



# INTRODUCING LARK M2S





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# PRAT 1

Market Insight of Wireless Lavalier Microphones



# Rising Demand for Wireless Microphones



Internet Users<sup>[1]</sup>  
(Billion)

4.5

(2021)



Internet Users  
(Billion)

8.6

(2024)

Audio-Visual  
Value<sup>[2]</sup>  
(US \$ Bn)

242.2

(2021)



Audio-Visual  
Value  
CARG (%)

4.3%

(2022–2027)

The development of audio-visual systems and the Internet boosts the demand for wireless microphones.

The professional audio-visual system market was valued at **USD 242.2 billion** in 2021 and is expected to register a **CAGR of 4.3%** during 2022–2027.

Wireless microphones are key hardware devices in the audio-visual field, and their demand has been increasing alongside technological advancements.

This growing demand is fueled by several factors, including the rapid advancement of audio and display technologies, the adoption of cloud solutions, the emergence of the Internet of Things (IoT) and smart buildings, and the increasing integration of artificial intelligence.

[1]Data from Statista

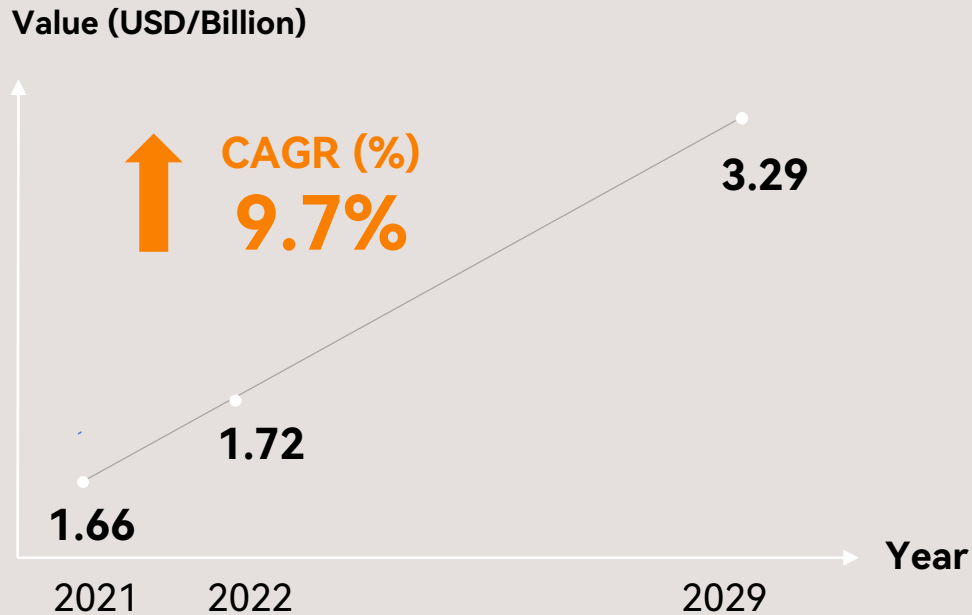
[2]Data from Mordor Intelligence

# Global Market Size of Wireless Microphones



From the perspective of market volume and growth, the wireless microphone market is expected to register a high **CAGR of 9.7%** during the forecast period from 2021 to 2029. In terms of regional growth, high demand is concentrated in Asia Pacific, North America, and Europe. Among these regions, the demand for lightweight and compact products has driven wireless lavalier microphones to rapidly gain market share. According to Amazon's wireless microphone subcategory, **wireless lavalier microphones** account for **35%** of the market.

## Global wireless microphone market share<sup>[1]</sup>



## Wireless microphone subcategory market share<sup>[2]</sup>

Wireless microphone	Handheld wireless microphone	38%
	Wireless headset microphone	11%
	<b>Wireless lavalier microphone</b>	<b>35%</b>
	Instrument wireless microphone	4%
	Wireless microphone transmitter & receiver	12%

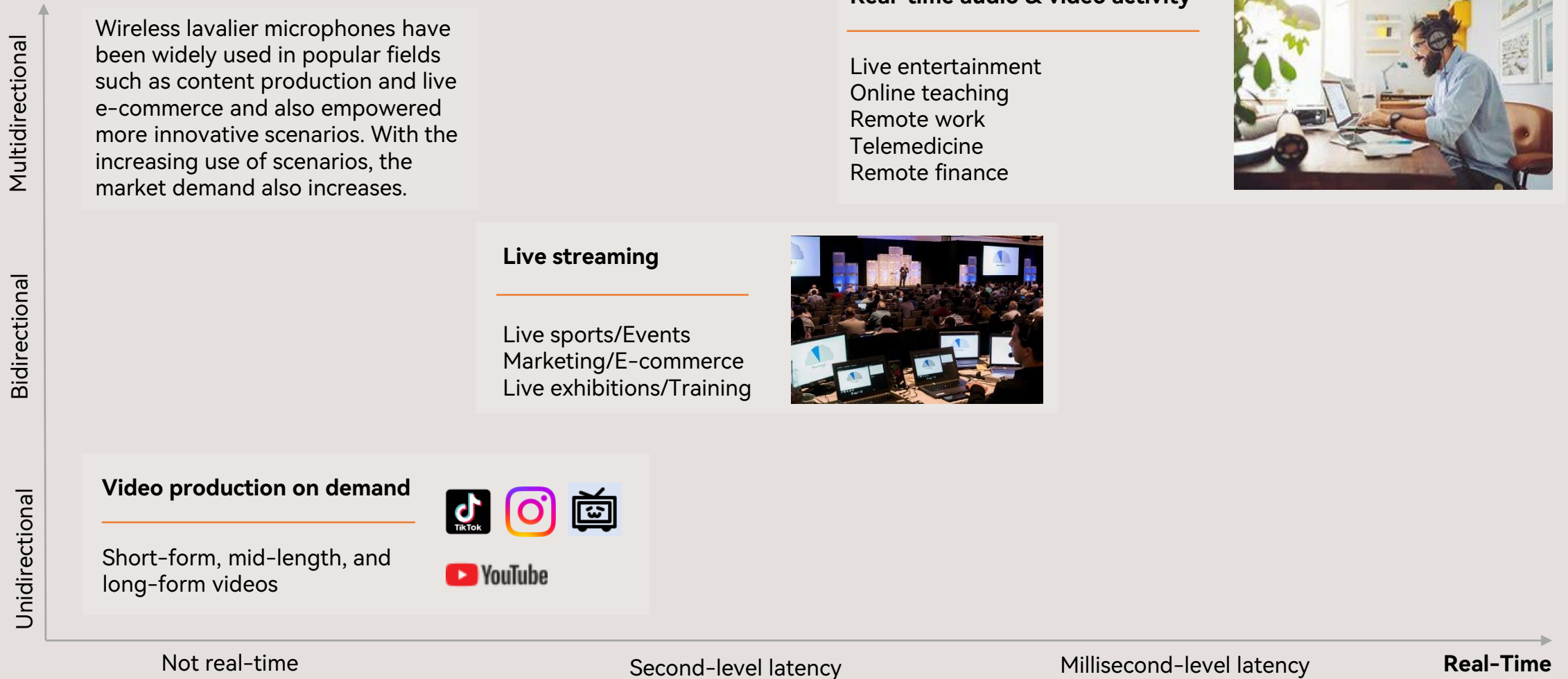
[1]Data from FORTUNE BUSINESS INSIGHTS

[2]Data from Mordor Amazon

# Diversified Applications of Wireless Lavalier Microphones



## Interactivity



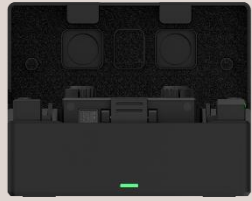


# PRAT 2

LARK M2S Product Introduction



# Development of Hollyland Wireless Lavalier Microphones



1

2020.12

## Lark 150

Industry's first all-in-one wireless lavalier microphone

Integrated charging case and microphone

2

2022.6

## Lark M1 & Lark C1

Greatly improved quality in terms of ease of use, lightness, and compactness

Hollyland's best seller and high rating on Amazon and B&H

3

2023.6

## LARK MAX

Better performance and enhanced sound quality

Flagship product with stable and reliable quality

4

2024.1

## LARK M2

Incredibly small, it delivers high-quality recording, making it a flagship wireless microphone for consumers.

5

2025.1

## LARK M2S

Industry-leading logo-free lavalier microphone

Innovative titanium alloy clip-on structure



# User Insights & Design Background



## 1. The Genesis of LARK M2S:

The LARK M2S was born from users' persistent demand for a discreet lavalier microphone solution. Even with their favorite microphones, many users found it necessary to attach a wired lavalier microphone to comply with the formal or professional dress codes required for certain occasions. Despite this clear need, no dedicated product existed to fill this niche. Traditional manufacturers hesitated to develop such a product due to technical challenges and the potential loss of brand visibility—sacrificing their logo display, a core aspect of their identity. However, our product managers recognized this gap and chose to elevate our brand's vision by pioneering a truly compact, logo-free design that prioritizes true concealment. This bold innovation not only meets user demands but also sets a new industry standard in form and function.

## 2. Hollyland's Commitment to Innovation:

At Hollyland, our mantra is "made to inspire," and we consistently deliver on this promise in the wireless lavalier microphone domain. From the game-changing Lark 150, which introduced the industry's first integrated charging case, to the Lark M1, the first with ENC noise cancellation, to the LARK M2, the first button-sized microphone, and now the LARK M2S, our latest hidden lavalier microphone, we have led the way in industry innovation. Our mission is to make filming easier and more accessible, and with each breakthrough, we remain true to this commitment.

## 3. The All-in-One Solution:

Beyond fulfilling its design purpose, LARK M2S boasts all the features of larger, conventional microphones. It delivers 24-bit audio quality, ensuring pristine sound capture. The titanium wire structure guarantees durability, making it a reliable choice for professionals. Moreover, we have managed to offer LARK M2S at a more competitive price than other mini microphones on the market, achieving a rare balance of quality and affordability. With LARK M2S, users get the best of both worlds: unmatched performance and exceptional value.



Experience incredibly discreet and comfortable wear with our pearl-sized, 7g LARK M2S Mic, offering seamless audio capture without compromising on style or comfort. With premium features like high-fidelity audio, intelligent noise cancellation, 30-hour battery life and a 300m wireless transmission range with superior anti-interference, this microphone empowers you to capture true-to-life vocals and crystal-clear sound anytime, anywhere.



## Hidden Mic, Not Hiding Your Creativity

Now you can experience discreet and comfortable wear with our pearl-sized and only 7g airy-light LARK M2S Mic, designed to deliver balanced and detail-rich audio for your vlogs, interviews, livestreams, and more. Simply attach it to your collar using our industry-leading titanium clip-on design and it stays discreetly and elegantly outside your clothing. Just enjoy seamless audio capture without compromising either style or comfort.





## Studio-Quality Sound Records Every Detail

Capture every nuance with 24-bit depth for true-to-life vocals and crystal-clear sound. With a 70dB signal-to-noise ratio (SNR) and a maximum sound pressure level (SPL) of 115dB, the custom-built driver works to produce sound with ultra-low distortion across the entire audible range.



**48kHz 24Bit**

Depth

**70dB**

SNR

**115dB**

SPL



# Powerful Noise Cancellation

## Always Stay Clear

LARK M2S adopts advanced Environmental Noise Cancellation (ENC) technology to achieve crystal-clear audio by automatically eliminating low-frequency noise. Enjoy intelligent noise cancellation with just a single press for the transmitter or the receiver.

\* Note: Only mobile version supports instant noise cancellation with a single press.





## 1000 ft. (300m) Range Superior Anti-interference

LARK M2S delivers incredibly stable audio with a range of up to 300m in open, unobstructed environments without interference. Engineered with a unique RF interference-resistant circuit, it provides you pure and pristine sound quality even in office buildings, event venues, city streets and other signal-dense environments.





# Long Battery Life

## Create Anytime.

Each transmitter and receiver has at least 9-hour working time (with noise cancellation off), and the combo version offers you 30-hour battery life<sup>[5]</sup> with the charging case, say goodbye to battery anxiety.

Additionally, when connected to a smartphone, the receiver's USB-C port can connect to a charging cable to charge both the phone and the receiver. Stay powered up and ready to go, wherever your creativity takes you.

Up to  
**30 hours**  
battery life

Up to  
**2.5 times**  
full charge

Up to  
**9 hours**  
working time

Less than  
**1.5 hours**  
charging time





# Universally Compatible Connect All

With its analog (3.5mm) and digital (USB-C) outputs, the LARK M2S combo version is compatible with a wide range of devices, including cameras, audio equipment, iOS and Android smartphones and tablets, as well as Windows and Mac computers, meeting all your needs to unleash your creativity. This all-in-one solution is perfect for on-the-go creators and adventurers.







## Effortlessly Access Your Settings with Just a Tap

With LarkSound App, you can view the fluctuation of the VU meter conveniently, adjust the plug-free playback function and noise cancellation with ease and monitor the mic status smoothly.



LarkSound

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## Seamless Playback Without Unplugging

Not having to unplug the receiver when reviewing recorded videos on your phone achieves an immediate audio quality check, thus offering incredible flexibility for recording pristine audio for your content.

\*Note: This function is disabled by default. You can enable/disable it in the LarkSound App.





# Easy Configuration and Control

The receiver for camera excels in smooth volume adjustments with intuitive LED indicators for clear feedback and seamless switch between mono and stereo modes with a single press of the knob.



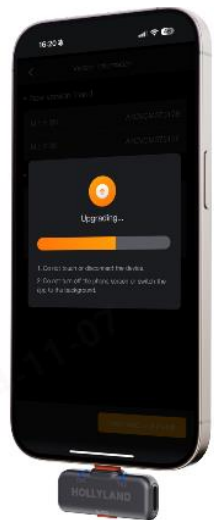
## Start Recording in Seconds

The transmitter and receiver are automatically paired out of the box, allowing you to start recording right away.



## Setup is a Breeze

Experience elaborately simple firmware upgrades directly through the LarkSound App for the mobile version and an extra USB-C to USB-C or USB-C to Lightning cable for the combo version.



## Considerate Accessories to Fall in Love with

Include furry windshield for outdoor recording, cable adapter for flawless connection, charging cable for instant charging, and charging case for handy storage of mobile version and camera version receivers.





# PRAT 3

Competitive Analysis



# Competitive Analysis



	DJI MIC Mini 	RODE Wireless Micro 	LARK M2 (Combo) 	LARK M2S (Combo) 	Lark M1 
Weight	TX: 10g	TX: 12g RX: 6g	TX: 9g	<b>TX: 7g</b>	TX: 11.8g
Charging Case	Yes	Yes	Yes	<b>Yes</b>	Yes
Speaker Playback with RX Plugged	Yes	No	Yes	<b>Yes</b>	Yes
Sampling Rate and Depth	48kHz / 24Bit	48kHz / 24Bit	48kHz / 24Bit	<b>48kHz / 24Bit</b>	48kHz / 16Bit
Max SPL	120dB SPL	135dB SPL	115dB SPL	<b>116dB SPL</b>	110dB SPL
SNR	70dB	73dB	70dB	<b>70dB</b>	65dB
Frequency Response	20Hz – 20kHz	20Hz – 20kHz	20Hz – 20kHz	<b>20Hz – 20kHz</b>	20Hz – 20kHz
LOS Range	400m	> 100m	300m	<b>300m</b>	200m
Transmitter's Operation Time	11.5H	7H	10H	<b>9H</b>	8H
Receiver's Operation Time	10.5H	Box: 2 times	Camera RX: 9H	Camera RX: 8.5H	about 8H

Note: The data provided above is based on laboratory testing results.

SKU



LARK M2S - Combo (Space Gray)



LARK M2S - Mini Combo (Space Gray)






LARK M2S with USB-C Plug (DUO, Space Gray)

**More SKUs  
coming soon**

## Price --开放给区域自行编辑



SKU	MSRP	Country
	LARK M2S - Combo \$xxx	USA
	LARK M2S - Mini Combo \$xxx	USA
	LARK M2S with USB- C Plug \$xxx	USA



# PRAT 4

Marketing Strategy



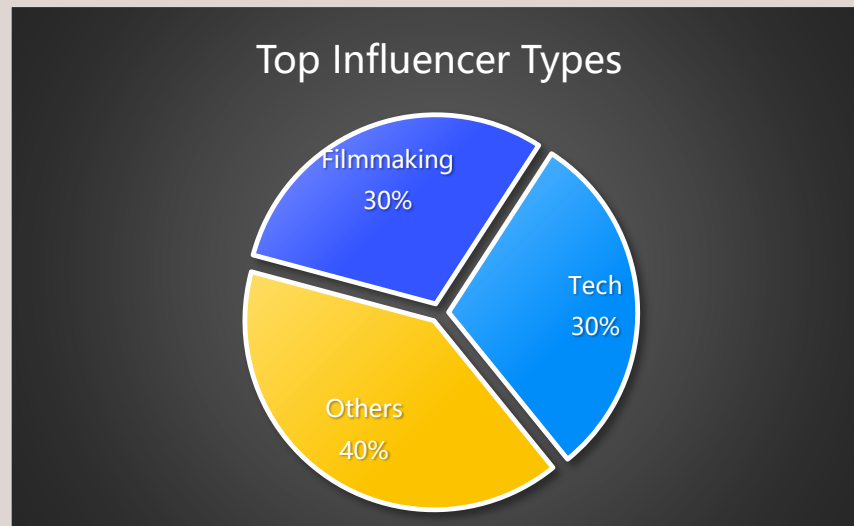


# Marketing Goal



## ➤ Top Influencers & Media Cover

We invite **2000+ influencers** and **10+ top media** to give a review on the new Lark M2S to make the strongest endorsement for the launch.



Initially, we leverages niche influencer endorsements to build professional credibility, highlighting our product's strengths in the microphone market and quickly establishing ourselves as a top brand in consumer-grade microphones.

Later, we expands our reach by highlighting our products' distinct visual characteristics, moving beyond traditional application scenario limitations. This approach opens up new possibilities and allows us to expand our user base.

# Innovative Marketing Campaigns



## ➤ Agent Challenge Mission Campaign

**Why:** Highlights the small & hidden size of the microphone

**How:** During 2024.12.26 - 2025.1.6, KOLs will wear and use the LARK M2S in videos while completing hidden tasks without revealing any information or mentioning the product. And they will disclose their task when release the final review video on 2025.1.9.

## ➤ Shaking Challenge Campaign

**Why:** Highlights the stability and robustness of the microphone

**How:** Invite people to join the “Shaking Challenge”. If he or she can Shake off the microphone before the sticky note in 30 seconds, they will be considered successful and win the prize. All the videos will post on social media and tag #ShakingChallenge #LARKM2S.

## ➤ Case Studies

**Why:** Highlights the microphone's hidden clip-on design in the school/TV and other scenarios of practicality

**How:** We plan to cooperate with top 10 schools, educational institutions, and interview agencies in each major target country to produce at least 13 high-quality case studies.

# Marketing Timelines



- 1.Mission Invisible campaign release on Social Media
- 2.Warm-up posts and videos on social media
- 3.Official website countdown starts

- 1.Press release
- 2.Media reviews
- 3.Top influencer videos
- 4.TVC/posts on social media
- 5.Mission Invisible Campaign - mission disclosure
- 6.Offline events

- 1.Shaking Challenge on social media
- 2.Heat the top view videos
- 3.Offline case studies
- 4.Google Ads + SEO

- 1.Thematic videos campaign
- 2.Influencer videos
- 3.Offline workshops



# PRAT 4

Q&A



## Sales and Marketing Pitch Reference



Q: "How do I decide between LARK M2, LARK M2S, and other competing products?"

A: "LARK M2S is not to replace the LARK M2 but to cater to the market's **demand for a truly hidden, logo-free** microphone. Both LARK M2 and LARK M2S are designed to work in tandem to capture the market share of microphones in the \$100-\$200 price range. **Both products maintain a high level of audio quality and most functional features.** Since the launch of LARK M2, the trend towards smaller microphones has become more prevalent. However, LARK M2's circular design is more inclusive than other brands' square designs on the market, and its variety of stickers have been widely popular, paving the way for the acceptance of the new LARK M2S. While different microphone products may have similar specifications, they are priced differently and come in various forms, allowing users to choose based on their actual needs. Overall, it's clear that LARK M2 & LARK M2S are better choices than others on the market."

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Q: "Is the clip-on design of the LARK M2S likely to break easily?"

A: "The clip part of the microphone is made of **titanium**, which is inherently very sturdy. Titanium is also a memory metal, meaning that even after multiple clips and releases, it can return to its original 45-degree setting. However, we still recommend that when using the microphone, the clip angle should not exceed **45 degrees** to ensure longevity and prevent damage."



# PRAT 4

Company Introduction





# ABOUT HOLLYLAND


Hollyland is one of the fastest-growing wireless technology companies in the global content production market. Since 2013, the brand has grown to be recognized as a leading provider of premium wireless products.

Hollyland designs, develops, manufactures, and distributes a wide range of high-performance wireless solutions. The product portfolio includes video transmission systems, cameras, monitors, wireless microphones, and wireless intercom systems that feature a compact design, highquality, reliable performance, and affordability.




# Be Our Partner






**Film Riot** ✓  
@filmriot  
2.07M subscribers

It's doing an excellent job of dropping the sound of the air conditioner which is something I always have to remove and post with our shotgun mic.




**YCIImaging** ✓  
@YCIImaging  
452K subscribers


It doesn't just eliminate low frequencies but some high frequencies as well. The high pitch frequency that probably caused by LED light is gone after enabling the ENC.



**Faline San**  
1430K followers




**DHIARCOM**  
2320K followers



**MAKE. ART. NOW.** ✓  
@MAKEARTNOWCHANNEL  
429K subscribers

14 hour record time is under appreciated. It will keep recording until the battery dies or I run out of 8GB of internal memory.



**Dunna Did It** ✓  
@dunnadidit 429K subscribers

My favorite ways to use the kit is to only pull out a transmitter not even worry about the receiver or anything like that. I can just use the internal microphones to sync the audio afterwards.



**DrogaDigital**  
431K followers



**Enoylity Technology**  
627K followers





SEE YOU  
January 9th

