Portfolio Positioning Map

Solutions → Product ladder (photos + entry/core/advanced)

Brand Facts (official)

Industry experience: 10+ years

Distributor network: 100+ countries

Selling method: Scenario-first → choose series → choose level (Entry/Core/Advanced)

Product Portfolio Level Definition (official)

- LOVE Series = Entry Level
- BOOK Series/ MAGIC Series / CoCo Series = Core Level
- NOTE Series / MEET Series = Advanced Level

Portfolio Positioning Map

Solutions → Product ladder (photos + entry/core/advanced)

Solutions included in this map

- **Outdoor & Portable**
- Mobile Education & Training
- Professional Education & Training
- Mainstream Home Entertainment
- Advanced Home Entertainment
- Business & Office

Series System (use-case-first)

- BOOK — Mobile education/train + portable/outdoor (battery 2–3 hrs)
- NOTE — Professional education & training
- MEET — Business & conference
- LOVE — Mainstream home cinema (retail volume)
- MAGIC — Enhanced home entertainment (gaming/sports upgrade)
- Note: some MAGIC models are battery-powered → can fit Outdoor & Portable

Outdoor & Portable Solution

Portable/outdoor use, rentals, events. Note: some MAGIC models are battery-powered and can fit this solution.

Entry

MAGIC 1

Core

BOOK 2

Advanced

BOOK 3   BOOK 4

Mobile Education & Training Solution

Battery-powered mobility for teachers/trainers moving between rooms.

Entry

BOOK 1

Core

BOOK 2

Advanced

BOOK 3   BOOK 4

Professional Education & Training Solution

Institutional training deployments requiring continuity and stability.

Entry

NOTE 1

Core

NOTE 2

Advanced

NOTE 3

Mainstream Home Entertainment Solution

Retail mainstream home cinema positioning for volume channels.

Entry

LOVE 1

Core

LOVE 2

Advanced

LOVE 4 MAX   LOVE 4

Advanced Home Entertainment Solution

Upgrade ladder for gaming/sports and enhanced home entertainment.

Entry	Core	Advanced
MAGIC 1	MAGIC 2 Max	MAGIC 3 Max CoCo 1 Max

Business & Office Solution

Meeting rooms, presentations, and conference environments.

Entry	Core	Advanced
MEET 1	MEET 2	MEET 3 MEET 4