

Reolink

Reolink Argus MagiCam

Security that goes wherever you need it.



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Reolink

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Product Introduction

Argus MagiCam is designed to make security simple, flexible, and truly effortless.

In a category often defined by fixed installation, complicated setup, or ongoing subscription fees, MagiCam removes these barriers and brings security into everyday life.

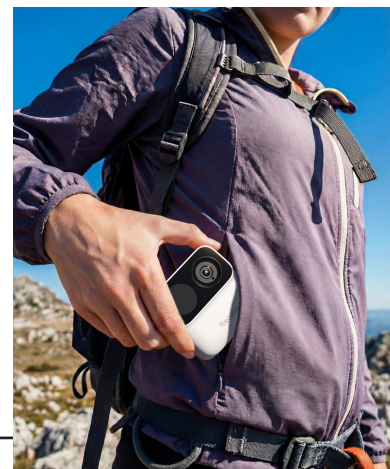
Compact security that goes wherever you need it.

With its magnetic design, each placement is not just installation, but the instant creation of a new monitoring point.

Security is no longer fixed, **it moves with you and expands as you need.**

It becomes:

- Portable security that goes where you go
- Flexible protection that adapts to different spaces
- Expandable coverage, one snap at a time



Core Value & Positioning

Compact security that goes wherever you need it.

MagiCam redefines entry-level security by turning installation into an action:

- **Snap** → Instantly create a new monitoring point
- **Move** → Adjust security as your space changes
- **Expand** → Cover more scenarios without complexity

Built for **versatile, on-the-go security needs**, making it easy to place and reposition as needed.



Key Features to Highlight

Mount it Like Magic: Magnetic Installation

No wires. No Drilling. No complicated setup.

Attach it anywhere:

- Refrigerators
- Metal fences
- RVs
- Walls (with included metal plate)

Set up in seconds, move anytime.



Key Features to Highlight

Up to 9 Months Battery Life

Powered by Qualcomm® Micro-Power Wi-Fi solution.

- **Up to 9 months battery life***
- **Replaceable** AA lithium batteries
- No charging downtime

Designed for long-lasting, low-maintenance use

**With 2 AA lithium batteries, based on 5-minute recording per day with all-day standby.*

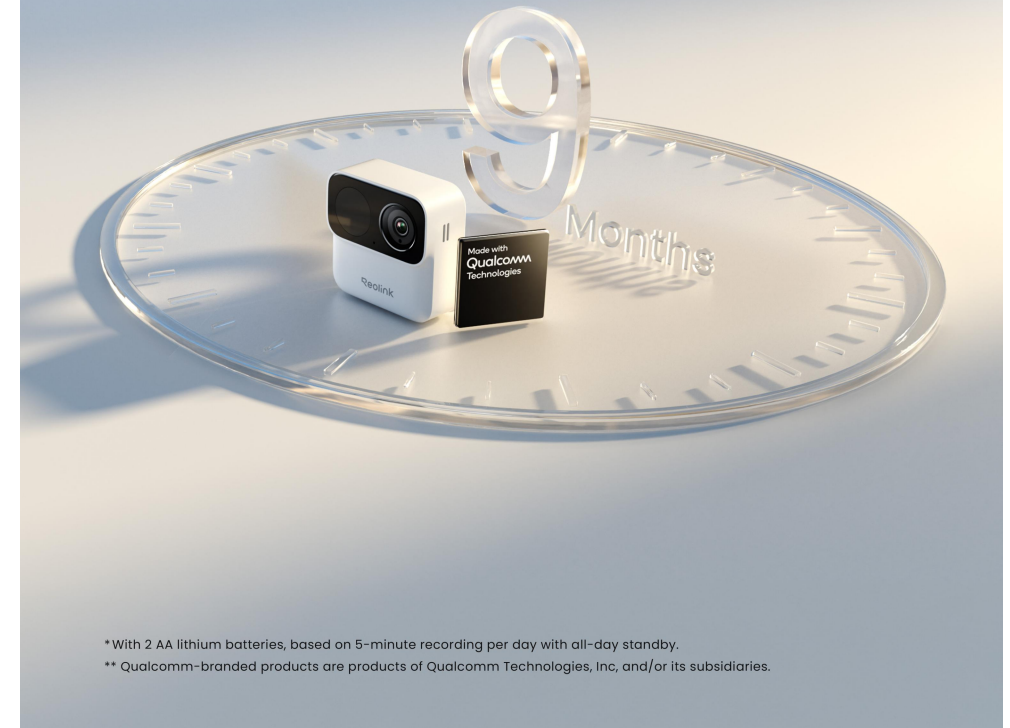
96% Longer Battery Life

Up to 9 months

With Qualcomm® Micro-Power Wi-Fi solution

Up to 5 months

Traditional solution



Key Features to Highlight

No Monthly Fees with Local Storage

- Supports up to 256GB microSD
- Compatible with Reolink Home Hub, Home Hub Pro, and Home Hub Mini
- No subscription required



Key Features to Highlight

Indoor & Outdoor Flexibility

Designed to work seamlessly across environments.

- IP67 weatherproof for reliable outdoor use
- Compact & lightweight design for easy placement anywhere
- Multiple mounting options for different scenarios (Magnetic Mounting / Bracket Mounting)

Install where you need it, when you need it.



Additional Features



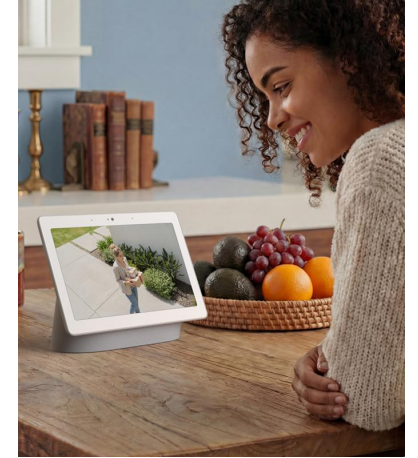
Smart Person Detection
Alerts what matters



Time-Lapse Recording



Optional wired power
for continuous recording



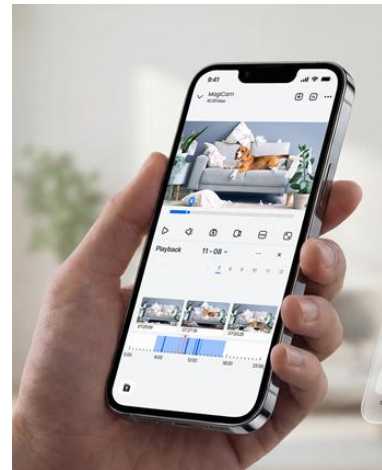
Works with Alexa & Google Assistant



Two-way audio
Real-time communication



IP67 weatherproof
built for outdoor use



Live view & playback
via Reolink App



Dual-band Wi-Fi (2.4/5GHz)
stable connection

Typical Use Scenarios



Flexible Home Security

Quickly place cameras where traditional installation is difficult or unnecessary.

- Apartment
- Rental
- Doorway



No Drills Required

Perfect for renters or temporary setups.



Portable Security

Ideal for:

- RVs
- Camping
- Temporary outdoor monitoring

What Makes It Different (Competitive Context)

Compared to typical entry-level cameras (e.g. Blink Outdoor):

- **No subscription needed**, local storage included
- **Snap-on magnetic mounting**, not fixed installation
- **Smaller & lighter**, easy to place anywhere
- Smart detection **without extra fees**
- **Standalone setup**, with optional hub for extended storage and system expansion.

Designed for real-life usage, not just fixed surveillance.

Support Information:

Model	Argus MagiCam	Blink Outdoor 4
MSRP (\$)	59.99	79.99
Battery Life	Up to 9 months battery life with 2 AA lithium batteries <i>*Based on 5-min recording/day and all-day standby</i>	Up to 6 months battery life with 2 AA lithium batteries <i>*Based on 5-min recording/day + all-day standby</i>
	Up to 520 days battery life <i>*Based on 50s recording/day and all-day standby</i>	Up to 2 year battery life <i>*Based on 50s recording/day and all-day standby</i>
Installation	<ul style="list-style-type: none"> • Magnetic Mounting • Bracket Mounting 	Bracket Mounting
Resolution	1080p	1080p
Detection	On-device human detection	Requires subscription plan
Storage	Up to 256GB local microSD card	Requires subscription plan
Wi-Fi Module	Qualcomm's micro-power Wi-Fi solution Dual-band 2.4GHz/5GHz	Sub-1GHz Sync Module
Size	2.7 × 2.7 × 1.1 inch	2.8 x 2.8 x 1.6 inches
Weight	3.8 oz (108g)	5.0 oz (141 g)

Core Review Angle (Key Message to Anchor On)

You can frame MagiCam as:

- “A flexible alternative to traditional fixed security cameras”
- “A no-subscription, entry-level camera that actually adapts to your life”
- “A portable security solution for modern living spaces”

Specs

Video & Audio

Image Sensor	1/3.2"
Resolution	1920x1080@15fps (Battery) 1920x1080@20fps (Power-on)
Lens	F2.2 / 2.3 mm
Video Compression	H.264
Field of View	H: 113.3°,V: 62.7°,D:132°
Infrared Night Vision	Up to 8 meters (Infrared distance not advertised) LED:1pcs/ 0.3W/850nm (Auto-switching with IR-cut filter)
Color Night Vision	No
Audio	Two-way audio

Power

Power Mode	1 cam requires 2 AA batteries (2 pcs Lithium and Iron Disulfide Battery (Li/FeS2) 3500mAh Battery) Or 5V/1A Direct Power Mode (No adapter)
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Interface

Power Port	USB Type-C Port (*Support USB-A to USB-C cable only.)
SD Card Slot	Supports Max.256GB microSD card
Reset Button	✓
Audio In/Out	Built-in microphone and speaker

Wi-Fi

Wireless Standard	802.11 a/b/g/n
Operating Frequency	Dual band 2.4/5GHz
Wireless Security	WPA/WPA2

Software

Supported OS	PC: Windows, Mac OS; Smartphone: iOS, Android
Protocols & Standards	TCP/IP, UDP, DHCP, DNS, SSL, P2P
User Access	1 admin account; supports up to 12 simultaneous video streams (10 No preview connection&2main streams)

Feature Highlights

Smart Alarm	PIR detection, AI detection, Person detection, Vehicle detection, Animal detection (Only Person detection is recommended to promote)
PIR Detection Range	10m, 110° horizontal
Recording Modes	Motion recording, schedule recording 24/7 recording (only Direct Power)
Time Lapse	✓
Smart Home Compatibility	✓
Home Hub Compatibility	✓
Cloud Storage	✓

Working Environment

Operating Temperature	-10°C~+55°C(14°F~131°F)
Operating Humidity	20%~85%
Weatherproof Rating	IP67

Mechanical

Dimensions	68*68*28.86 mm
Weight	108g(without battery)

Warranty

Limited Warranty	http://2-year limited warranty. For support, visit https://support.reolink.com/hc/en-us/.
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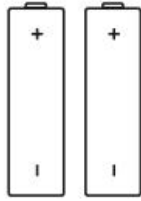
What's In The Box



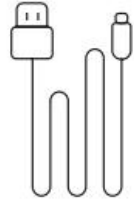
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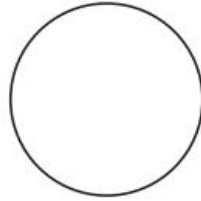
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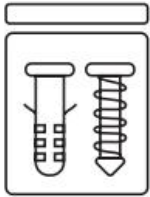
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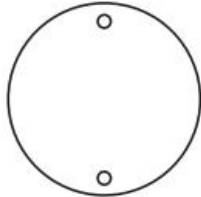
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6



7



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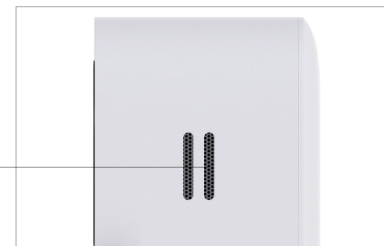


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1.	Camera	6.	Pack of Screws
2.	Magnetic Bracket	7.	Mounting Template
3.	AA Batteries (Non-rechargeable)*2	8.	Surveillance Sticker
4.	USB-C Cable	9.	Operational Instructions
5.	Magnetic Mount Pad	/	/

Notes/Disclaimer (optional use)

- Battery performance claims are based on AA lithium batteries
- Other battery types may reduce performance
- Wired mode supports continuous recording (hub connection supports motion recording only)
- Battery mode is event-based recording



1/ Type-C port silicone plug

2/ Infrared LED

3/ PIR lens

4/ CDS

5/ Microphone hole

6/ Logo

7/ Bracket

8/ Type-C port

9/ Sound output hole

10/ Power and RST button

11/ MicroSD card slot

Thank You

