



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOG  
MARA

FACULTY OF SPORTS SCIENCE AND RECREATION



**Xiaomi**

## COMPANY ANALYSIS Xiaomi Official

### TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

<b>FACULTY &amp; PROGRAMME</b>	<b>FACULTY OF SPORT AND RECREATION (SR241)</b>
<b>SEMESTER</b>	<b>SEMESTER 5</b>
<b>PROJECT TITLE</b>	<b>XIAOMI WEBCAM</b>
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## **EXECUTIVE SUMMARY**

Xiaomi is an electronics company that manufactures various electronic equipment such as webcams for use in face-to-face communication so that communication can run better between those involved, for example nowadays many companies and educational centers encourage employees and students to work and learn from home because Corona virus is spreading all over the world, this has a good effect on Xiaomi because of course employees and students will give this product for their use. The objective of this study is to identify problems and provide the best recommendations to overcome problems with the product in order to solve consumer problems.

The company has released a variety of webcam products but there are problems encountered by users when using them, although it is equipped with a "night vision" system the camera can not give an attractive and clear picture while in a dark place. The best solution is to install a "lighting" system on the product to produce a clearer picture while in a dark area.

## 2.3 Product

### Xiaomi IMILAB 1080p Webcam



1. Web camera with cable
2. Included Tripod (Option)
3. Peep cover (Option)
4. User Manual

<b>• specification</b>	
<i>colour :</i>	black
<i>size :</i>	71.5 x 35 x 120 mm
<i>weight :</i>	138 g
<i>package size :</i>	75×62×125mm
<i>power:</i>	USB direct power DC 5V
<i>lens:</i>	3.6 million
resolution	2MP
<i>angle:</i>	85°
<i>distance:</i>	5m
Video frame rate:	30fps
Audio coding format:	PCM
coded format :	MJPEG
<i>type:</i>	CMSXJ22A
<i>installation method:</i>	Put it on the TV/tripod/TV cabinet/desk top