

SHENZHEN YANGYANGDA INNOVATION  
TECHNOLOGY CO., LTD.

# Smart Pet Devices

## Corporate White Paper

From concept to global shelf

Established 2010·Shenzhen, China·Consumer AIoT Hardware Manufacturing & Solutions

|                          |                                                   |
|--------------------------|---------------------------------------------------|
| Established              | 2010                                              |
| Legal entity registered  | January 2013                                      |
| Headquarters             | Shenzhen, Guangdong, China                        |
| Manufacturing            | Shenzhen, China · Vietnam                         |
| R&D                      | Shenzhen, China (Hong Kong sales centre)          |
| Product focus            | Smart pet devices — feeding, birding, observation |
| Manufacturing footprint  | 50,000 m² across Shenzhen and Vietnam             |
| Annual shipment capacity | 9,000,000 units                                   |
| Export markets           | 70+ countries and regions                         |
| Clients                  | 500+ globally                                     |

## 1 Executive Summary

The factory is a Shenzhen-headquartered contract manufacturer and solution provider specialising in **smart pet devices**. Founded in 2010 by four industry veterans and reorganised under its current legal entity in January 2013, it has grown from an inbound security-camera trading operation into an integrated R&D, manufacturing and cloud-services business serving overseas brands, cross-border e-commerce sellers and consumer-hardware teams.

### Product focus — Smart Pet

| Category    | Product family                                                           |
|-------------|--------------------------------------------------------------------------|
| Feeding     | Automatic and smart pet feeders, timed and portion-controlled dispensing |
| Birding     | AI-enabled smart bird feeders, bamboo-enclosure smart bird feeders       |
| Observation | Pet cameras, multi-camera indoor monitoring with pet-specific detection  |

### Headline capabilities (company-declared)

- **50,000 m<sup>2</sup>** of self-owned standardised manufacturing floor space across Shenzhen and Vietnam
- **600+** employees worldwide; **200+** in R&D; **30%+** of annual revenue reinvested in R&D
- **9 million units** annual shipment capacity; products shipped to **70+ countries and regions**
- **500+** active customers globally
- Shenzhen R&D centre · Hong Kong sales centre · Shenzhen and Vietnam manufacturing bases
- Full-stack in-house capability: hardware, embedded firmware, AI vision algorithms, mobile app development, and cloud platform deployment
- Tier-one partnership with a leading global IoT cloud platform since 2019

**Positioning.** The factory's pitch is not "we make devices." It is that hardware, app, AI and cloud are developed and supported in-house, so a brand owner gets one accountable party from product definition through mass production and into post-launch support.

For pet devices specifically, the commercially decisive layer is **ODM**, and the decisive question is **species recognition accuracy**. A bird feeder that ships to the United States and one that ships to Germany cannot share a recognition model — the North American market expects the full species taxonomy, while European buyers increasingly ask for region-restricted catalogues. App localisation, regional species libraries, and packaging all sit in the same decision. This factory builds all three in-house, which means a brand can launch one SKU across multiple markets rather than maintaining a separate inventory per region.

## 2 Company Profile

| Item                     | Detail                                              |
|--------------------------|-----------------------------------------------------|
| Legal name               | Shenzhen Yangyangda Innovation Technology Co., Ltd. |
| Legal entity established | January 2013 (registration); business founded 2010  |
| Headquarters             | Shenzhen, Guangdong, China                          |
| Manufacturing            | Shenzhen, China · Vietnam                           |
| R&D                      | Shenzhen, China (Hong Kong sales centre)            |

| Item            | Detail                            |
|-----------------|-----------------------------------|
| Trading entity  | Foreign Trade Operator registered |
| Primary contact | 131-1326-7556                     |

### 3 The Shenzhen – Hong Kong – Vietnam Network

The factory describes its footprint as a trilateral network rather than a single plant. For buyers, the practical implications differ by node:

#### 3.1 Shenzhen R&D Centre

- Hardware and embedded firmware development
- **AI vision algorithm work — species recognition, object detection, full-colour night vision**
- Mobile app development and customisation, including feeding schedules and push notification logic
- Cloud platform architecture and deployment
- Product definition and industrial design

#### 3.2 Hong Kong Sales Centre

- International commercial and channel management
- Overseas brand and distributor engagement
- Acts as the bridge between R&D output and export-market requirements

#### 3.3 Shenzhen Manufacturing Base

- Injection moulding (PU injection forming), laser engraving, silk-screen printing, laser cutting
- SMT and assembly
- AI-vision-based inline quality inspection
- Independent QC laboratory; dedicated warehouse

#### 3.4 Vietnam Manufacturing Base

- Second production location supporting capacity, tariff and lead-time requirements

**Why this matters commercially.** A two-country manufacturing footprint gives buyers a lever on landed cost and duty exposure, and provides a contingency against single-site disruption.

### 4 R&D and Technology

#### 4.1 Full-stack self-development

```

Hardware design -> Embedded firmware -> AI vision algorithms
      |                               |
  Structural /                   Cloud platform
  optics sourcing                 |
      +----- Mobile app customisation -----+

```

**Stated capability areas:** hardware development, embedded development, AI vision algorithms, mobile app customisation, cloud platform construction.

**Stated investment:** more than 30% of annual revenue into R&D; 200+ R&D staff.

#### 4.2 Featured technical capabilities

| Capability                                               | Detail                                                                                                                                                                                                                      |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI bird species recognition                              | Recognition of up to <b>11,000 bird species within one second</b>                                                                                                                                                           |
| Regional species libraries                               | Geography-specific recognition catalogues — a feeder shipped to one market can run a different species set from the same hardware                                                                                           |
| AI true full-colour night vision                         | Colour retention under low-light conditions rather than switching to monochrome. This is a recognition requirement, not a cosmetic feature: plumage and feather-pattern identification degrades sharply under monochrome IR |
| Strong-light illumination + HD AI monitoring             | Short-range observation under direct illumination, for close-range feeding and behaviour monitoring                                                                                                                         |
| Multi-camera monitoring with AI full-colour night vision | Household pet monitoring across multiple rooms                                                                                                                                                                              |
| AOV smart pre-recording                                  | Always-on-Vision pipeline with a pre-event recording buffer, so a pet event is captured before motion detection triggers                                                                                                    |
| Low-power and solar operation                            | Reduced-duty-cycle and solar-powered configurations for outdoor and garden deployment                                                                                                                                       |

### 4.3 Ecosystem partnerships

- **Leading global IoT cloud platform** — strategic top-tier partnership signed in 2019. Joint coverage of smart home and smart pet; the platform provides device connectivity; both parties share technology, channel and user resources. This enables multi-platform product strategies rather than single-ecosystem lock-in.
- Established long-term supply-chain relationships with chip vendors, leading optical lens makers, motor and structural-component suppliers

### 4.4 Multi-ecosystem flexibility

Beyond the primary cloud partnership, the factory maintains compatibility with at least one alternative camera ecosystem. For buyers this matters: it allows a platform-strategy hedge across two or more ecosystems instead of committing to a single application layer.

### 4.5 Product lines

Automatic and smart pet feeders · AI-enabled smart bird feeders · bamboo-enclosure smart bird feeders · pet cameras. Feeding and birding categories constitute the core of the smart pet portfolio.

## 5 Manufacturing and Quality

### 5.1 Production facts as published

| Metric                              | Value                                                                  | Source                       |
|-------------------------------------|------------------------------------------------------------------------|------------------------------|
| Self-owned production floor area    | 50,000 m <sup>2</sup> (Shenzhen + Vietnam)                             | Company website              |
| Total employees                     | 600+                                                                   | Company website              |
| Single-site factory profile figures | 5,109 m <sup>2</sup> factory area · 140 total staff · 87 in production | B2B platform factory profile |
| Annual shipment capacity            | 9,000,000 units                                                        | Company website              |
| Annual output value (single site)   | RMB 5M+ per month                                                      | B2B platform factory profile |

| Metric                             | Value                                         | Source                                               |
|------------------------------------|-----------------------------------------------|------------------------------------------------------|
| Raw material procurement lead time | 7 days                                        | B2B platform factory profile                         |
| OEM/ODM MOQ                        | 1,000 units                                   | B2B platform factory profile                         |
| Defect rate                        | <0.3% (AI visual inspection, full-process QC) | Third-party B2B directory<br>— company-supplied text |

### 5.2 In-house processes

Injection moulding · PU injection forming · laser engraving · silk-screen printing · laser cutting / edge sealing · SMT · assembly · AI vision inspection · burn-in and functional testing

### 5.3 Acceptance and commercial assurance

- Third-party pre-shipment inspection available
- Platform-backed compensation for late shipment, printing errors, dimension mismatch, transit damage, and delivery-window breach
- Factory authenticity guarantee (compensation of 5% of order value, capped at RMB 500, on qualifying orders)

## 6 Certifications, Intellectual Property and Compliance

### 6.1 Enterprise-level certifications

| Certification                                                 | Level     | Validity                                   |
|---------------------------------------------------------------|-----------|--------------------------------------------|
| National High-Tech Enterprise                                 | National  | Certificate valid 2024-12-26 to 2027-12-26 |
| National High-Tech Enterprise (prior term)                    | National  | 2021-12-23 to 2024-12-23                   |
| National High-Tech Enterprise (prior term)                    | National  | 2018-11-09 to 2021-11-09                   |
| Municipal "Specialized, Refined, Distinctive, Innovative" SME | Municipal | Confirmed on 2021 list, re-confirmed 2024  |
| Technology-based SME                                          | National  | Certificate issued 2024                    |
| Foreign Trade Operator Registration                           | —         | Listed                                     |

### 6.2 Product and market compliance

CE · FCC · RoHS · TELEC (Japan) · PSE (Japan) · UKCA · CCC (China, factory-level)

### 6.3 Intellectual property

- **31–38 patents** depending on source and counting method
- Composition: predominantly **design patents** (~32), plus 5 utility models and 2 granted invention patents
- Granted jurisdictions include China, the United States and the EU (registered Community designs), plus filing receipts in additional jurisdictions
- Company states "100+ honours and patent certificates" domestically and internationally

### 6.4 Awards and market recognition

- 2026 Top-tier factory status (three-diamond equivalent) on a major B2B procurement platform

- 2026 Consumer Security Ecosystem Co-Building Outstanding Partner Award
- 3rd place, Pan-Tilt (PTZ) category service ranking on a major B2B procurement platform
- Municipal "Specialized, Refined, Distinctive, Innovative" SME
- Ecosystem partner recognition

## 7 Engagement Models

### 7.1 OEM — Original Equipment Manufacturing

Manufactured to the customer's brand and industrial design. **MOQ 1,000 units.** Accepts inbound foreign-trade orders; offers processing models including clean-parts-supplied, labour-and-materials-supplied, sample-based development and drawing-based development. Invoicing: 10% VAT special invoice available.

### 7.2 ODM — Original Design Manufacturing

The factory owns the product architecture and delivers a branded-ready unit. This is where the in-house AI, app and cloud capability is exposed to the customer, and it is the most commercially relevant model for pet brands:

- **Regional species libraries** — recognition catalogue scoped to the destination market from the same hardware
- **App localisation and rebranding** — feeding schedule logic, push notification templates, onboarding flow
- **Feeding logic and portion customisation** — multi-pet scheduling, portion granularity, measurement units (g / oz / cup)
- **Packaging and manual localisation** — barcode, compliance marks, carton markings per destination
- **Camera and cloud feature customisation** — clip length, storage tier, playback presets

### 7.3 OBM — Original Brand Manufacturing

Full proprietary-brand operation, including product line development, app, cloud and channel. This model reportedly became the strategic direction as of 2026 — the factory describes completing an "end-to-end value chain spanning solution customisation through proprietary brand development and operations."

### 7.4 Support

The in-house app and cloud platform provide 24/7 customer support covering both app-side and product-side issues.

## 8 Market Presence

- **Geography:** 70+ countries and regions (current company figure). Earlier disclosures (2023) stated 50+ countries across Europe, North America and Southeast Asia.
- **Priority markets:** North America · Western Europe · Latin America · Asia
- **Customer base:** 500+ global brand owners, cross-border sellers and consumer-hardware teams
- **Domicile of customers:** predominantly overseas brands and cross-border e-commerce operators

Pet and birding products in particular are developed against North American and Western European buyer expectations, where species-recognition coverage and outdoor-rated construction drive the specification.

## 9 Milestones

| Year | Event                                                                                                                                                             |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2010 | Four industry leaders co-found the business, focused on connected imaging hardware for global households                                                          |
| 2013 | Strategic restructuring and rebranding; entity registered, integrating R&D, production and sales                                                                  |
| 2015 | Full pivot from domestic brand agency to export market; OEM/ODM-led product development with increased R&D and manufacturing investment in consumer goods         |
| 2019 | Strategic top-tier partnership signed with a leading global IoT cloud platform; products certified to CE, FCC, RoHS, TELEC, PSE and other international standards |
| 2021 | Recognised as municipal "Specialized, Refined, Distinctive, Innovative" SME and National High-Tech Enterprise                                                     |
| 2023 | In-house app / cloud platform launched January 2023 with 24/7 global support; products exported to 50+ countries                                                  |
| 2025 | Reported 100+ cumulative certifications, awards and patents; 500+ clients served through one-stop customisation                                                   |
| 2026 | End-to-end value chain completed — from solution customisation to proprietary brand R&D and operations; top-tier factory status on a major B2B platform           |