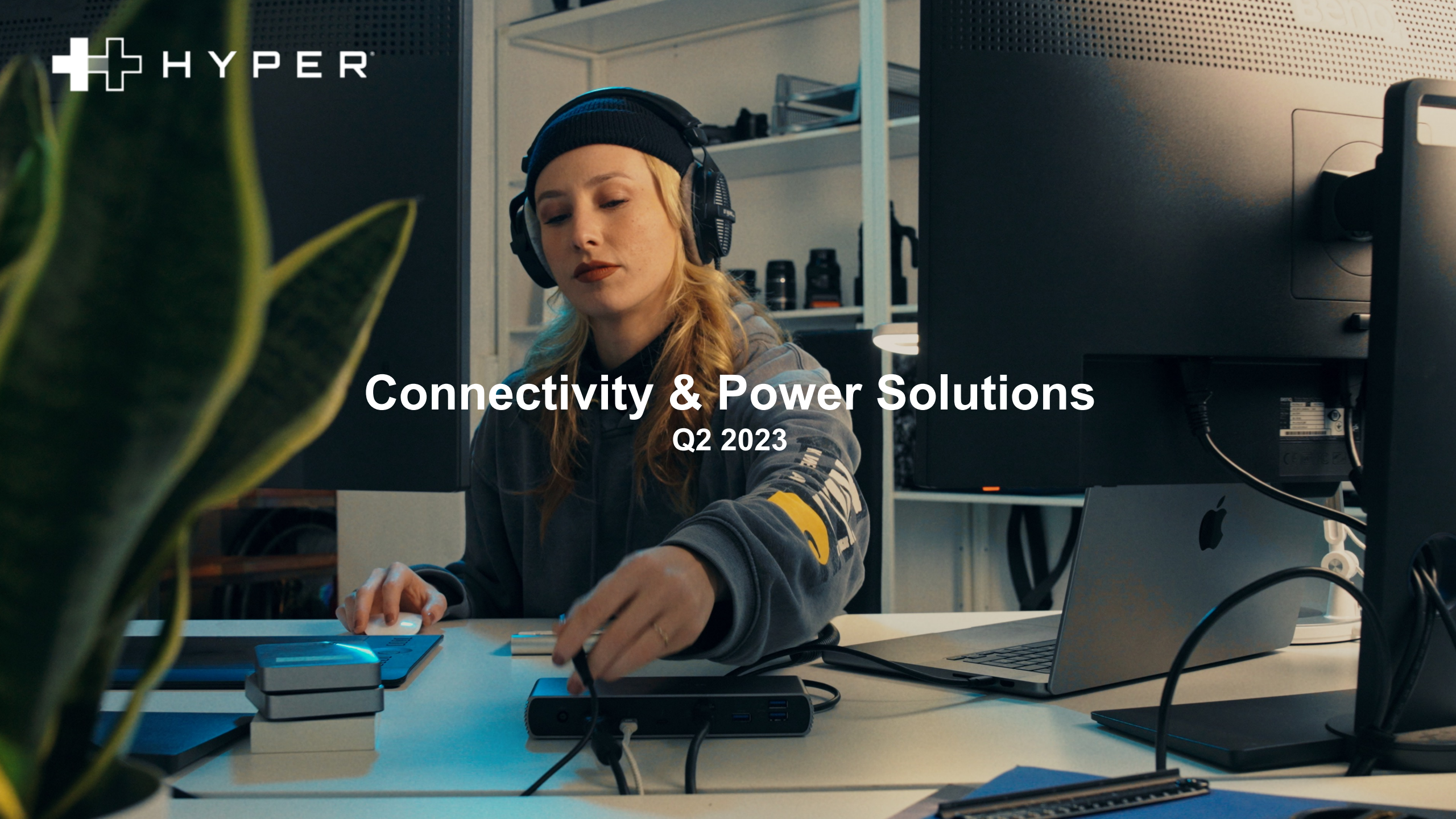




Connectivity & Power Solutions

Q2 2023



A person is sitting at a desk in a dimly lit office, working on a laptop. The desk is cluttered with various items including a keyboard, a mouse, a cup, and a small potted plant. A large monitor is visible in the background, displaying some text. The overall atmosphere is focused and professional.

Table of Contents

1. Welcome To Hyper
2. Brand Marketing
3. Marketing Calendar & Brand Refresh
4. HyperDrive Next Campaign



Welcome to Hyper

HYPER

About Hyper

At Hyper, we are driven by the mission of unlocking the boundless potential of creators through our innovative connectivity solutions. As a team of visionaries and makers, including creative marketers, product developers, and entrepreneurs—we recognize the importance of doing things differently, thinking big, and aiming for excellence.

We believe in technology that simplifies and enhances our customers' lives, enabling them to achieve their goals and unlock their full potential. With our solutions, we aim to Go Beyond device limitations and expectations, empowering our customers to pursue their passions and make a positive impact on the world.



Daniel Chin

FOUNDER & PRESIDENT
Daniel Chin

Company Overview

Hyper is a leading company based in Silicon Valley that specializes in providing cutting-edge accessories for Apple products.

- Founded in 2005
- Team based in Silicon Valley
- Owned by B. Riley Financial, Inc. (\$RILY (NASDAQ))
- Global presence in over 100 countries
- #1 in NPD for docking stations in 2021

Core Products

- USB-C Hubs
- Docking Stations
- Multi-port Chargers
- Wireless Chargers
- Battery Packs

Key Differentiators

- Speed to Market
- Flexible in Evolving Market
- Exceed Quality Expectations
- Sustainability Focused

Key Milestones

- 2009: 1st Apple Accessory: MacBook External Battery
- 2016: Most Crowdfunded USB-C Hub (\$3.1M)
- 2017: Hyper Enters Best Buy
- 2021: Hyper #1 Docking Station Brand in U.S.

Our Marketing Team



Barry Miller
Vice President of Sales
and Marketing



Brian Donecho
Director of Marketing



Juliana Cloves
Director of Finance and
Operations



Zach Brookes
Sr. Digital Marketing Manager



Armik Davalokhanian
Art Director



Desiree Roberts
Marketing Manager



Anthony Bunyan
Sr. Graphic Designer
(Packaging Focused)

Innovation is in our DNA

We're passionate about staying ahead of the curve, as demonstrated by our history of world-firsts. Our early dedication to supporting the Apple ecosystem has earned us a loyal following through creative crowdfunding campaigns and groundbreaking product launches.

Apple Accessory Milestones



2009



2016



2018



2019



2019



2022

Hyper Product Categories

We're driven by a deep desire to meet the needs of our target consumers. We understand that our customers are looking for innovative solutions that can simplify their lives and enhance their user experience.

By offering a wide range of cutting-edge products, we aim to exceed our customers' expectations and help them unlock their full potential.

Hubs



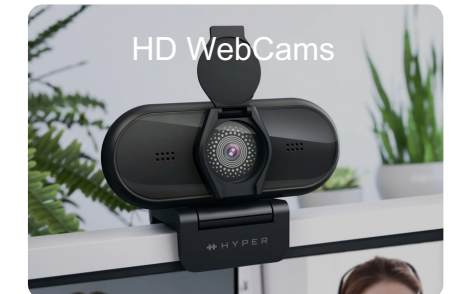
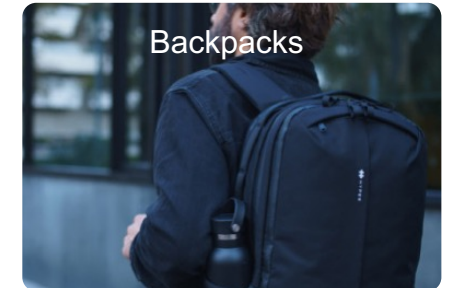
Docking Stations



Power & Cables

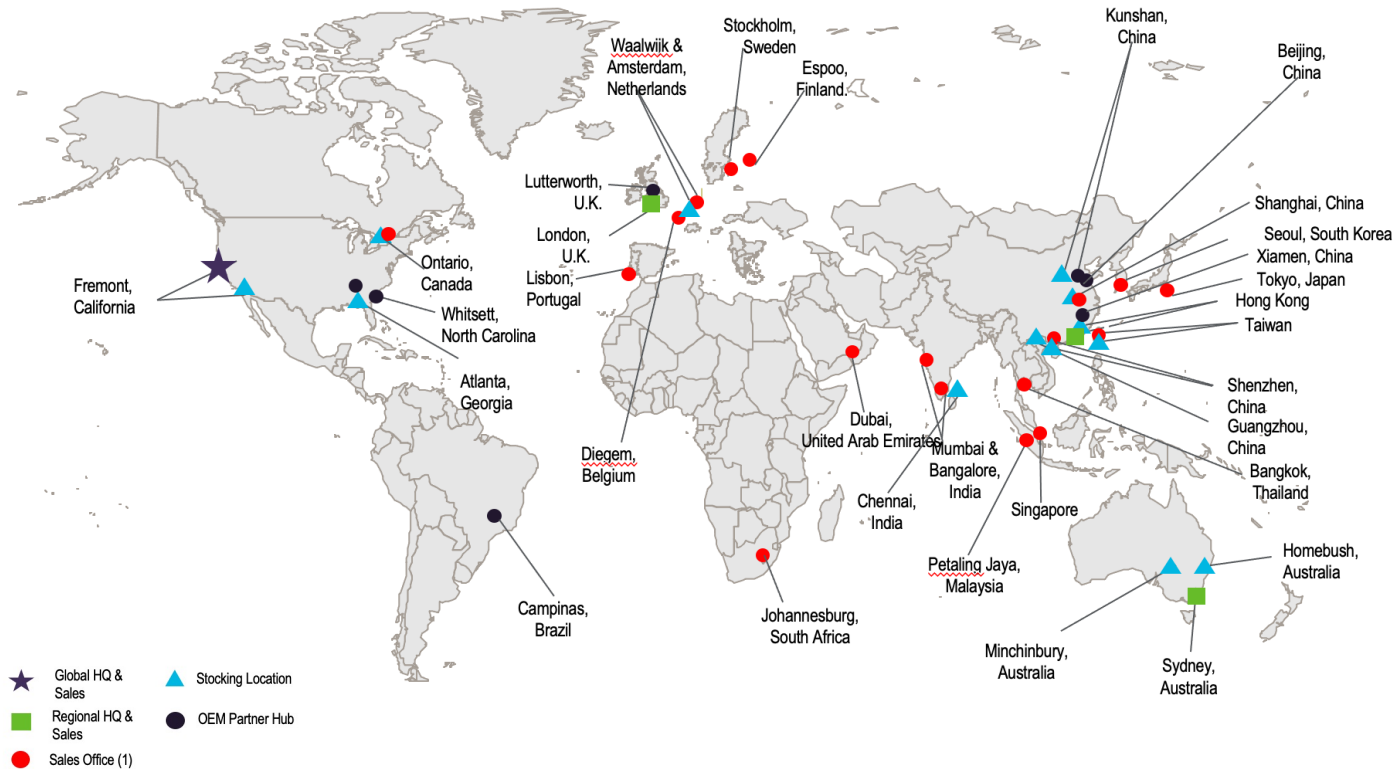


Accessories



International Supply Chain & Sales Network

Our global infrastructure includes distribution points in over 100 countries – coupled with dedicated regional sales and support teams enables superior reach and expertise.



Anaheim Distribution Center

Location: Anaheim, CA
Size: 70,000 square ft
of employees: 50



Syncreon Netherlands 3PL

Location: Netherlands

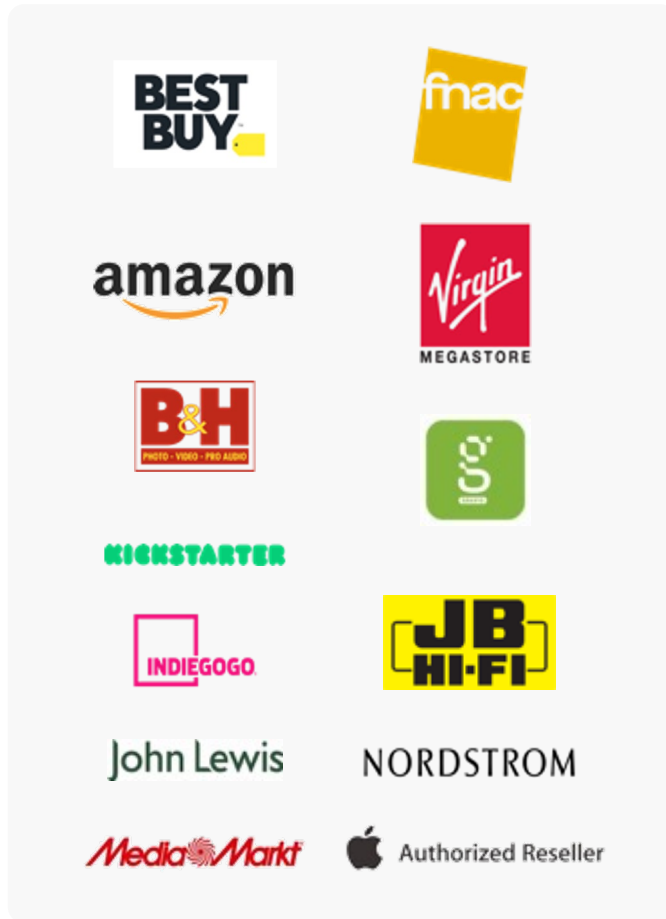


Wider Hong Kong 3PL

Location: Hong Kong
Size: 130 CBM, 3 Warehouses
of employees: 20

Sold & Distributed Globally

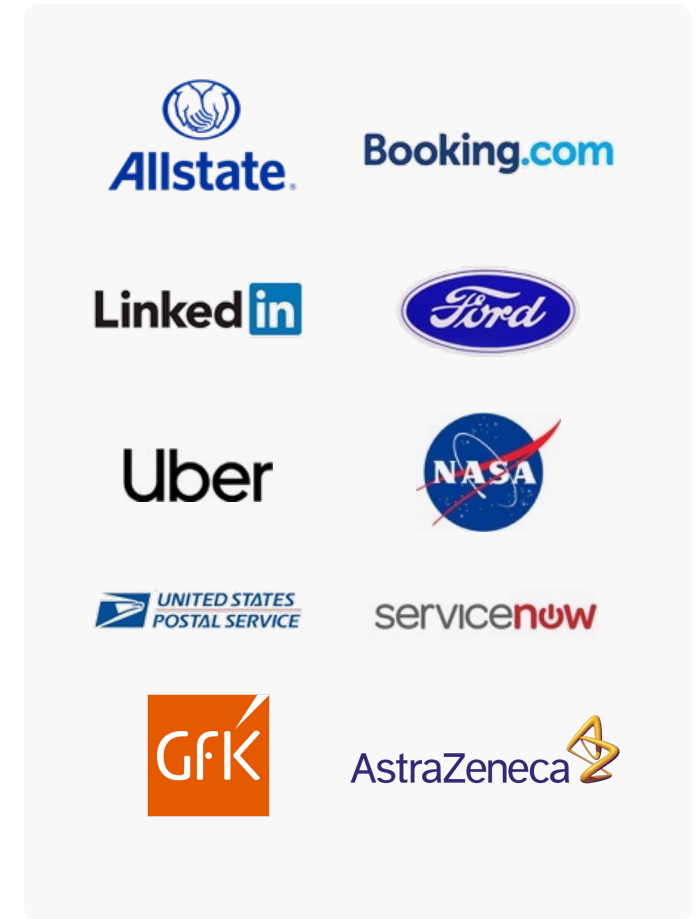
Global Retail Partners



Global Distribution & Resellers



Enterprise Partners



Commitment to Quality and Safety

Hyper products undergo extensive testing to ensure they meet industry standards for quality, performance, and safety.

Our hubs and docking stations are certified for FCC, CE, and RoHS compliance by third-party labs, our power banks and chargers are certified for UL, CE, and PSE compliance.

Depending on the country and requirements, we will conduct additional testing to ensure that every Hyper product reliable, efficient, and safe to use.



Partnership



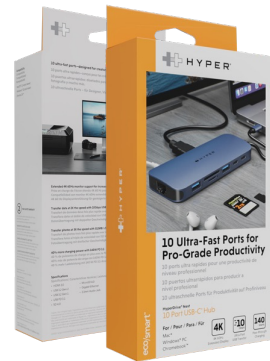
Commitment to Sustainability

What's Next for Hyper



eco/smart®

The EcoSmart line is made from recycled materials and is designed to reduce the environmental impact of the manufacturing process while still providing high-quality hubs, docks, and power solutions.



Hyper's packaging is eco-friendly and sustainable, as it is FSC certified and made from 100% recyclable materials with no plastics.

Additionally, the use of soy ink further reduces the environmental impact of the packaging, making it a responsible choice for consumers.



HyperDrive® Next

Hyper's commitment to developing future-proof products with cutting-edge specifications contributes to environmental sustainability.

This approach prolongs the relevance of their products, resulting in less electronic waste and allowing customers to benefit from high-quality products for an extended period.

ecovadis
Business Sustainability Ratings

We are committed to minimizing our waste generation and adhering to a roadmap, partnering with EcoVadis for reporting and certifications.

Currently, we are creating baselines for all our emissions and waste.

Target: Substantially reducing energy consumption and waste by 2025.

Awards & Notables

Hyper has won many design awards and patents for its innovative designs and functionality.

#1

Best-Selling Docking Station Brand
In the U.S. Retail in \$ and units (NPD, 2021)



\$15
MILLION

Crowdfunding Expertise:
\$15M from 150K Backers
Only creator to have 7 projects that
crossed \$1M



16
PATENTS

3 Utility and 11 Design Patents
(2 Pending, and More Coming Soon)

Beloved By Many

“ iPad Pro's potential becomes clear with this HyperDrive USB-C hub.”

CNET

“ The HyperDrive Thunderbolt Power Hub makes for one of the best Thunderbolt hubs we have come across thus far.”



“ Hyper Thunderbolt 4 Power Hub review: Fast connectivity for demanding users.”



“ The HyperDrive 10-in-1 USB-C Hub is a great way to expand your Mac's I/O but is particularly useful for M1-based Macs if you want to use two external displays.”



“ The HyperDrive 10-in-1 USB-C Hub is the best dual 4K hub for M1/M2 Macs.”

Macworld

“ The HyperDrive Hub should be considered an essential addition to any home office or graphic/video design environment” ”



Regularly Featured In





+ HYPER

Brand Marketing

Our Target Users

Primary Target User



Taylor the Trailblazer

Age: 32

Occupation: Freelance Design Consultant

Trailblazer in the design world, pushing boundaries and challenging the status quo. She started her own design consultancy firm right out of college, and quickly gained a reputation for her innovative and unconventional approach to design.

She is confident and charismatic, with a no-nonsense attitude that commands respect.

Savvy consumer who is willing to invest in premium products that match her high standards.

She wants premium products that are functional, aesthetically pleasing, and environmentally responsible.

Uses a MacBook Pro and Adobe Creative Suite for design work

Wants to know the specific benefits of the product and how it will improve her design work and business operations.

Target Markets



Creative Professionals

Our hubs are essential for creatives to streamline workflows. With a variety of ports for connecting devices like cameras, monitors, and external hard drives.



Students & Educators

Connecting a range of modern and older peripherals, such as external monitors, printers, and storage devices.



Small & Midsize Businesses

Our user-friendly and pro-grade connectivity solutions provide future-proof tech for small businesses with minimal IT involvement.

Speaking with our Audience

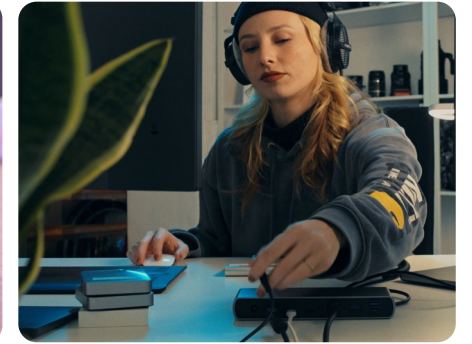
Voice, Tone, & Imagery

Hyper strives to understand our consumers use cases and how technology can impact their daily workflow.

We prioritize presenting with authentic imagery and tone of voice that resonate with the use cases and needs of our target consumers.

We prioritize delivering consumer benefits over technical specifications.

We look to guide our audience to better understand the technology and how it fits their workflow.



How we are Different

Going Beyond the Competition

Authenticity and trust-building through direct communication.

Focusing on real-world benefits for customers and how we can improve their lives.

Relatable images and messaging that resonates with consumers.

Simplified shopping experience by highlighting benefits over tech specs.

As consumers ourselves, we understand our target audience and serve as their guide.



Corporate



Authentic



Creative



Unnatural

Go Beyond: A New Hyper

Goals

- Relaunch & differentiate brand
- Drive new collection: HyperDrive Next

Brand Refresh Elements

- New Voice & Tone
- Updated Imagery & Video Style
- New Packaging System & Structure
- New Website Design

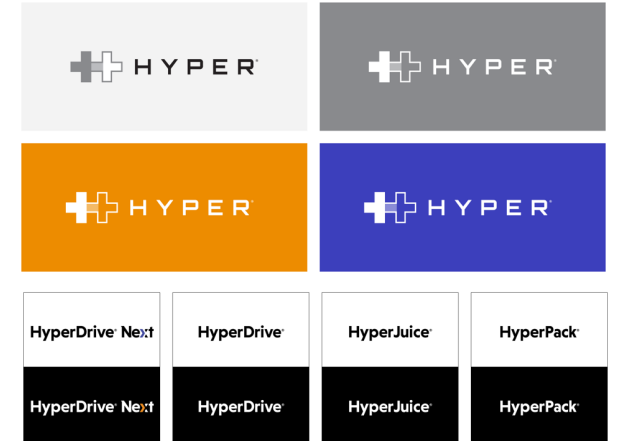
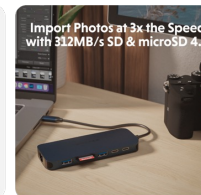
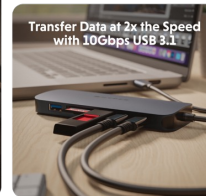
Launch Strategy

- PR and Social Influencer Campaign
- Awareness Advertising Campaign

Channel Campaign

- Email Campaign
- Mid-Low Funnel Retargeting
- B2B Campaign
- Point of Purchase Displays

Timing: Q2 2023



HyperDrive® Next

Guiding the Purchase Process

Hyper's goal is to guide consumers through the buying process and make purchasing hubs and docks easy

Benefit Driven Packaging

- Express Benefit at 4 feet & 4 seconds
- Break Through the Clutter
- Clear Brand Identification

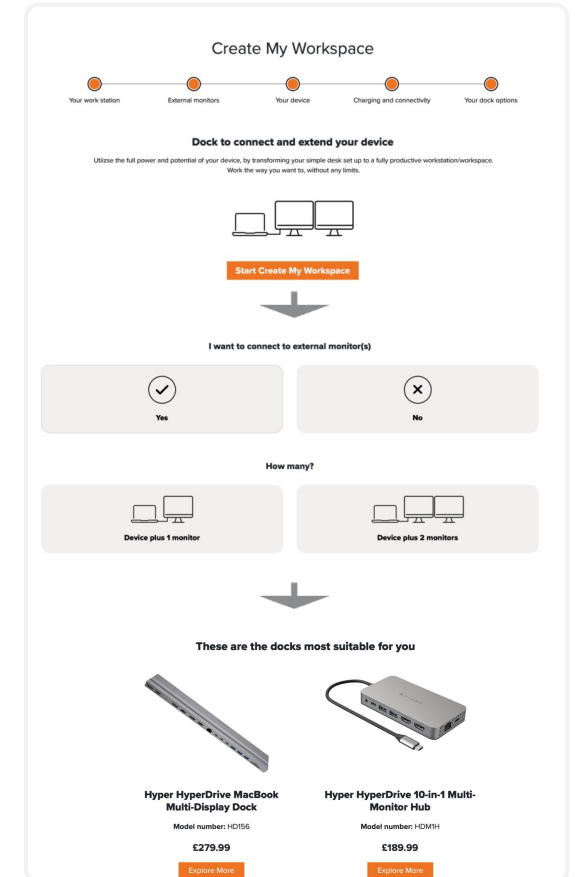
Eco-Friendly

- Fully Recyclable Packaging
- FSC Certified
- Soy Ink



Purchasing Guide

Easy to use "decision tree" to guide consumer to correct hub or docking station that suits their device and usage needs





Product Lineup



Marketing Calendar

	Q2	Q3	Q4
Launches	<ul style="list-style-type: none"> HyperPack Pro Hyperdrive Next <ul style="list-style-type: none"> Spec Refresh 4001/02/03/04 USB4 - HD4005, HDU4SSD Biz Class – 4006 HD5002 (tier 3) 	<ul style="list-style-type: none"> 140W Battery Pack 	<ul style="list-style-type: none"> Power Launches <ul style="list-style-type: none"> Gan Wall Chargers Magsafe line Power Banks
Channel	<ul style="list-style-type: none"> Apple Decisions Target Decisions 	<ul style="list-style-type: none"> BBY Transition Potential Apple Launch Potential Target Launch Club stores Pitch 	
Brand Initiatives	<ul style="list-style-type: none"> HyperDrive Next Camapign Brand Refresh <ul style="list-style-type: none"> Shopify 2.0 Asset Creation Brand Refresh 	<ul style="list-style-type: none"> Campaign 3 IFA 	
Web Initiatives	<ul style="list-style-type: none"> Mothers Day Dads & Grads Memorial Day Easter 	<ul style="list-style-type: none"> July 4th August Flash Labor Day Prime Day 	
Ongoing	<ul style="list-style-type: none"> Sellpro Emails Social 	<ul style="list-style-type: none"> Sellpro Emails Social 	<ul style="list-style-type: none"> Sellpro Emails Social

Deliverable List:

<https://targus.sharepoint.com/:x/s/HYPERProducts/EfQXeTJ9HYRPqHsPUMduMZIBgogb3h0kr11UYN2gFQXNQg?email=bmiller%40hypershops.com&e=N1QQJ9>

Asana:

<https://app.asana.com/0/1201838652815840/overview>

HyperDrive[®] Next

Crafting Your Future, Sustaining Ours

What is HyperDrive Next

HyperDrive Next represents the future of Hyper, solidifying our unwavering commitment to delivering cutting-edge performance and eco-conscious design for creative professionals, marketing visionaries, and trailblazing entrepreneurs.

Our meticulously crafted product line offers unparalleled power in a sleek, portable form factor that empowers your work, wherever inspiration strikes. By utilizing responsibly sourced, recycled materials, we reinforce our dedication to a sustainable future. Embrace HyperDrive Next – the perfect blend of innovation and inspiration, where professionals flourish and excel.

HyperDrive® Next

1. Unrivaled Performance Specs & Next-Gen Capabilities
2. Responsibly sourced, recycled materials
3. Designed to create from anywhere
4. Crafted for creative professionals, marketing visionaries, and trailblazing entrepreneurs

What Product Families do HyperDrive Next include?

Next Gen USB-C Hubs

HyperDrive Next



HD4001-4006

2x Faster Transfer Speed
Upgrading to 10Gbps

40% More Charging Power
Upgrading to 140W PD3.1

3x Faster Photo & Video Transfer
Upgrading to SD 4.0

eco/smart
100% More Sustainable
100% Recycled Aluminum and 85% Recycled Plastics

USB 4 SSD Enclosure



HD5001

- USB4 speeds to work Directly from the SSD
- IP55 Water and Dust Resistant.
- Tool-less Hassle-free installation
- PCIe 4.0 NVMe Express SSD support
- Made from 100% Recycled Aluminum

Next Gen M1/M2 Solutions



Dual 4K HDMI 7 Port USB-C Hub

MSRP: \$149.99 / SKU: HD7002GL

Ports

- HDMI 4K 60Hz
- HDMI 4K 30Hz
- USB-C 10Gbps
- 2x USB-A 10Gbps
- USB-C PD3.0 100W
- 3.5mm Audio Jack

Available Late June 2023

Next Gen Docking Solutions



- Dual 4K for all devices
- Great for Travel & Desktop Use
- USB-C GEN2 specifications, 100W PD, and 150W DC Power Source support.

How Each Line Fits w/in the Next Lineup



Next Gen Specifications

- 2X USB Speeds
- 3X SD reader speeds
- 40% more power (some skus)

Recycled Materials

- 100% Recycled Aluminum
- 85% Recycled Plastic

Unleash Creativity Anywhere

- Pocketable Design

Mobile Creative Professional



Next Gen Specifications

- 2X USB Speeds
- 3X SD reader speeds
- 40% more power

Recycled Materials

- 85% Recycled Plastic

Unleash Creativity Anywhere

- Storable USB-C to be used as a Desktop Dock or Travel Dock

Untethered Entrepreneur



Next Gen Specifications

- 2X USB Speeds
- 3X SD reader speeds
- 40% more power

Recycled Materials

- 85% Recycled Plastic

Unleash Creativity Anywhere

- Portable dock to connect two M1/M2 Monitors anywhere

Marketing Visionaries



Next Gen Specifications

- USB4 Transfer Speeds

Recycled Materials

- 100% Recycled Aluminum

Unleash Creativity Anywhere

- Access all your creations anywhere in a flash

Creative Professional

Go Beyond + HyperDrive Next

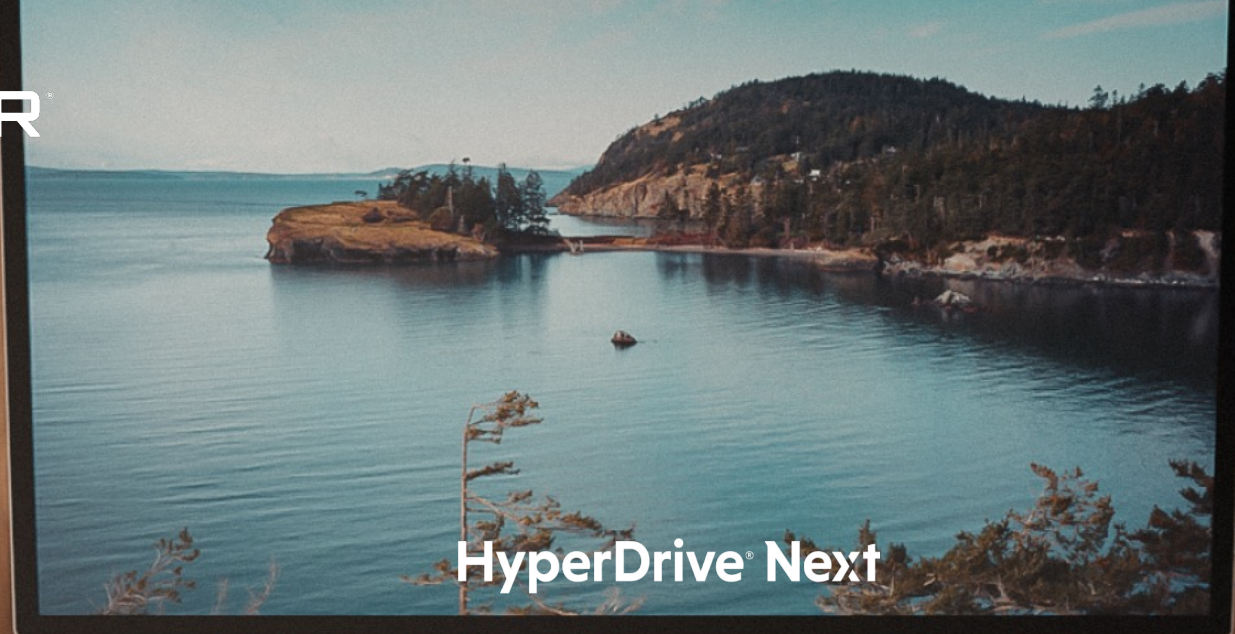


HyperDrive[®] Next

Hyper's Go Beyond campaign is a bold statement of the company's dedication to pushing the limits of what is possible.

HyperDrive Next, the company's latest product line, is a testament to this commitment. This transformative product line seamlessly integrates into the Go Beyond ethos, pushing the boundaries of device capabilities, surpassing customer expectations, and transcending previous limitations. By combining cutting-edge performance with eco-conscious design, HyperDrive Next allows users to reach new heights while embracing a sustainable future.

Hyper's Go Beyond campaign is not just about selling products. It is about empowering creative professionals, marketing visionaries, and trailblazing entrepreneurs to work beyond boundaries, drive beyond limits, and achieve their wildest dreams. With HyperDrive Next, the company is not only redefining what is possible for their products but also elevating their customers' potential to Go Beyond. The product line turns aspirations into achievements and fosters a culture of innovation and inspiration. HyperDrive Next is the essence of the Go Beyond campaign and the foundation for the company's future growth.



HyperDrive Next

USB-C Hub Collection



eco/smart™

Faster Speeds

Better for the Planet

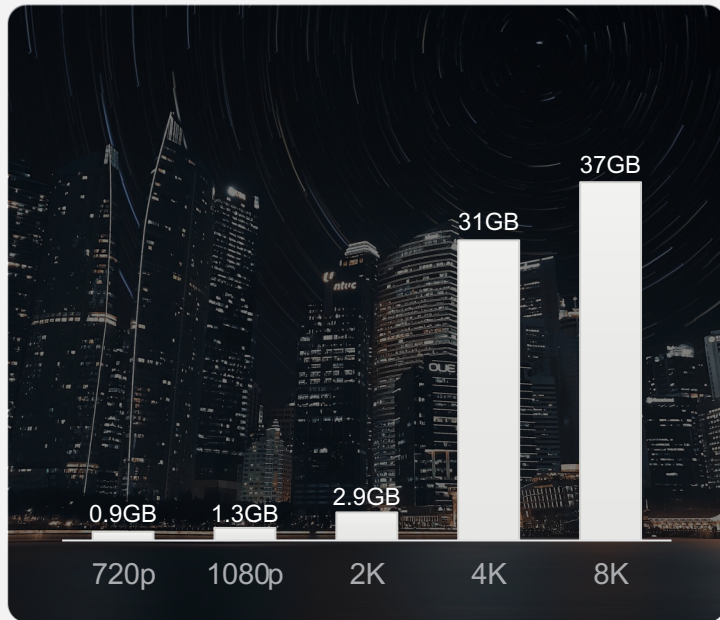


The Need for Speed

As video files become larger and power demands are growing, users need connectivity that will meet their demands to transfer files quickly and fast charge their devices.

Video File Sizes 37X larger

Avg. File Size for 1 Hour of video (GB)



SD 4.0 is 3X Faster



40% More Powerful PD3.1 140W Charging

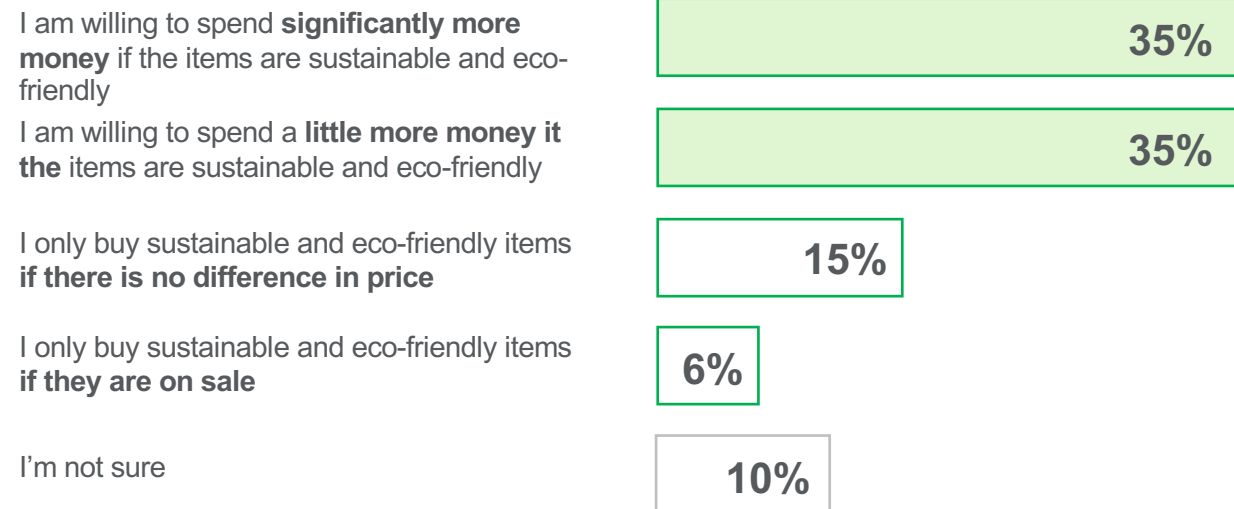


Customers Want Sustainability

The majority of consumers are willing to spend more for sustainable and eco-friendly products



When thinking about the price of sustainable and eco-friendly fashion items, which of the following statements is more likely to be true?



https://www.linkedin.com/pulse/survey-results-consumers-want-sustainable-products-all-de-bold/?trk=articles_directory

Source: Statista Global Consumer Survey - 2021

The Next Generation of USB-C Connectivity

Our fastest, most powerful, and most sustainable hub lineup ever – driving people to upgrade their current technology.

HyperDrive[®] Next



2x Faster Transfer Speed
Upgrading to 10Gbps

40% More Charging Power
Upgrading to 140W PD3.1

3x Faster Photo & Video Transfer
Upgrading to SD 4.0

eco/smart

100% More Sustainable

100% Recycled Aluminum and 85% Recycled Plastics

10 Port USB-C Hub

10 Ultra-Fast Ports for Pro-Grade Productivity

eco/smart[™] 100% Recycled Aluminum
85% Recycled Plastics



MSRP
\$99.99

Compatibility
All USB-C Macs/iPad

Ports

- HDMI 4K60Hz
- 2x USB-C 10Gbps
- USB-A 10Gbps
- USB-A 5Gbps
- microSD 312MB/s
- SD 312MB/s
- USB-C PD3.1 140W
- Gigabit Ethernet
- 3.5mm Audio Jack

SKU
SKU: HD4005GL

Launch Date
Available July 2023

6 Port USB-C Hub

6 Ultra-Fast Ports for Pro-Grade Productivity

eco/smart[™] 100% Recycled Aluminum
85% Recycled Plastics



MSRP
\$69.99

Compatibility
All USB-C Macs/iPad

Ports
- HDMI 4K60Hz
- 2x USB-A 10Gbps
- USB-C 10Gbps
- SD 312MB/s
- USB-C PD3.1 100W

SKU
SKU: HD4002GL
UPC: 817110015769

Launch Date
Available June 2023

Gen2 Hubs Improvements



Our HD30F is just one example of how our entire universal hub line will be improved.



HyperDrive
9 Port Hub (HD30F)



HyperDrive
Gen2 10 Port Hub

Recycled Aluminum	-	100%
Recycled Plastic	-	75%
HDMI	4K 30Hz	4K 60Hz
USB-C PD	60W	140W
USB-A	5Gbps x 3	10Gbps x 1 , 5gbps x1
USB-C	-	10Gbps x 2
3.5mm Audio	3.5mm Audio	3.5mm Audio
SD	104MB/s	312MB/s
Micro SD	104MB/s	312MB/s
Ethernet	1GB	1GB
Price	99.99	99.99

Massive Improvements Same Great Price

- + Video: 4K 60Hz
- + Charging: 140W
- + USB-A 10Gbps x 1
- + USB-C 10Gbps x 2
- + SD 312 MB/s
- + Micro SD 312 MB/s
- +

w/100% Recycled Aluminum/ 75% Recycled Plastic

Gen2 Hubs Lineup



HyperDrive

Gen2 11 Port Dual 4K Hub

MSRP: \$119.99 / SKU: HD4006

eco/smart

- HDMI 4K60Hz
- HDMI 4K60Hz
- USB-C 10Gbps x2
- USB-A 10Gbps
- USB-A 5Gbps
- MicroSD 312MB/s
- SD 312MB/s
- USB-C PD3.1 140W
- Gigabit Ethernet
- 3.5mm Audio Jack



HyperDrive

Gen2 10 Port Hub

MSRP: \$99.99 / SKU: HD4005

eco/smart

- HDMI 4K60Hz
- USB-C 10Gbps
- USB-C 10Gbps
- USB-A 10Gbps
- USB-A 5Gbps
- MicroSD 312MB/s
- SD 312MB/s
- USB-C PD3.1 140W
- Gigabit Ethernet
- 3.5mm Audio Jack



HyperDrive

Gen2 8 Port Hub

MSRP: \$89.99 / SKU: HD4004

eco/smart

- HDMI 4K60Hz
- USB-C 10Gbps
- USB-A 10Gbps x2
- USB-C PD3.1 140W
- MicroSD 312MB/s
- SD 312MB/s
- Gigabit Ethernet



HyperDrive

Gen2 7 Port Hub

MSRP: \$79.99 / SKU: HD4003

eco/smart

- HDMI 4K60Hz
- USB-A 10Gbps
- USB-A 10Gbps
- USB-C PD3.0 100W
- MicroSD 312MB/s
- SD 312MB/s
- Gigabit Ethernet



HyperDrive

Gen2 6 Port Hub

MSRP: \$69.99 / SKU: HD4002

eco/smart

- HDMI 4K60Hz
- USB-A 10Gbps x2
- USB-C 10Gbps
- USB-C PD 100W
- SD 4.0 312 MB/s



HyperDrive

Gen2 4 Port Hub

MSRP: \$59.99 / SKU: HD4001

eco/smart

- HDMI 4K60Hz
- USB-A 10Gbps
- USB-C 10Gbps
- USB-C 10Gbps PD100W

HyperDrive Next USB-C Hub Lineup

Full line of hubs covering all price points and multiple consumer needs



HyperDrive Next
11 Port Dual 4K USB-C Hub



HyperDrive Next
10 Port USB-C Hub



HyperDrive Next
8 Port USB-C Hub



HyperDrive Next
7 Port USB-C Hub



HyperDrive Next
6 Port USB-C Hub



HyperDrive Next
4 Port USB-C Hub

Recycled Aluminum	100%	100%	100%	100%	100%	100%
Recycled Plastic	75%	75%	75%	75%	75%	75%
HDMI	Dual 4K 60Hz	4K 60Hz	4K 60Hz	4K 60Hz	4K 60Hz	4K 60Hz
USB-C PD	140W	140W	140W	100W	100W	100W (combo)
USB-A	10Gbps, 5Gbps	10Gbps, 5Gbps	10Gbps x 2	10Gbps x 2	10Gbps x 2	10Gbps
USB-C	10Gbps x 2	10Gbps x 2	10Gbps	-	10Gbps	10Gbps x 2
3.5mm Audio	3.5mm Audio	3.5mm Audio	-	-	-	-
SD	312 Mbps	312 Mbps	312 Mbps	312 Mbps	312 Mbps	-
Micro SD	312 Mbps	312 Mbps	312 Mbps	312 Mbps	-	-
Ethernet	1Gbps	1Gbps	1Gbps	1Gbps	-	-
Price	\$119.99	\$99.99	\$89.99	\$79.99	\$69.99	\$59.99
SKU	HD4006	HD4005	HD4004	HD4003	HD4002	HD4001
Availability	July	July	July	June	June	June

How We Go Beyond the Competition



Full comparisons in the appendix



HyperDrive
Gen2 11 Port Dual 4K Hub



HyperDrive
Gen2 10 Port Hub



HyperDrive
Gen2 8 Port Hub



HyperDrive
Gen2 7 Port Hub



HyperDrive
Gen2 6 Port Hub



HyperDrive
Gen2 4 Port Hub

SKU: JCD397

- ✓ Recycled Materials
- ✓ Dual 4K60Hz
- ✓ 140W PD
- ✓ USB-C 10Gbps x 2

SKU: JCD393

- ✓ Recycled Materials
- ✓ 140W PD Pass-through
- ✓ 2 x USB-C 10 Gbps

SKU: JCD393

- ✓ Recycled Materials
- ✓ 140W PD Pass-through
- ✓ \$89.99 vs. \$99.99

SKU: JCD392

- ✓ Recycled Materials
- ✓ SD 300 Mbps
- ✓ MicroSD 300 Mbps

SKU: JCD392

- ✓ Recycled Materials
- ✓ 6 ports vs. 5 Ports
- ✓ 300 Mbps SD Card
- ✓ \$69.99 vs. 79.99

SKU: JCA374

- ✓ Recycled Materials
- ✓ 4K 60Hz HDMI
- ✓ 100W PD Pass-through
- ✓ 10 Gbps USB-A
- ✓ 2 x 10 Gbps USB-C

SKU: ST-UCMBAM

- ✓ Recycled Materials
- ✓ 140W PD Pass-through
- ✓ 2 x USB-C 10 Gbps

SKU: ST-UCSMA3M

- ✓ Recycled Materials
- ✓ 140W PD Pass-through
- ✓ \$89.99 vs. \$99.99

SKU: ST-TCMA2M

- ✓ Recycled Materials
- ✓ SD 300 Mbps
- ✓ MicroSD 300 Mbps

SKU: ST-SCMA2M

- ✓ Recycled Materials
- ✓ 100W PD Pass-through
- ✓ 2 x USB A 10Gbps
- ✓ 1 x USB-C 10Gbps
- ✓ 1 Gb Ethernet

SKU: ST-CMAM

- ✓ Recycled Materials
- ✓ 100W PD pass-through
- ✓ 4K 60Hz HDMI
- ✓ 10 Gbps USB-A
- ✓ 10 Gbps USB-C
- ✓ 3.5mm Audio

VS j5create®

VS SATECHI



INTRODUCING

HyperDrive

Universal Docking

WITH

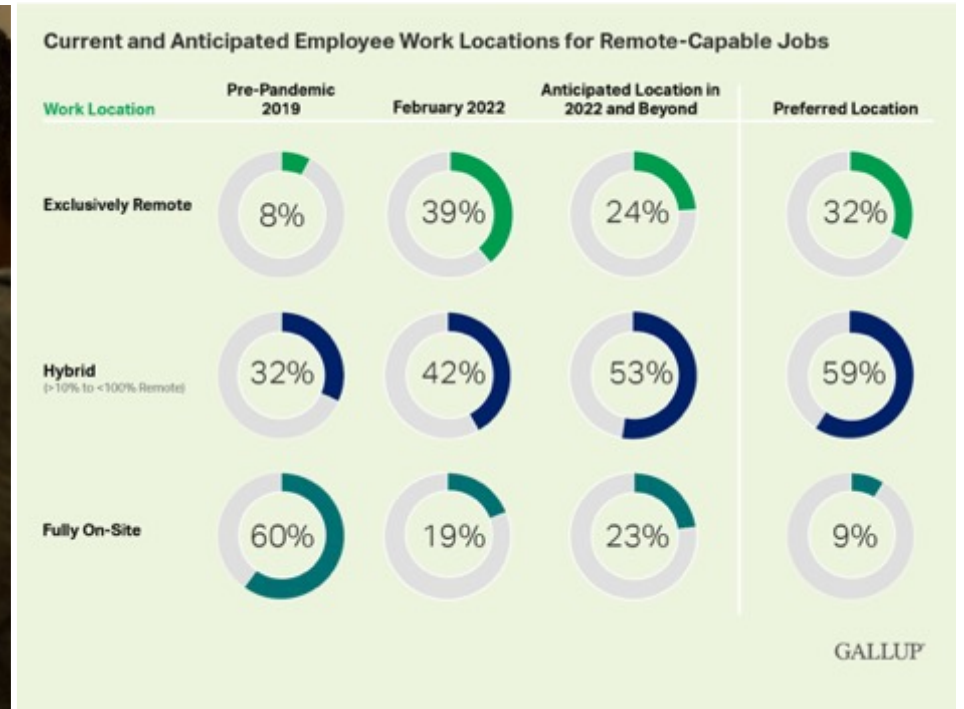
eco/smart

Faster Speeds,
Better for the Planet.



Target User: Hybrid Office Employee

With Hybrid work increasing to 24% in May 2022, workers need hubs that are portable and easy to travel back and for the to the office.



<https://www.gallup.com/workplace/390632/future-hybrid-work-key-questions-answered-data.aspx>

Business Class – 10 Port Dual Monitor Universal Dock

Enterprise Grade Docking station, with a stow away cable, bus power, & small form factor that's great for business travel.

FEATURES

Dual 4K for all devices

4K capable for all devices.

Highly Portable & Travel Friendly

USB-C cable that can be stowaway in the the dock itself. USB-C bus powered for connectivity on-the-go.

Great for Business & Desktop Use

Longer USB-C cable (optional), external DC power supply (optional), power switch, Targus lock for desktop security.

Powerful Desktop Docking Specifications

USB-C GEN2 specifications, 100W PD, and 150W DC Power Source support.

PORTS

- 4K60Hz HDMI
- 4K30Hz HDMI
- USB-A 10Gbps x 2
- USB-C 10Gbps
- SD 4.0 312MB/s
- Gigabit Ethernet
- 3.5mm Audio Combo Jack
- USB-C PD IN 100W
- DC IN (Optional 150W Power)
- Power Switch
- Targus/Kensington Lock
- Detachable USB-C Cable (163mm)



SKU

MSRP

COMPATIBILITY

HD7001GL

199.99

Windows / MacOS / iPad OS, Chrome OS / Android



SiliconMotion

eco/smart

75% Recycled Plastics

Business Class – 10 Port Dual Monitor Universal Dock

Enterprise Grade Docking station, with a stow away cable, bus power, & small form factor that's great for business travel.

FEATURES

Dual 4K for all devices

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150W Power Supply



SiliconMotion

eco/smart

75% Recycled Plastics

SKU

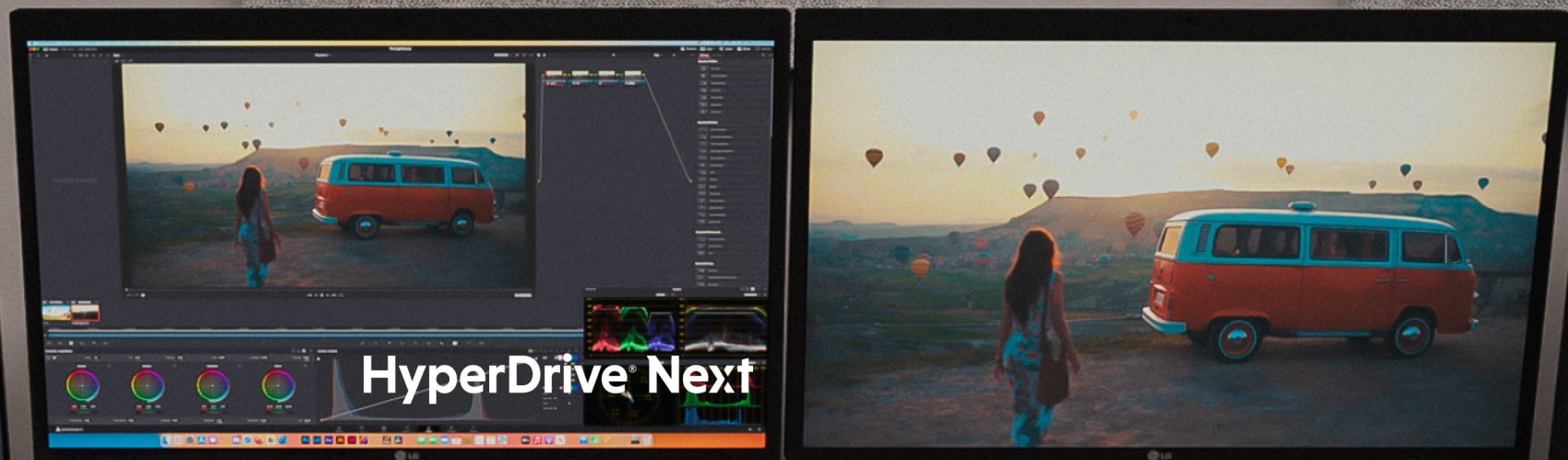
MSRP

COMPATIBILITY

HD7001US

249.99

Windows / MacOS / iPad OS, Chrome OS / Android



HyperDrive[®] Next
USB4 Innovations

Consumer Target: Content Creators

Nearly 20 million U.S. consumer aged 13+ create and monetize their content



7% monetize content full or part time

4% - Part-time Creator

Create online content in at least 1 of 7 categories: Audio, Music, Video, Image/Photos, Gaming, Writing/Text, and Education

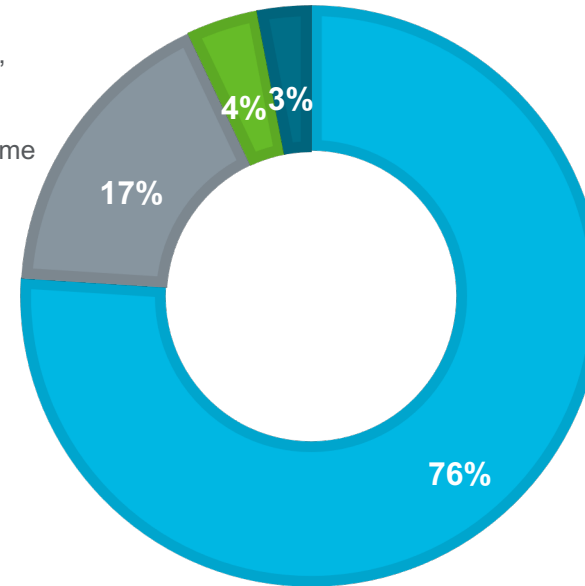
Monetize online content part time

17% - No content consumption or creator

3% - Full-time Creator

Create online content in at least 1 of 7 categories: Audio, Music, Video, Image/Photos, Gaming, Writing/Text, and Education

Monetize online content full time



76% - Content Consumer

Consume online content in at least 1 of 7 categories: Audio, Music, Video, Image/Photos, Gaming, Writing/Text, and Education

Do not monetize content full or part time

Consumer Technology Association | Research

Q. Do you ever watch/view, or listen to any of the following types of user-created online content or create and post that content yourself?
Q. You mentioned that you create online user-created content in the following areas. Do you monetize (i.e., make money/generate revenue from or receive free products/services for) this content?
Base: Total Screened = 10,786; 19.26 million monetize online content = 7% of 275.1 million Americans 13+ (13-17 U.S. pop = 16.8 million, 18+ U.S. pop = 258.3 million)

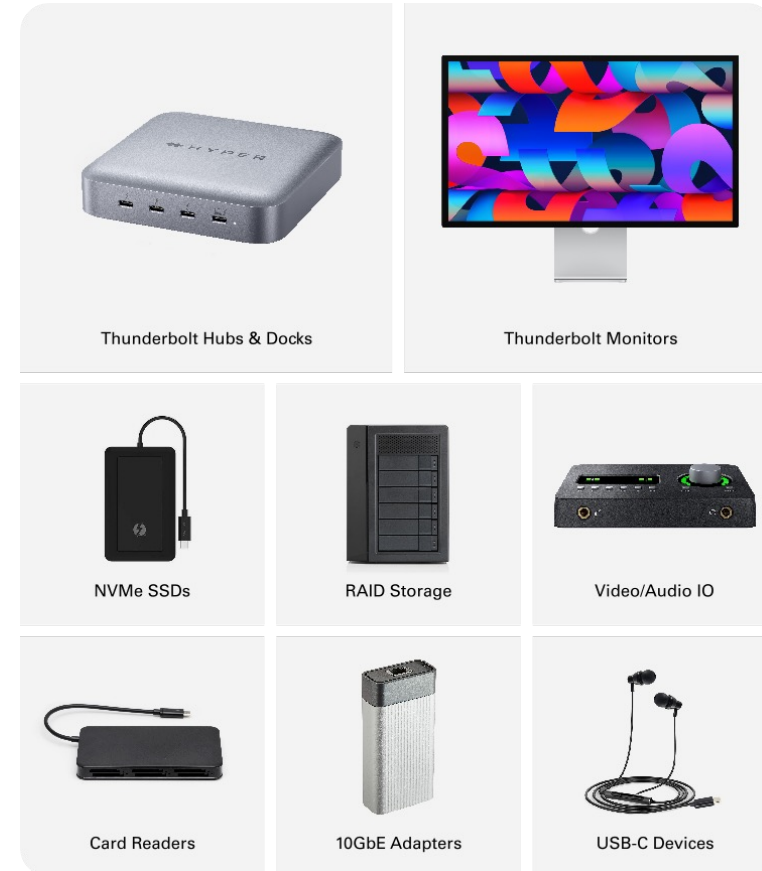
Content Creators: Connectivity Needs

As a creator, having the right equipment is crucial for producing high-quality content.



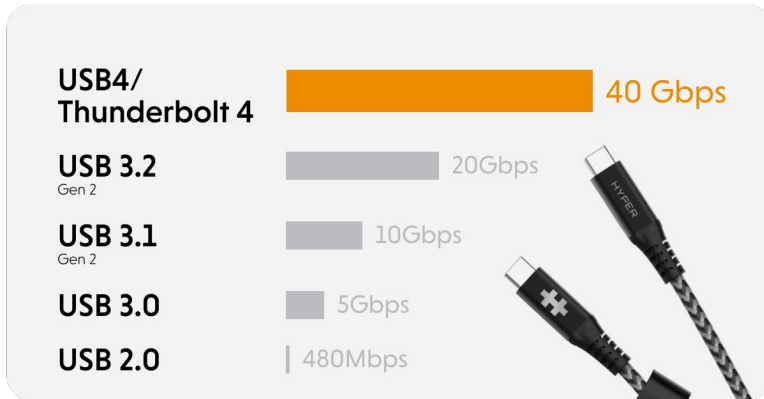
- High Speed data transfers for large video and audio files
- High-end monitor connectivity for videography and content
- High Speed internet connectivity for stable connection
- Diverse array of ports and daisy chaining capabilities for peripherals
- High-end audio connections

Common Creator Equipment



What are the Benefits of USB4 & Thunderbolt?

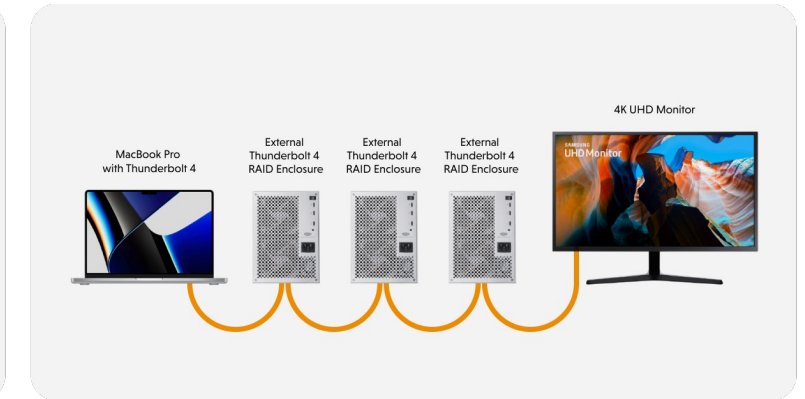
4X Speed of USB 3.2 Gen 2



Dual Monitors for MacBook Pro



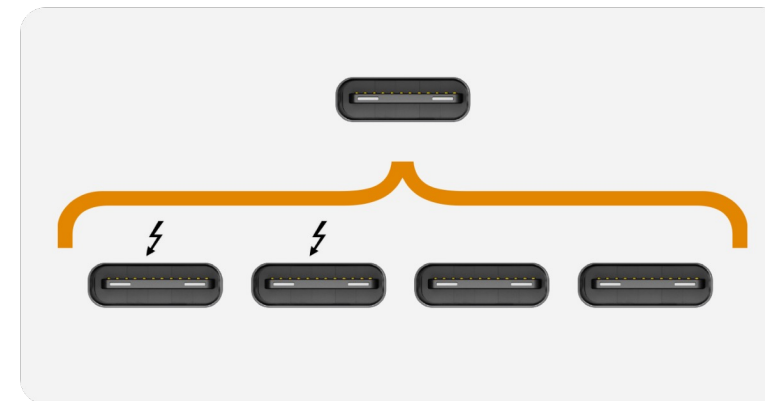
Daisy Chain USB4 / Thunderbolt



Connect Thunderbolt / USB4 Peripherals



Wide Compatibility



USB4 Dual 4K 10 Port Docking Station

Dual Monitors, 140W Charging, and 2x Data Transfer Speed with the Latest in USB4 Docking

eco/smart[™] 100% Recycled Aluminum
85% Recycled Plastics



MSRP
\$199.99

Compatibility
- USB4/Thunderbolt 4
Macs

Ports
- HDMI 4K60Hz
- DisplayPort 4K60Hz
- USB-C 10Gbps 4K60Hz
- USB-C 10Gbps
- USB-A 10Gbps
- SD & microSD 312MB/s
- Gigabit Ethernet
- 3.5mm Audio Combo
- USB-C PD3.1 140W

Others
- USB4 Cable Included (0.5)
- 140W PD Charger (Optional)

SKU
SKU: HD2002GL

Launch Date
Available September 2023

USB4 Dual 4K 6 Port Hub

Dual Monitors, 140W Charging, and 2x Data Transfer Speed with the Latest in USB4 Docking

eco/smart[™] 85% Recycled Plastics



MSRP \$159.99	Compatibility - USB4/Thunderbolt 4 Macs	Ports - HDMI 4K60Hz - DisplayPort 4K60Hz - USB-C 10Gbps 4K60Hz - USB-A 10Gbps - 3.5mm Audio Combo - USB-C PD3.1 140W	Others - Tethered USB4 Cable	SKU SKU: HD2001GL	Launch Date Available September 2023
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USB4 NVMe SSD Enclosure

Work directly from your external hard drive without having to transfer files

FEATURES

Fastest Possible 3800 MB/S Transfer

Achieve the fastest transfer speed possible via an external USB enclosure.

Work Directly from the SSD

Work directly from the SSD without having to transfer files back and forth between your external storage and your computer.

iP55 Water and Dust Resistant.

Don't worry about spilling or other accidents causing you to lose your data.

Tool-less Hassle-free installation

Unlike most other SSD enclosures, install your memory easily without having to use a screwdriver.

PCIe 4.0 NVMe Express SSD support

Support the most advanced specification of SSD.

Made from 100% Recycled Aluminum

Achieve the best heat dissipation while doing your part to sustain the environment.

SUPPORTS

- USB4 40Gbps Host
- M.2 NVMe PCIe Gen 4/3 SSD
- 16TB with PCIE Gen4

COMPATIBILITY

- USB4, Thunderbolt 4/3, USB 20/10/5Gbps
- Windows / MacOS / iPad OS, Chrome OS / Android



SKU	MSRP
HD5001	\$119.99



USB4 NVME Enclosure Competitive Matrix



Brand - Model	Hyper HD5001	Orico M214-U4-SV	Ankmax UC4M2	Hyper Benefits
Host Compatibility	USB4 / TB 4 / TB 3 / USB 3.x	TB 4 / TB3	TB 4 / TB3	Best Host Compatibility
Plug and Play	Yes	Yes	Yes	Ready to use out the box
Enclosure Materials	✓ Recycled Aluminum	Aluminum	Aluminum	No internal thermal install needed
Data Transfer Speed	✓ 3800 MB/s	2800 MB/s	2959 MB/s	25%+ increased speeds
Protection	✓ Silicon Sleeve	N/A	N/A	Protect the product from accident drop, and water.
Tool-less Install	✓ Yes	No	Yes	No screws necessary
LED Indicator	Yes	Yes	Yes	LED on top
Cable Included	USB4 C-to-C	USB4 C-to-C/A	TB3 C-to-C	Everything needed included
OS Support	Windows/Mac OS/iPad OS /Chrome/Linux/Android	Windows/Mac OS /Linux/Android	Windows/Mac OS /Linux/Android	Universally compatible
Price	✓ \$119.99	\$169.99	\$179.99	Lots of room to compete

HyperDrive
M1 & M2 Dual 4K Solutions

M1/M2 Consumer Pain Points

M1 & M2 MacBooks are flagship devices and consumer expect dual monitor connectivity for work

M1 & M2 Macs are only able to connect to 1 monitor



Users must download drivers for docks w/USB Graphics

SOFTWARE AVAILABLE

EXTERNAL STORAGE

EXPRESS
[Express 2.5-inch Firmware Update](#)
 File size: 1155.92KB (ZIP)

MERCURY ELITE PRO DUAL — USB & THUNDERBOLT 2
[Read This Before Downloading](#)
 File size: 57.5KB (PDF)

Notes:
[Download Windows USB Driver](#)

Notes:
[Download Windows Thunderbolt Driver](#)

MERCURY PRO LTO
 Notes:
[Download myLTO for Mac](#)
 File size: 101800KB (DMG)

THUNDERBAY 4 — THUNDERBOLT 2
[ASMedia 106X Windows Thunderbolt Driver V2 0 9 1](#)
 File size: 3243.54KB (ZIP)

USB 3.0 Docking Station and Graphics Adapter

Platform	Version and Download	Notes
Windows 11, 10, 8.x, and 7	DisplayLink Software 10.1 M2	Drivers will typically install automatically through Windows Update
Windows Vista	DisplayLink Software 7.7 M3	
Windows XP	DisplayLink Software 7.6 M2	
macOS 10.14	Legacy version 5.2.5	It is <i>highly</i> recommended to

Dual 4K HDMI 10-in-1 USB-C Hub

Dual Monitors & 10 ports for M1/M2 MacBooks



MSRP
\$199.99

Compatibility
MacBook Air/Pro

Ports
- HDMI 4K60Hz
- HDMI 4K30Hz
- USB-C 5Gbps 100W PD- 2 x USB-A 5Gbps
- MicroSD UHS-I
- SD UHS-I
- 3.5mm Audio Jack

SKU
SKU: HDM1H
UPC: 817110015936

Launch Date
In Market, Launched October 2021

Plug & Play Connectivity

Easy plug and play connectivity without having to search for drivers



3 Simple Steps



Driving Success with Dual Monitors for M1/M2

The high demand for dual monitor connectivity for M1 & M2 MacBooks has driven HDM1H to be our best-selling SKU worldwide



#1 Best-seller
Hypershopping.com



#1 Best-seller
EMEA Region



#1 Best-seller
Amazon US



#2 Best-seller
Best Buy

HyperDrive Dual 4K HDMI Lineup

HyperDrive

Dual 4K HDMI 10 Port USB-C Hub

MSRP: \$199.99 / SKU: HDM1H

Ports

- HDMI 4K 60Hz
- HDMI 4K 30Hz
- USB-C 5Gbps
- 2 x USB-A 5Gbps
- microSD 104MB/s
- SD 104 MB/s
- USB-C 100W PD
- Gigabit Ethernet
- 3.5mm Audio Jack

Launched October 2021



HyperDrive

Dual 4K HDMI 7 Port USB-C Hub

MSRP: \$149.99 / SKU: HD7002GL

Ports

- HDMI 4K 60Hz
- HDMI 4K 30Hz
- USB-C 10Gbps
- 2x USB-A 10Gbps
- USB-C PD3.0 100W
- 3.5mm Audio Jack

Available Late June 2023

HyperDrive

Dual 4K HDMI Adapter

MSRP: \$129.99 / SKU: HDM1

Ports

- HDMI 4K 60Hz
- HDMI 4K 30Hz
- USB-C PD 100W
- 2x USB-A 5Gbps
- microSD 104MB/s

Launched October 2021

Form-Fitting Connectivity

The Pioneer of Form-Fitting Hubs

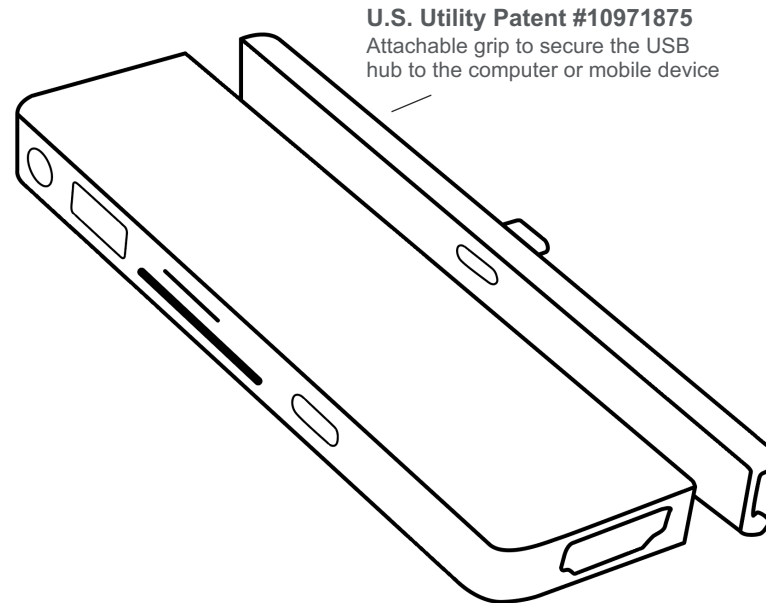
Hyper has been the market leader in developing form-fitting hubs since 2016

HyperDrive[®] Duo

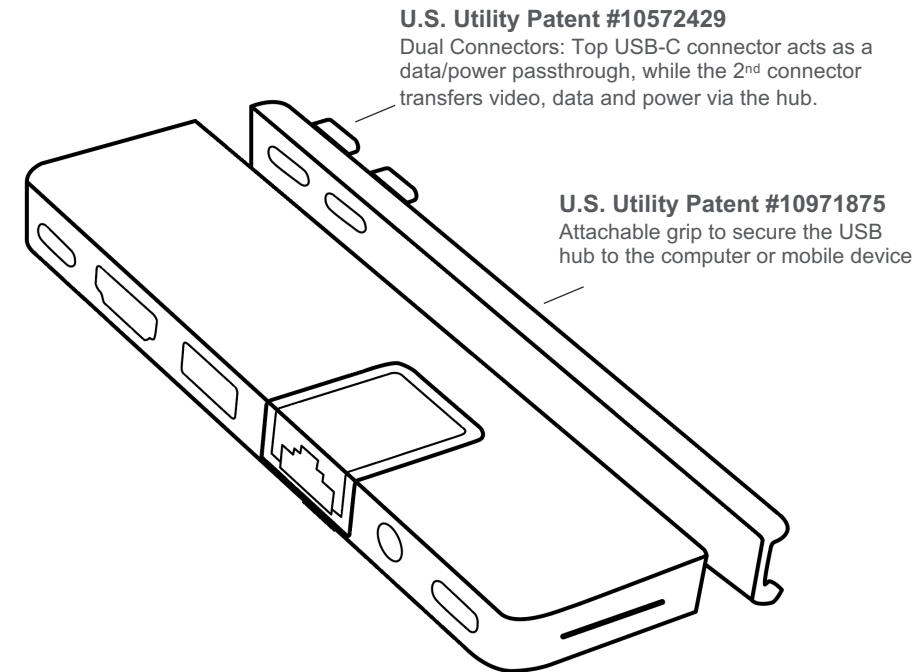
- World's first form-fitting hub for MacBook Pro
- Raised \$3MM+ in 2016 on crowdfunding
- #1 MacBook hub at Best Buy since 2019

HyperDrive[®] For iPad

- World's first form-fitting hub for iPad Pro
- Crowdfunded \$1MM+ in 2018
- #1 hub for iPad at Best Buy since 2020



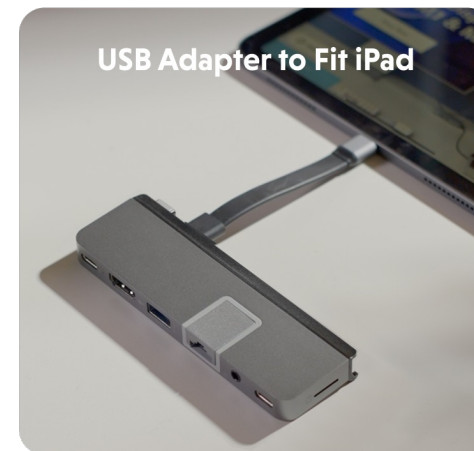
HyperDrive DUO for iPad



HyperDrive DUO for MacBook

DUO PRO 7-in-2 USB-C Hub

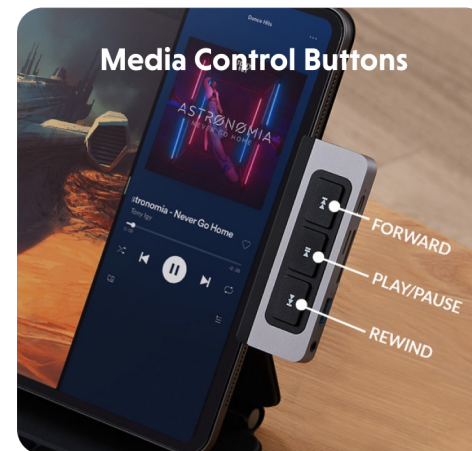
Seamlessly Expand your MacBook



MSRP \$99.99	Compatibility MacBook Air/Pro 2016–Present	Ports - HDMI 4K60Hz HDR - 1 Gigabit Ethernet - MicroSD 104 MB/s - USB4 - USB-A 5Gbps - USB-C 5Gbps - 3.5mm Audio Jack	Includes - Magnetic Grip x 2 - USB-C Adapter Cable	Colors & SKUs Gray SKU: HD575-Gray UPC: 817110016339 Silver SKU: HD575-Silver UPC: 817110016452	Launch Date In Market, Launched April 2022
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iPad USB-C Media Hub

Turn your iPad into a Desktop



MSRP
\$99.99

Compatibility
All USB-C iPad models

Ports

- HDMI 4K60Hz
- USB-C 5Gbps (60W Power Delivery)
- MicroSD UHS-I
- SD UHS-I
- USB-A 5Gbps
- 3.5mm Audio Jack

Includes

- USB-C Extension Cable
- Magnetic Grip

SKU
SKU: HD449
UPC: 817110015592

Launch Date
In Market, Launched Sept 2021

6-in-1 USB-C Hub for iMac 24"

Beautifully Expand your iMac's Capabilities



MSRP \$79.99	Compatibility iMac 2021 24" Models	Ports - HDMI 4K60Hz - USB-C 10 Gbps - 2x USB-A 10 Gbps	SD - SD UHS-I - MicroSD UHS-I	SKU SKU: HD34A8 UPC: 817110016032	Launch Date In Market, Launched August 2021
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