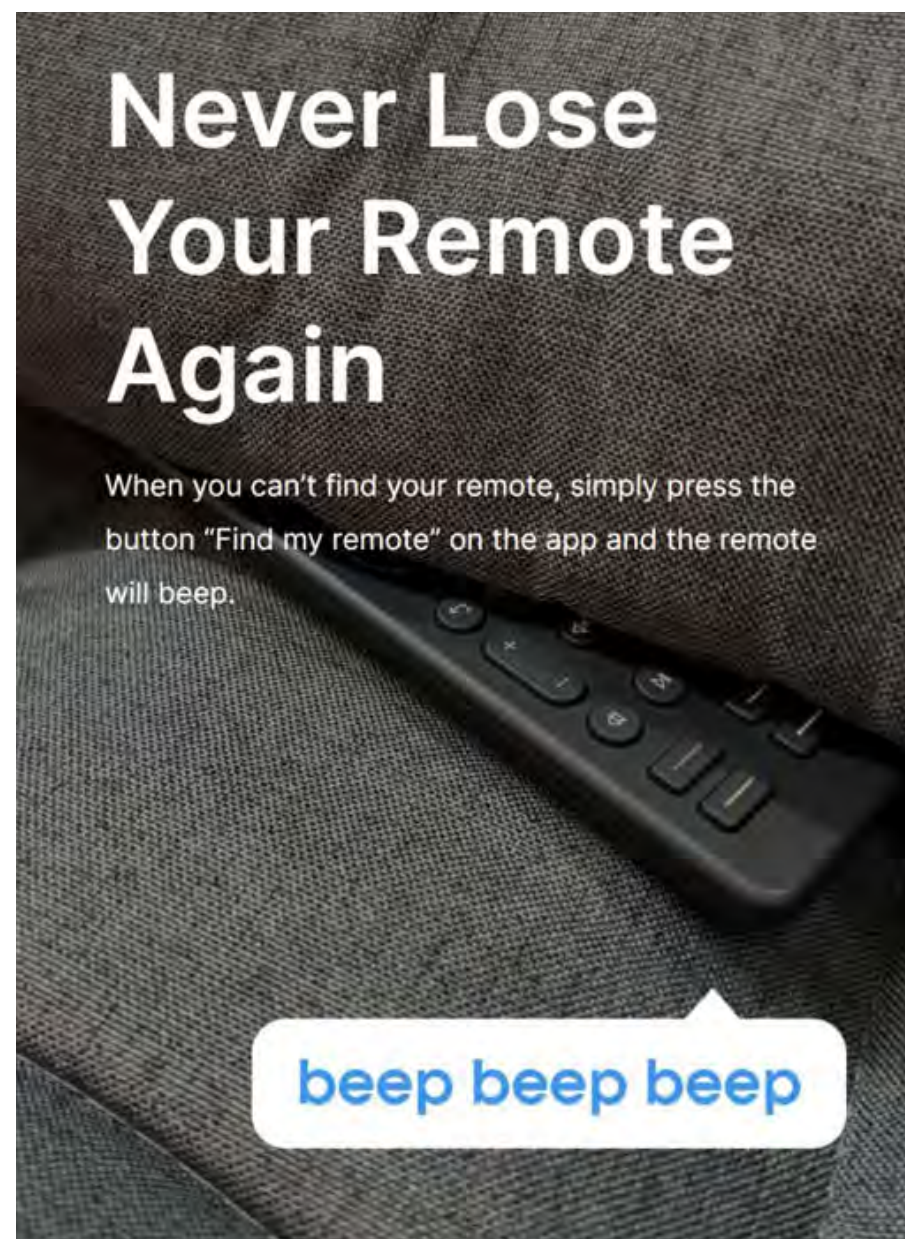
The X1S Hub offers 360 degree control and a reliable signal with a 40 Ft. infrared range. Effortlessly control devices from anywhere in the room without aiming. It comes with 2 IR blasters to eliminate signal blind spots and can be hidden in a cabinet for a clean entertainment area.

## Streamlined One-Click Activity

Switch scenes with ease, no manual device operation required anymore.



**Comfortable Grip. Backlight Design.**

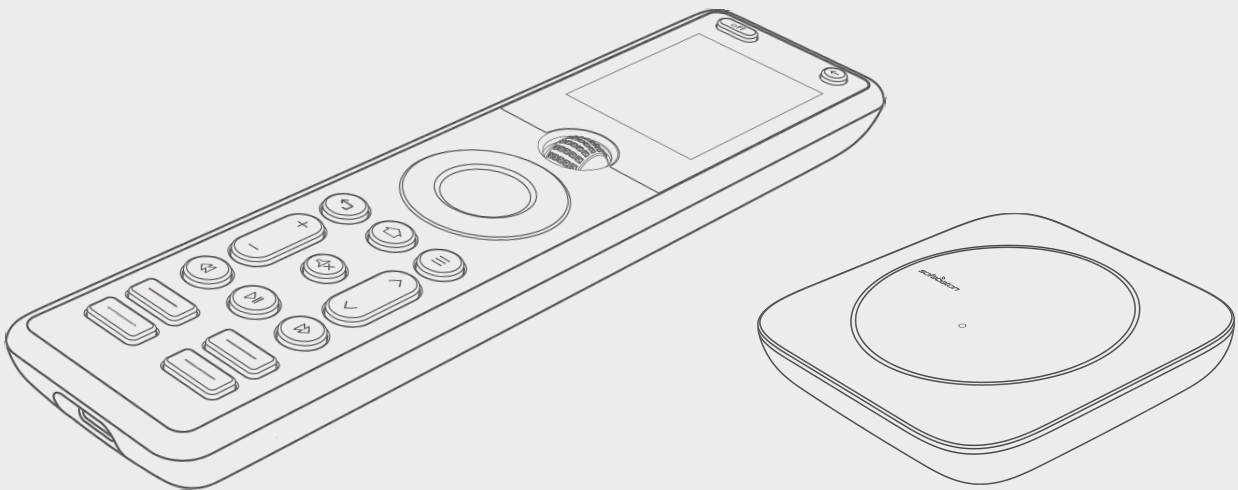


## Elevate Your Control Experience with Personalization

X1S empowers the users waltz away from limited buttons! Easily add virtual buttons on your remote control screen for single or multiple commands. Customize macro commands for quick access to your favorite TV channels. Create command sequences like "Home – Down – Right – Right – OK" to navigate specific menu options or launch favorite Apps. Enjoy a personalized control experience with ease.



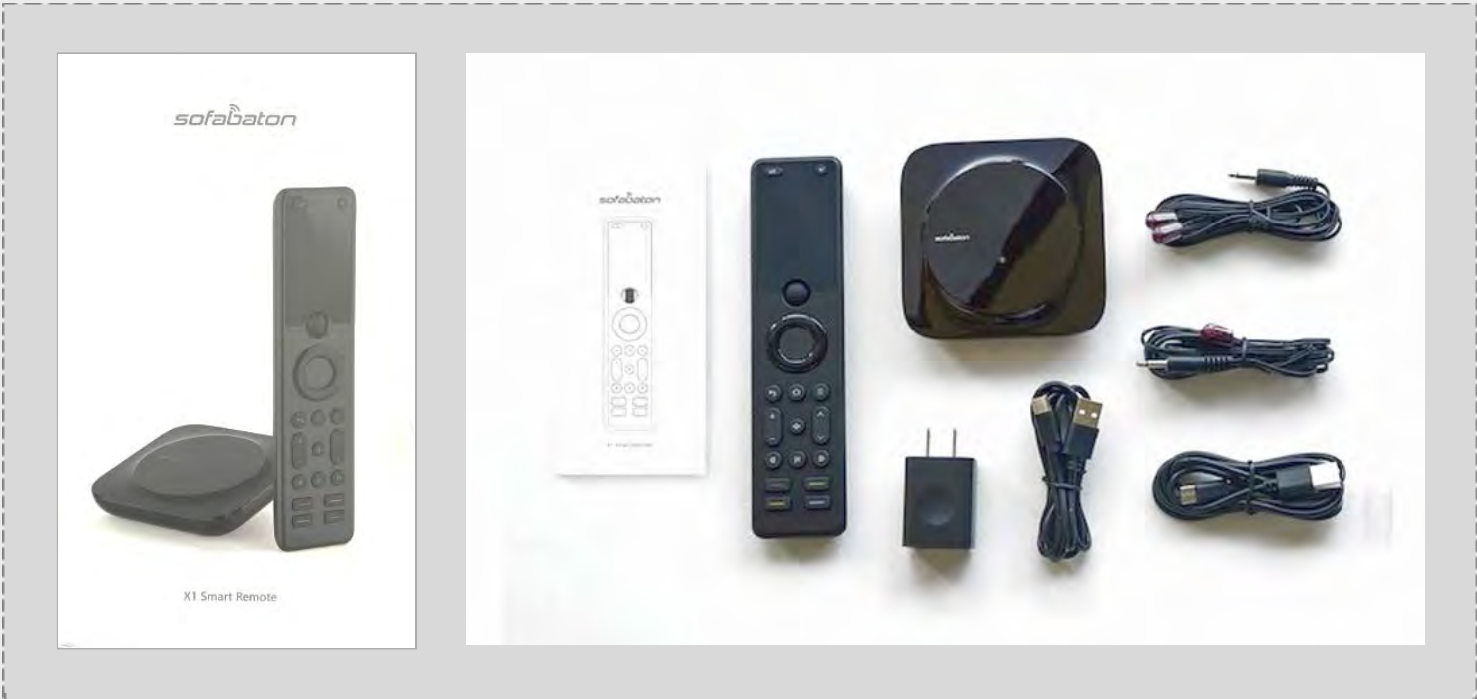
# Size and Weight:



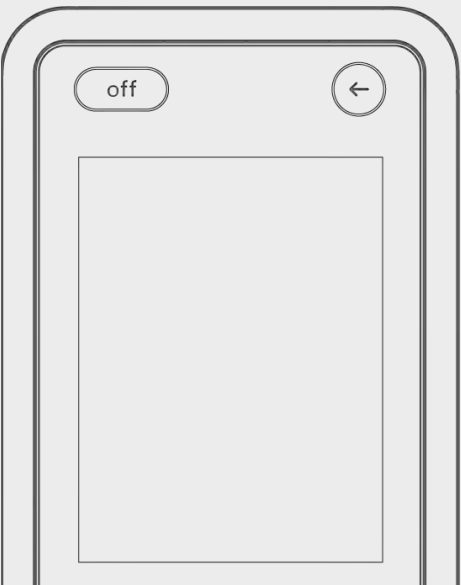
Height: 7.48 in. (190 mm)  
Width: 1.81 in. (46 mm)  
Depth: 0.59 in. (15 mm)  
Weight: 4.4 oz (125 g)

Height: 3.94 in. (100 mm)  
Width: 3.94 in. (100 mm)  
Depth: 0.83 in. (21 mm)  
Weight: 3.2 oz (92 g)

# What's Inside The Box



# Display:

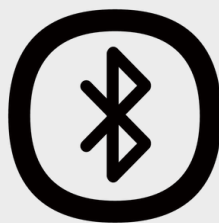


2.0-in. OLED

# Support:



Infrared  
Devices



Bluetooth  
LE Devices



Classic Bluetooth  
Devices



Roku Wi-Fi  
version



Philips  
Hue



Sonos

# Control Mode:



Device Switch Mode



Activity Mode

# Power:

Built-in  
Li-ion  
Battery  
1050mAh

Up to 50%  
charge in  
30 minutes

Battery Life:  
Last 60 Days

# Side-by-side Comparison with the Benchmark

## SofaBaton X1S vs Harmony Elite

X1S offers a more compact and user – friendly design, simpler setup process, and a learning remote feature. However, due to Harmony's scarce inventory as a result of their exiting the market, the **Elite** is currently priced nearly **3 times higher**.

### Where X1S Pluses Over Elite

- Smaller, less complex remote for easier use.
- Easy setup process with clear documentation.
- Learning remote feature for convenient setup by pointing an existing remote at the X1S.
- Enhanced support experience.

### Where X1S & Elite Share Similarities

- Both replace up to 15 remotes.
- Both include a smartphone App option.
- Both power on multiple devices with a single button push.
- Both enable motion – activated wake – up mode.
- Both remotes have broad device support, with the ability to control hundreds of thousands of devices.

| sofaBaton                                                                           |                                                   | logitech                                                                            |
|-------------------------------------------------------------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------------|
|  |                                                   |  |
| SofaBaton X1S                                                                       |                                                   | Harmony Elite                                                                       |
| RF,<br>IR,<br>Bluetooth,<br>Wi-Fi                                                   | IR,<br>Bluetooth,<br>Wi-Fi                        | Technology                                                                          |
| Color OLED                                                                          | Color LCD                                         | Screen                                                                              |
| ✓                                                                                   | X                                                 | App                                                                                 |
| 60+ Home Theater                                                                    | 15 Home Theater                                   | NO. of Remotes Replaced                                                             |
| ✓                                                                                   | Amazon Alexa, Google Home, Apple Homekit/Siri Yes | Voice Control                                                                       |
| ✓                                                                                   | ✓                                                 | Smart Home Hub                                                                      |
| ✓                                                                                   | ✓                                                 | One Touch Macro Powers Multiple Devices                                             |
| 500,000                                                                             | 475,000                                           | Devices Supported                                                                   |
| ✓                                                                                   | ✓                                                 | Backlit Buttons on Remote                                                           |

# DEAR PARTNERS:

SofaBaton is a leading provider of innovative remote control solutions, offering a B2B distribution opportunity. Here's why partnering with us is a great choice:

## **Market Opportunity:**



SofaBaton is fully capable of filling the market gap left by Harmony's departure, offering innovative remote solutions in a multi – billion USD global market.

## **Competitive Advantage:**



SofaBaton stands out with unique features and reliable performance, giving partners a competitive edge.

## **Brand Awareness:**



SofaBaton has achieved strong brand exposure, especially on various social media platforms.

## **Sales Support:**



SofaBaton provides comprehensive sales support, including materials, training, and promotion campaigns.

By partnering with SofaBaton, distributors and retailers can tap into a growing market and benefit from our comprehensive support. Let's work together and achieve mutual success.

With Over 5,000,000 Pieces Sold Worldwide, Users Rave About Their Experience. Discover Why They Love What They Received!



★★★★★ Little bit of trouble-Whole Lot Of Good!

Reviewed in the United States on July 17, 2022

Style: 2023 Updated X1 Remote Set **Verified Purchase**

I have to admit, I own several "universal" remotes and not a : That being said, I also own several of the former "best ever" try Sofa Baton (great name, btw).



★★★★★ Brilliant concepts and implementation

Reviewed in the United States on May 19, 2021

Style: 2024 U1 Remote Updated **Verified Purchase**

There are five important concepts employed in this remote; (1) 'segre overwhelming the user with too many and/or to installation of the profusion of commands it mu: and Bluetooth – but, alas, not RF -- devices; and recognizable by palpation alone and totally cust



★★★★★ Exactly what I needed

Reviewed in the United States on January 5, 2022

Style: 2024 U1 Remote Updated **Verified Purchase**

Was looking to eliminate the clutter caused by too many remotes good reviews and the fact that it seemed to have all the functions: Logitech may be better, but costs 10X.



★★★★★ Great so far

Reviewed in the United States on December 10, 2023

Style: 2023 Updated X1 Remote Set **Verified Purchase**

Like many, I was searching for a Harmony replacement. T on a number of poor reviews. I figured I'd give it a try and

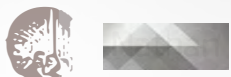


★★★★★ One of the better designed Roku remotes on the market; Solid Customer Service

Reviewed in the United States on November 1, 2019

**Verified Purchase**

I bought a Roku that the remote watching, you're expensive Roku.

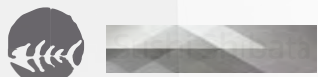


★★★★★ Quality & Functionality

Reviewed in the United States on February 29, 2020

**Verified Purchase**

Love the Roku remote's simplicity but I did miss the learning functionality of my former remote. This remote really f whole section at the top that can be programed including the directional buttons and two "wild card" buttons I usec return/exit buttons on my TV remote. Very satisfied with the learning function but beyond that, having used anothe remote, the fit and finish of this one is head and shoulders above. It feels almost identical to the high quality oem re thing – the "clicking" of the buttons is very quiet. My former one was loud, like annoyingly loud, especially when clic



★★★★★ 3 remotes down to 1, with HDMI switch and sound system controls

Reviewed in the United States on October 7, 2020

**Verified Purchase**

On first glance, this remote feels like a lighter version of the one that came with my Roku Ultra box. I like that the layout is the same as Roku's. I was able to program my Kinivo HDMI switch remote to the top D-pad and my sound system to the volume and innut control My TV remot



★★★★★ Amazing Product

Reviewed in the United States on June 22, 2023

Style: 2024 U1 Remote Updated **Verified Purchase**

Purchased this universal remote on March 2023. Loved the technology, quality and built of the product. Fast forward to Jun "up" button on my remote started to act up. In order for the button to work, the up button needs to be pressed super hard where the universal remote might break into two. I contacted Sofabaton's customer service to address the issue. They are r and quick in trying fix the problem. I saw that they just released the U2 version so I asked Sofabaton's customer service if i get the U2 as a replacement and just pay the difference. They did not even hesitate and just sent me the U2 as the replacer paying for the difference. Like the U1, i loved the product and will not hesitate to get another one for my other TV. Highly i the product, so easy to pair and build quality is super solid. Lastly, the customer service that I received was amazing. It was process and got my replacement item quick. Will recommend this item to my friends, 5 stars in my book.

# PRODUCT ROADMAP

## The Primary Focus of SofaBaton's Product Development

- Expanded device compatibility:  
Enhancing compatibility with TVs, streaming devices, soundbars, and gaming consoles.
- Smart home integration:  
Integrating with popular platforms like Amazon Alexa, Google Assistant, and Apple HomeKit for voice control and automation.
- Advanced control features:  
Developing gesture recognition, touchpad functionality, and customizable buttons for intuitive and personalized control.
- Mobile app enhancements:  
Improving the app's UI, adding new features, and ensuring a seamless user experience for device setup and control.
- User feedback and support:  
Valuing user feedback, addressing concerns promptly, and providing software updates for an enhanced user experience.

We are committed to continuous improvement, making SofaBaton the top choice for effortless and versatile home entertainment control. Stay tuned for exciting developments!

### Upgrade:

- G – sensor Added
- Backlit Button
- High Customization
- Enhanced Software

Expected Launch Time: June 2024

U3



### Upgrade:

- Premium Aluminum Housing
- Touch Screen Added
- Charing Base Added
- MATTER Supported

Expected Launch Time: Sep. 2024

X2

 matter



### Upgrade:

- Full Touch Screen
- Personalized Interface
- Great Interactive Experience
- Quick Intuitive Options

Expected Launch Time: Oct. 2025

V1





**sofabaton**

[sofabaton.com](https://sofabaton.com)

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