

SwitchBot S20 Product Marketing Documentation—— Global

One sentence positioning & core selling point

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|---|--|
| <p>One sentence positioning</p> <p>"What is it"</p> | <p>The drum floor cleaning robot is equipped with an all-round base station</p> |
| <p>Core selling point</p> <p>"The reason why I chose you instead of others" (FABE format)</p> | <p>RinseSync™ Mops and washes at the same time , spreading evenly throughout the house without leaving any dirt</p> <ul style="list-style-type: none"> • The drum running water washes the floor without any dirt and mops the floor more cleanly than a disc mop. Whether it is a disc mop or a flat mop, spilled soy sauce, yogurt, or ketchup will only be spread all over the house. The drum running water washes the floor and the drum mop self-cleans in real time, collecting the dirty water into the dirty water tank, without any dirt, and always mopping the floor with a clean mop. • 4-step cycle mop washing, deep cleaning 300 times per minute, more thorough than hand washing. Imitating human hands holding a rag to mop the floor, spraying, rotating, scraping, and collecting dirt, 4-step cycle washing, 300 times per minute, keeping the mop clean at all times. • 1kg downward pressure mopping is like mopping with a rag, effectively removing stubborn stains. The roller mop rotates at high speed and applies downward pressure to mop the floor, and combined with RevoRoll™ to remove stains in reverse, the mopping is cleaner. <p>Dual Anti-Tangle System, clean sweeping and easy maintenance</p> <ul style="list-style-type: none"> • 10000Pa hurricane suction, wood floor particle removal rate ≥ 99%. SwitchBot S20 uses a high-performance fan and |

aerodynamic design to form ultra-high negative pressure, which can instantly absorb particles and hair. It also supports silent cleaning, with a cleaning noise of less than 60dB, so you won't be disturbed when watching TV at home.

- SwitchBot 's self- developed 0-tangle side brush allows you to brush without getting hair tangled. The 2-claw arc long-hair design will untangle the hair tangled on the side brush little by little , and then throw it out at high speed.
- Anti-tangling rubber brush , hair is difficult to tangle, and the cleaning power is not weakened. The main brush with full rubber brush design quickly rolls up the hair, particles and other garbage on the ground. Even if long hair is entangled, it will be collected at one end of the main brush , and the roller brush can be cleaned with a light stroke .

MultiClean Station requires less maintenance and is more worry-free. It can be paired with the S10 water station to achieve automatic water supply and drainage experience.

- Automatic water replenishment and automatic collection of sewage, further freeing your hands. Equipped with a 2.7L fresh water tank and a 2.5L sewage tank, you can mop once a week and only need to pour and refill water once a week.
- The straight air duct automatically collects dust, and the garbage is emptied once every 90 days. The straight air duct design efficiently sucks pet hair into the dust bag to avoid hair stuck in the air duct . 4L large-capacity dust bag with 99.99% sealing rate.
- 50 degrees Celsius hot air drying keeps the drum mop dry and odorless. Forward and reverse rotation to dry the drum mop in all directions. Supports setting 1-8h drying time, whether in dry or humid areas, you can freely choose. At the same time, the drying noise is controlled within 40dB, so it will not disturb you even if it is dried at night.
- Deep cleaning of the roller mop eliminates the trouble of washing the mop manually. The water output is increased by 10 times, and the drum speed is increased by 130%. Deep cleaning is ready for the next floor cleaning.
- It supports linkage with SwitchBot S10 water base station (sold separately) to achieve a direct connection to the water

pipe. The S10 water base station can be easily installed next to the washing machine without construction, providing automatic water supply and discharge, and automatic addition of cleaning liquid.

- It supports the optional purchase of a Mini water supply and drainage base station, which can be installed in island counters, balconies and other places, and directly connected to water pipes to achieve water supply and drainage.

LiDAR SLAM+AI Obstacle Avoidance, autonomous driving level navigation and obstacle avoidance

- The AI camera obstacle avoidance system identifies obstacles like the human eye and instructs the S20 to avoid them accurately. It deeply learns about power cords, pet feces, slippers, scales and other items in the home, recognizes them like we do, estimates their locations, and automatically adjusts the cleaning route.
- The lateral PSD distance sensor senses obstacles around the body and enables flexible avoidance. Facing the complex furniture environment at home, the PSD distance sensor further fills the blind spot and can clean around the legs of tables and chairs.
- Unmanned driving-level navigation, 360-degree omnidirectional perception of your home environment. Adopting LDS laser radar, it realizes mapping, navigation, positioning, obstacle avoidance, and intelligently plans cleaning routes to achieve high cleaning coverage and high cleaning efficiency.
- to not getting stuck is the powerful integration of software and hardware. In dark environments, there is LED fill light and AI visual obstacle avoidance is still online; the stairs have downward sensors for intelligent perception to prevent falls; the threshold has excellent obstacle crossing ability of 20mm; the AI capabilities of the home are continuously upgraded as new furniture is added, and it becomes more and more useful.

We are good at cleaning floors, tiles and carpets

- Scrape off the water on the mop to avoid getting it wet

and protect your carpet better. When the ultrasonic sensor of the S20 detects the carpet, it will automatically lift the roller mop and scrape off the water from the originally soaked roller mop . Compared with a disc mop or a flat mop, even if it is lifted, the mop still has more water , which is less likely to wet your carpet.

- Actively sense the carpet and clean the carpet with the Max suction. When it comes to short-hair carpets, the S20's ultrasonic sensor senses the carpet and automatically increases the suction to 10,000 Pa, using the rubber brush to continuously turn the carpet over, instantly sucking the garbage deep inside the carpet into the dust box .
- Less water stains, no sand, and better care for your floor. The soft velvet roller mop has good water absorption and light water stains. The sand on the floor will be collected by the RinseSync™ circulating floor washing machine into the sewage tank, so it will not scratch the floor with sand. Once the disc mop and flat mop carry sand, the sand will be pressed hard when mopping the floor, causing scratches on the floor.

IoT No.1-enabled IoT control, easy to use for the whole family

- The best robot vacuum cleaner for Apple users. S20 supports native Matter and can be added to the Home APP for control without Bridge.
- It supports multiple control methods and is easy to use in any scenario. On weekdays, it will automatically clean the floor for you at 9 am. When you are busy, just say "S20, help me mop it." It also supports Apple Watch remote control, so you can show off the future technology to your friends when they visit.
- Customized cleaning plans make cleaning cleaner and more efficient. For kitchens with stains on the floor, increase the water flow and mop twice. For living rooms with dust on the floor, automatically increase the suction power and only clean.
- It can be used in single-family buildings. S20 supports 5 maps, and can mop the floor even if there is no base station on the second floor. Whether it is the second floor, third floor or even the fourth floor, it can help you clean the floor easily.

SwitchBot Multi-tasking Household Robots brings the future home experience

- Why add water to the humidifier yourself? Let S20 do it. Supporting the linkage Humidifier Auto-refill version, when the humidifier is running low on water, S20 will draw water from the S10 water base station to refill the humidifier, saving us from carrying a heavy water tank to add water ourselves.
- One-touch to turn on the away mode. Link with SwitchBot Hub 2, press the "off" button when you go out, S20 will come out to perform floor cleaning tasks, and Hub 2 will help you turn off infrared home appliances such as air conditioners and TVs.

3. Product selling points

RinseSync™ Mops and washes at the same time , spreading evenly throughout the house without leaving any dirt

definition

- Structure: roller mop + clean water tank + sewage tank + sewage tank + scraper
- Mop and wash at the same time , 4-step cycle washing
 - Spray: Cleans dirty roller mops
 - Washing: 300 times per minute
 - Scraping: Metal scraper scrapes off the sewage
 - Sewage collection: The sewage tank collects the sewage in the sewage tank
- Pressurized mopping
 - Ground pressure + reverse rotation: 10N
 - Hard particles such as sand



are collected in the sewage tank

User benefits

- the floor with wet garbage (juice, ketchup, etc.) without dirt and make it cleaner
- Wooden floors are less likely to be scratched, and the sand on the ground will be collected in the sewage tank

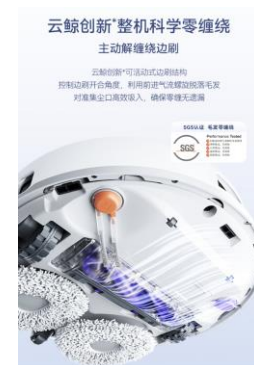
Anti-Tangle System

definition

- Structure: Full rubber brush + two-claw side brush + 10000Pa suction
- All-rubber brush: Compared with a hair brush, an all-rubber brush is not easy to get tangled with hair, and even if it is tangled with hair, it is easier to clean
- Two-claw side brush: High-speed removal of tangled hair, achieving "0" tangling of hair
- 10000Pa suction: hurricane suction instantly sucks hair

User benefits

- Low maintenance
- No loss of cleaning power



We are good at cleaning floors, carpets and tiles

definition

- Implement different cleaning solutions for different floor materials
- Short-pile carpet: lift the mop + scrape off excess water from the mop
- Long-haired carpet: Set a restricted area so that the sweeper cannot enter
- Floor: Soft velvet mop with light water stains and no sand
- Tiles: Pressure mopping

User benefits

- Cleaner floor cleaning
- No damage to floors or carpets



| | S20 | Mainstream sweeper on the market (X10 Pro Omni) |
|--------------|--|---|
| floor | <ul style="list-style-type: none"> • The stone particles are collected in the sewage tank by the scraper, and the floor has fewer scratches • Soft velvet material, less water stains, dry mopping is more suitable for floors | <ul style="list-style-type: none"> • With stones, there are scratches on the floor |
| carpet | <ul style="list-style-type: none"> • Lifting mop 7mm • Scrape off mop stains | <ul style="list-style-type: none"> • Lift the mop 10mm |
| ceramic tile | <ul style="list-style-type: none"> • Pressurized mopping | <ul style="list-style-type: none"> • Pressurized mopping |

LiDAR SLAM+AI Obstacle Avoidance, autonomous driving level navigation and obstacle avoidance

definition

- Structure: AI Cam+PSD+LDS
- LDS: LiDAR generates a high-precision map, and the sweeper cleans according to the high-precision map
- AI Cam: Identify obstacle types and determine obstacle avoidance distances for obstacle avoidance
- PSD: Edge sensors avoid obstacles laterally while improving cleaning coverage



User benefits

- High cleaning efficiency, improves the cleaning coverage of the sweeper, and reduces the cleaning time of the sweeper
- The floor does not need to be cleaned, and the sweeper can also clean the floor smoothly without being hindered

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| | S20 | Mainstream sweeper on the market (X10 Pro Omni) |
| Navigation and obstacle avoidance architecture | AI Cam+PSD+LDS | AI Cam+Line Laser+ DToF |
| Navigation radar | LDS | DToF : Longer life and faster mapping |
| Visual obstacle avoidance | AI Cam Training data: 10W | AI Cam Training data: hundreds of thousands |

| | | |
|----------------------------|-----|-------------|
| Lateral obstacle avoidance | PSD | Point Laser |
|----------------------------|-----|-------------|

The best vacuum cleaner for Apple users

definition

None

- Add S20 to Home APP via native Matter (no Bridge required)

User benefits

- Apple users can control their robot vacuum cleaners more conveniently in one Home APP

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| | S20 | Mainstream sweeper on the market (X10 Pro Omni) |
| Matter | Native support for Matter Waiting for Apple Home App support | <input type="checkbox"/> , currently only Stone has officially announced |

MultiClean Station, less maintenance, less worry

definition

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User benefits

- Integrated base station: less maintenance, free your hands
- Automatic mop washing + high temperature mop drying: prepare for the next mopping while avoiding odor caused by static mopping



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| | S20 | Mainstream sweeper on the |
|--|-----|---------------------------|

| | | |
|--|---|--|
| | | market (X10 Pro Omni) |
| Automatic dust collection | 4L | Undisclosed, pending development Estimated 2.5L |
| Automatic drying | 50 degrees Celsius hot air drying | 45 degrees Celsius warm air drying |
| Automatic mop washing | ✓ | ✓ |
| Automatic water addition and sewage discharge | ✓ | ✓ |
| Directly connected water pipes for automatic water supply and drainage | ✓(Purchase water base station separately) | / |

4. Comparison of competing products

I have what others don't

- RinseSync™ mops and washes at the same time, spreading evenly throughout the house without leaving any dirt
- IoT No.1-enabled IoT control for the whole family: Apple Home App support via Matter
- SwitchBot Multi-tasking Household Robots brings the future home experience
- Supports S10 water base station, providing the unique automatic water supply and discharge experience on the market

I am better than others

- Anti-Tangle System: The side brush anti-tangling design is very innovative in Japan
- Customized cleaning experience for Japanese home floors: For tatami floors, it

only sweeps but does not mop properly; for carpets, it not only lifts the mop but also scrapes off excess water from the mop ; the drum washes the floor without scratching the floor

- MultiClean Station, less maintenance, less worry: higher drying temperature and more dust bag capacity than competitors

I have what others have

- LiDAR SLAM+AI Obstacle Avoidance

table of major Japanese competitors

| | | | | | |
|-------------------|---|----------------|------------|----------------|----------------|
| Basic Information | brand | SwitchBot | SwitchBot | Eufy | Eufy |
| | Product Model | S20 | S10 | X10 Pro Omni | S1 Pro Omni |
| | Body size | 365*365*115 mm | | 353*327*114 mm | 325*347*96 mm |
| | Water tank base station size | 380*223*460 mm | | 366*480*460 mm | 383*467*670 mm |
| | Automatic water supply and drainage base station dimensions | 380*223*300 mm | | | |
| Cleaning power | Mop | Roller mop | Roller mop | Disc mop | Roller mop |
| | Mopping and washing | ✓ | ✓ | ✗ | ✓ |

| | | | | | |
|--|---------------------|---|--|---|---|
| | Pressurized mopping | 10N | 10N | 10N | |
| | Mop lift | 7mm+wiper | 7mm+wiper | 12mm | 12mm |
| | Fan | 10000Pa | 6500Pa | 8000Pa | 8000Pa |
| | Roller Brush | Pure glue brush | Pure glue brush | Glue and hair integration + hair removal system | Pure glue brush |
| | Side brush | Anti-tangling design | Ordinary side brush | Ordinary side brush | Ordinary side brush |
| Navigation and obstacle avoidance system | Navigation radar | LDS | LDS | LDS | Solid-state LiDAR |
| | Obstacle Avoidance | AI Cam+PSD | AI Cam+PSD | AI Cam+ | AI Cam+Side Laser |
| | Overcome obstacles | 20mm | 20mm | 20mm | 20mm |
| Base station configuration | Base station type | <ul style="list-style-type: none"> Water tank version S10 Water Station Version | <ul style="list-style-type: none"> Single water base station External water tank | <ul style="list-style-type: none"> Water tank version | <ul style="list-style-type: none"> Water tank version |
| | Basic functions | <ul style="list-style-type: none"> Automatic water supply and drainage | <ul style="list-style-type: none"> Automatic water supply and drainage | <ul style="list-style-type: none"> Automatic water supply and drainage | <ul style="list-style-type: none"> Automatic water supply and drainage |

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|--------|---------------------------|---|--|---|--|
| | | <ul style="list-style-type: none"> • Automatic drying (50 degrees) • Automatic dust collection • Automatic mop washing | <ul style="list-style-type: none"> • Automatic cleaning fluid addition • Automatic drying (50 degrees) • Automatic dust collection • Automatic mop washing | <ul style="list-style-type: none"> • Automatic drying (45 degrees) • Automatic dust collection • Automatic mop washing | <ul style="list-style-type: none"> • Automatic drying • Automatic dust collection • Automatic mop washing |
| | Cleaning fluid filling | TBD | automatic | / | Ozone water |
| | Fresh water tank capacity | 2.7L | 2.5L | 3L | 3L |
| | Sewage tank capacity | 2.5L | 2L | 2.7L | 2L |
| | Dust bag capacity | 4L | 4L | ? | ? |
| Matter | | ✓ | ✓ | / | / |

5. User portrait

- User profile of purchasing a sweeper with integrated base station

- Office Workers

Review analysis from Shulex
X10 Pro Omni User Features

- Keeping Pets
- Homes with larger living areas (e.g. 2LDK)

| Topic | Percent | Reason |
|----------------------------|---------|--|
| General cleaning | 34% | effective cleaning on various surfaces, suitable for various floor types and rooms |
| Pet owners | 20% | effective in removing pet hair and debris, suitable for cleaning pet hair and stains |
| Daily cleaning | 10% | suitable for daily cleaning tasks and easy maintenance |
| General household cleaning | 8% | effective cleaning of all rooms in a household setting |
| Flooring cleaning | 6% | effective and efficient cleaning on various flooring types |

- Find Apple Home Users and Win Their Preferences
 - through Matter