



Reolink Video Doorbell (2nd Gen)

More coverage. More awareness. More reliability.

Reolink

1. Product Introduction
2. Core Value & Positioning
3. Key Features to Highlight
4. Additional Features
5. What Makes It Different (Competitive Context)
6. Core Review Angle (Key Message to Anchor On)
7. Spec
8. What's In The Box

Product Introduction

A 2K 4MP video doorbell designed for a more complete front-door view and a more reliable everyday experience.

With a 1:1 aspect ratio, it captures both visitors and packages in a single frame, while combining smart detection, real-time interaction, and flexible power options for different home setups.

More coverage. More awareness. More reliability.

A doorbell that delivers superior coverage, awareness, and reliability for users who want a more complete and dependable front-door security system.



Positioning & Core Value

Positioning

A more advanced and complete doorbell experience.

Core Value

More coverage. More awareness. More reliability.

- **More coverage:** See your entire doorway clearly, capturing both visitors and packages in one frame, in any lighting condition.
- **More awareness:** Know what's happening at your door with meaningful detection and respond instantly, wherever you are.
- **More reliability:** Stay protected with more consistent monitoring, supported by flexible power options and longer-lasting performance.



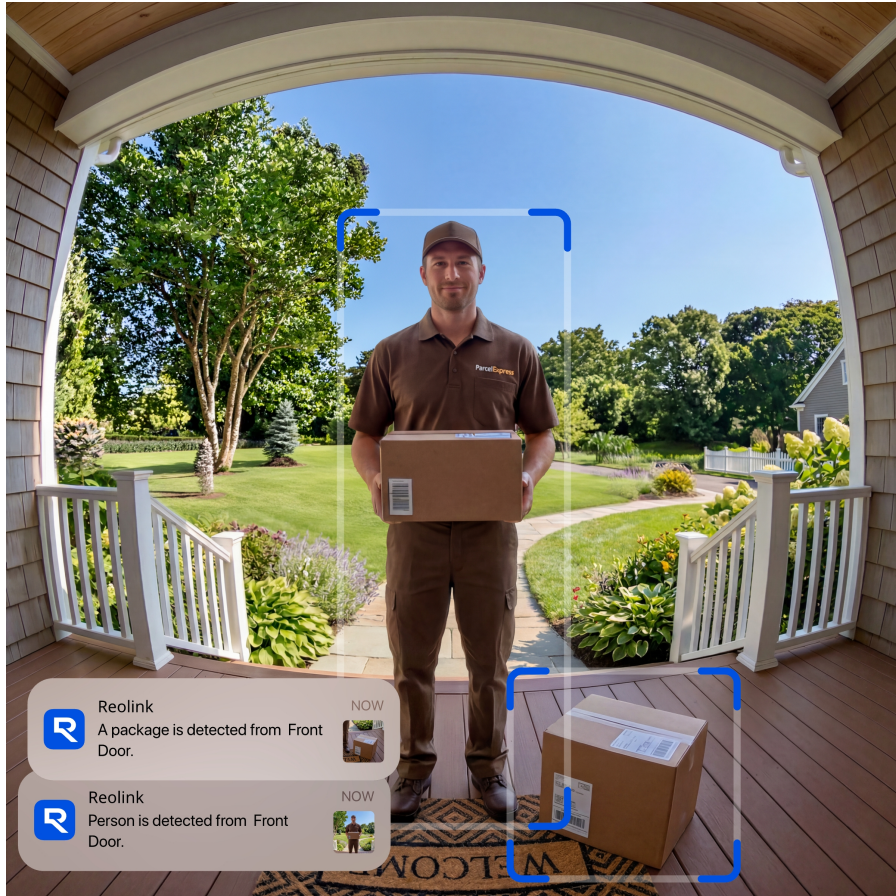
Key Features to Highlight

See your entire front door, head to toe

- 2K 4MP clarity for sharper details
- Head-to-toe view so you can see people and packages clearly, even in bright or low light.
- HDR for strong light contrast (backlight / sunlight)
- Infrared night vision for clearer visibility at night



Key Features to Highlight



Know What's Happening...

- Smart detection for people, vehicles, animals, and packages (no mandatory subscription)
- Rich notifications with image preview (no mandatory subscription)

...And Respond Instantly

- Live view and two-way talk
- Video call when someone rings the doorbell (iOS Only)



Key Features to Highlight

Power That Works Your Way



- Flexible battery or wired setup

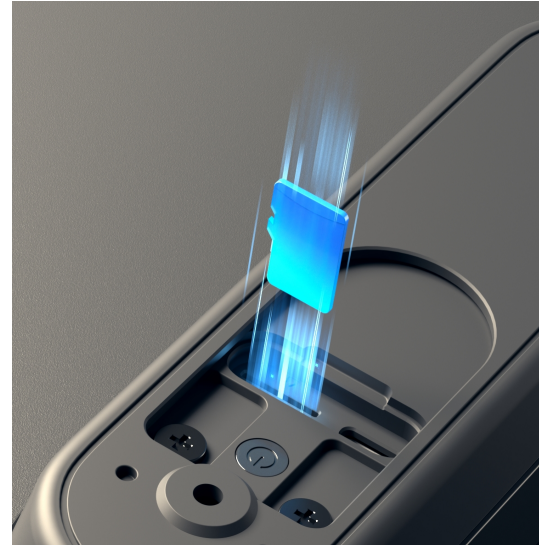


- Powered by the Qualcomm® Micro-Power Wi-Fi solution for lower energy consumption, delivering up to 10 months of battery life, 1.5× longer than traditional solutions

Key Features to Highlight

Protect Your Privacy with Local Storage with No Monthly fees

- Local storage: up to 512GB SD / Hub / NVR / FTP
- No subscription required



Key Features to Highlight

Stay Connected and Never Miss a Moment

- Pre-roll captures moments before motion events and continuous recording (wired mode)
- Preset voice replies let you respond instantly even when you're busy or away.

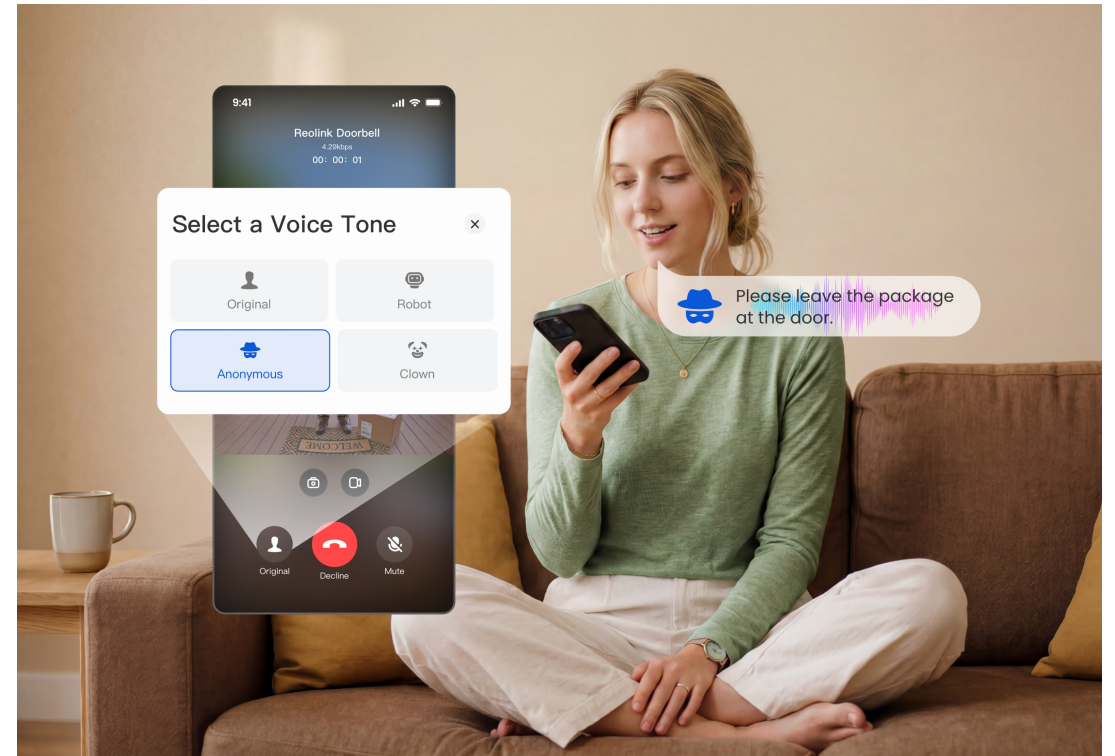


Key Features to Highlight

Protection that Goes Further for Your Security and Privacy



- Tamper alert to notify when the device is moved or removed



- Voice mask to protect user privacy during conversations

Additional Features



Time-Lapse recording



**Works with mechanical chime,
Reolink chime, and smart assistants**



**Works with Alexa &
Google Assistant**



Work with Solar Charger



**Live view & playback
via Reolink App**



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

What Makes It Different (Competitive Context)

Compared to typical Video Doorbell :

- Combines a true 1:1 **head-to-toe** view with high-definition clarity, while many alternatives compromise on either coverage or image quality.
- Supports person, vehicle, pet, and package detection with instant alerts, **no subscription required**, unlike others that charge for advanced detection.
- Offers both battery and wired options, giving you flexibility that many doorbells lack, with wired mode enabling continuous **recording and pre-roll** to capture moments before events.
- Includes **video call**, live view, and two-way talk, allowing users to respond instantly, rather than just checking alerts after the fact.
- Includes added protection features like **tamper alerts** and **voice mask**, capabilities often missing from typical doorbell offerings.
- Offers **local storage without subscription**, works with existing chimes, and avoids reliance on proprietary hubs or cloud-only systems.

Support Information:

Model	Reolink Video Doorbell (2nd Gen)	Ring Battery Doorbell Plus	Eufy Video Doorbell E340
MSRP (\$)	129.99	149.99	149.99
Image	1:1 2K	1:1 1536p	<ul style="list-style-type: none"> • Main: 4:3 3MP • Sub:4:3 1080P
Detection	Smart detection for people, vehicles, animals, and packages (no subscription)	Smart detection need subscription	Basic detection (motion/human/package)
24/7 recording	Y	N	N
Video Call	Y	N	N
Additional Features	Tamper alert & Voice Mask	N	Voice Mask
Storage	Free local storage: up to 512GB SD / Hub / NVR / FTP	Need subscription	Up to 128GB MicroSD
Power	Battery/Wired	Battery	Battery/Wired

Core Review Angle (Key Message to Anchor On)

Primary Angle (Anchor Message)

A more complete video doorbell for everyday front-door security.

- Position the product as a more complete solution, not just capturing what happens at the door, but helping users see clearly, understand instantly, and stay protected more consistently.

Suggested Review Angles

1. More Coverage: See Everything, Not Just More

- Show 1:1 view capturing both visitors and packages
- Highlight 2K clarity in real scenarios (day / night / backlight)
- Emphasize full doorway view, not partial framing

3. More Reliability: Stay Protected with Fewer Gaps

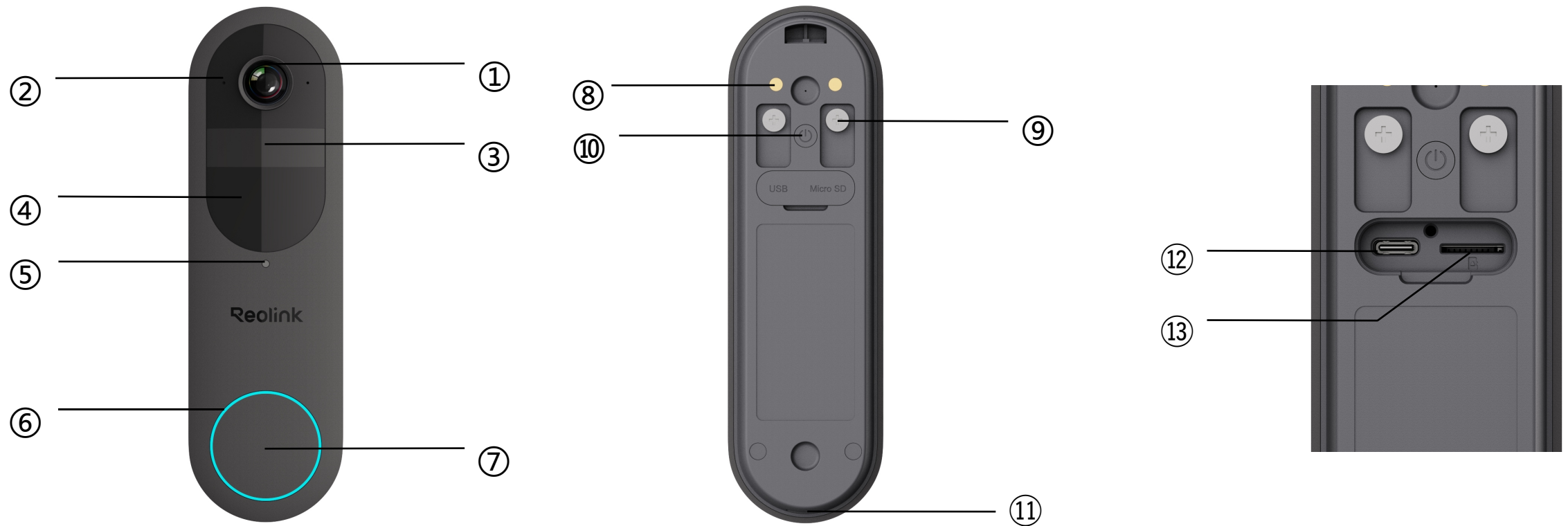
- Highlight battery and wired dual mode, and how it fits different home setups
- Mention the Qualcomm-powered platform for improved power efficiency and longer battery life
- If wired, show 24/7 recording + pre-roll
- Emphasize consistent monitoring with fewer interruptions

2. More Awareness: Know Exactly What Matters

- Demonstrate smart detection (person / package, etc.)
- Show notification flow and response speed
- Include live view, talk, or video call usage

4. More Control: Added Safety and Privacy in Daily Use

- Show tamper alert or voice mask (if used)
- Demonstrate quick replies or simple interaction
- Focus on practical, real-life usage



- ① Lens
- ② Microphone
- ③ PIR Lens
- ④ IR Lights
- ⑤ Daylight Sensor
- ⑥ Button Ring Light
- ⑦ Button
- ⑧ Charging Contacts
- ⑨ Terminal Block
- ⑩ Power Button
- ⑪ Speaker
- ⑫ USB-C Charge Port
- ⑬ microSD Card Slot

Spec

Video & Audio

Image Sensor	1/3" CMOS sensor
Resolution	2048x2048 (4 megapixels)
Lens	f=1.2mm, F1.8, fixed
Video Compression	H.264/H.265
Field of View	H: 150°,V: 150°,D:180°
IR Light	2pcs, 850nm
HDR	Yes
Audio	Two-way audio, noise reduction, echo suppression

Power

Battery	7000mAh rechargeable battery (Battery life varies based on settings, usage & temperature.)
Hardwired	8-24V AC , 24V DC
Solar Panel	Yes

Interface

Power Port	USB Type-C Port
SD Card Slot	Supports Max.512GB microSD card
Reset/Power Switch	✓
Audio In/Out	Built-in microphone and speaker

Wi-Fi

Wireless Standard	IEEE 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	SSL, TCP/IP, UDP, SMTP, NTP, P2P

Feature Highlights

Smart Alarm	Motion, vehicle, visitor, person, animal, package detection
Rich Notification	✓
Recording Modes	Motion recording, schedule recording 24/7 recording (Direct Power Only)
Quick Replies	✓
Smart Home Compatibility	Google Assistant/Alexa/IFTTT
Video Call	✓
Cloud Storage	Supports Reolink Cloud (available in some countries)
Tamper Alert	✓

Working Environment

Operating Temperature	-10°C~+55°C(14°F~131°F)
Operating Humidity	10% ~ 90%
Weatherproof	Yes

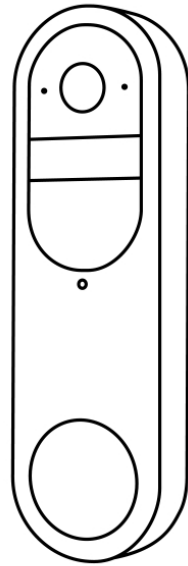
Mechanical

Dimensions	160.0 x 48.0 x 29.5 mm
Weight	231g

Warranty

Limited Warranty	2-year limited warranty. For support, visit https://support.reolink.com/hc/en-us/ .
------------------	---

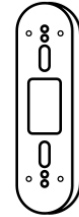
What's In The Box



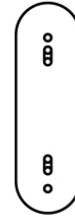
Doorbell



Mounting Plate



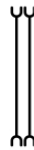
Horizontal wedge



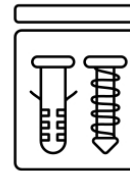
Mounting Hole Template



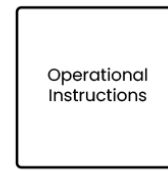
USB-C Cable



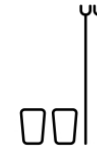
Jumper Cable



Pack of Screws



Operational Instructions



Extension Cable

Thank You