OFFICIAL STORE

WHOLESALE CENTER

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Hanying Hi Tech (Shenzhen) Co., Ltd

SMART PROJECTOR

GUANGDONG HANYING PHOTOELECTRIC TECHNOLOGY CO., LTD

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◎ Netflix认证投影仪
◎ 全高清投影仪
◎ 高清投影仪

COMPANY PROFILE

公司简介

ABOUT US 关于我们

TOP TOP 10
Global Projector Brand

Founded in 2020, Hanying Hi Tech (Shenzhen) Co., Ltd specializes in smart hardware and projector products, with a fully integrated industrial chain of R&D, manufacturing and operations, delivering end-to-end one-stop solutions for global partners.

Core R&D Strength

Our R&D team is formed by industry veterans from top chip makers (Allwinner, Rockchip, etc.), with full-stack capabilities covering ID/MD design, hardware & software development across mainstream chip platforms. We have achieved key optical technology breakthroughs, and provide integrated services from smart projection & naked-eye 3D product customization to brand operation.

Technological Innovation & IP

We hold over 40 technical patents, with multiple achievements written into industry standards. Our self-developed optical engines integrated with AI visual algorithms greatly optimize image performance, and we offer full-cycle global support for customers from design to mass production.

Global Layout & Scale

★ 2025: Launched 2,200m² R&D and global sales center in Shenzhen
★ 70,000m² Dongguan manufacturing base: 15+ production lines, dust-free workshops, professional QC labs, 40,000 units daily capacity, new large-scale facility under planning
★ Changsha e-commerce center: Operates on 20+ global platforms (Amazon, Walmart, TikTok, etc.), with leading industry sales performance for consecutive years

Committed to technological innovation and customer value creation, we keep driving display technology upgrading, and grow together with global partners to build a new era of smart visual experience.

MAGCUBIC CORE VALUES

品牌核心价值

01

Democratizing Flagship-Grade Projection Experience

We break down the price barrier of high-end smart projectors. With our superior supply chain capabilities, we bring flagship-grade image quality, hardware configuration, and smart experience to an affordable price range, proving that high cost-effectiveness never means settling for low specs, but enjoying beyond-expectation performance.

02

Hassle-Free Smart Projection for All Scenarios

User-centric at our core, we translate complex audio-visual technology into a zero-learning-curve operation experience. We break the scenario and usage limits of projectors, enabling one-tap access to high-quality cinematic life, whether for solo use in the bedroom, family gatherings in the living room, or outdoor trips on the go.

03

Making Everyday Happiness Accessible to All

With light and shadow as our carrier, we make high-quality home entertainment no longer exclusive to a niche group. Through our cost-effective products, we infuse a sense of ritual and warmth into every ordinary day, becoming the most intimate light and shadow companion in users' home life.

BRAND STORY

品牌故事

01

BRAND ORIGIN

Founded by tech&home entertainment experts, Magcubic meets the need for shared big-screen
moments-turning living rooms, backyards, outdoors into "cinemas'" via portable projectors.

02

MARKET BREAKTHROUGH

Against stagnant projection tech (high-end = expensive; low-priced = poor experience), Magcubic cut high-end projector costs by 80%, launching models matching/outperforming premium ones at 20% of the price.

03

CRISIS & PERSISTENCE

2023 sales surge caused chip/display shortages. Magcubic solved it via global supply chain coordination, kept production running, and refused price hikes to retain market trust.

04

FUTURE DIRECTION

Continue delivering quality big-screen experiences for business, home, outdoor use-building immersive viewing.

05

CORE POSITIONING

Vision: Become a top global projection solution expert; make quality projection accessible; transform entertainment/learning/work; drive visual culture innovation.
Brand Essence: A team of visionaries/tech lovers, focused on quality, performance and user satisfaction.

DEVELOPMENT HISTORY

发展历程

A journey of meticulous cultivation and steady accumulation, forging the most valuable national high-tech enterprise in the projection industry.

2020年

Hanying was established and quickly became a well-known enterprise in the field of LCD projector manufacturing.

2021年

We developed the industry's first sealed optical engine, partnered with renowned global brands, achieved annual sales of over 10 million, and established long-term cooperation across Europe and America.

2022年

Focusing on the sealed optical engine sector, launch multiple models, and enhance performance and effects, achieving a 100% surge in sales.

2023年

New generation of high-performance LCD projectors has been put into production.

2024年

Achieved breakthroughs in optical ultra-short throw R&D. Shifted our focus to the Super R&D Center and Super Factory, and obtained multiple system certifications including ISO9001, BSCI, HDMI, etc.

2025年

Annual sales exceeded 1 billion RMB for the first time. Launched Google-certified Google TV projectors, further advancing into the mid-to-high-end market.

2026年

Continue to develop more advanced projection technologies. Stay tuned...

2027年

Striving for development

FACTORY STRENGTH
工厂实力

2

CORE ADVANTAGE
核心优势

Team & Technical Strength

Expertise Team: They come from leading chip companies such as Allwinner, Rockchip, etc. We have built a full team covering ID, MD, and software & hardware development, with strong capabilities across multiple platforms. The team includes over 150 engineers with more than 8 years of experience on average. In optical technology, we have a team of over 50 specialists covering optics, structure, and process engineering.

Software Service: We provide one-stop software solutions including design, coding, automated testing, and documentation. We support custom APP development and deep customization of Android and Linux systems.

Technical Innovation: We improve brightness and color performance through optical and algorithm optimization, and use innovative cooling solutions to extend product life and reduce maintenance costs.

We operate one of the largest LCD projector manufacturing bases in China (70,000m²), with 30,000m² dust-free workshops and automated production lines. We are certified with ISO9001 and BSCI. We also have a 4,000m² R&D center, a 3,000m² marketing center, and a 40,000m² intelligent warehouse managed by MES.

50+ Cooperated Brands & Companies

Trusted Partners Worldwide

ALDI · Kodak · HI CHIP · PHILIPS · Lenovo 联想 · Skyworth 创维 · 卡一卡易 股票代码：430671

Canon · Rockchip · NETFLIX · 纽曼 Newmine · JEZETEK九洲

Google TV · DI TONG 蒂彤 · ALLWINNER · Amlogic · YITOA 英唐

HONOR & QUALIFICATION

荣誉与资质

ISO9001

BSCI Audit Report

HDMI Certification

INTERNATIONAL QUALITY STANDARD

国际质量标准

HY300 Pro CE

HY300 Pro+ CE

HY310 CE

HY450 Max CE

HY300 Ultra RoHS

HY350 Max RoHS

HY300 FCC ID

HY300 FCC SDOC

HY300 Pro TELEC

HY300 Pro RCM

HY300 Pro UL Test Report

HY300 Pro PSE

NATIONAL UTILITY MODEL PATENT

实用新型专利

Projection Module Lens Patent

Projection Module Equipment Patent

Projector Ceiling Mount Patent

Ceiling-Mounted Projector Patent

Projector Cabinet Patent

Projection Heat Dissipation Device Patent

Projector Stand Patent

Projector Device Patent

180° Rotatable Cylindrical Projector Patent

Projector Novel Optical Path Structure Patent

Short-Throw Projection Lens Patent

Novel Heat Dissipation Structure Patent

DESIGN PATENT

外观专利

HY320 CN Design Patent

HY350 CN Design Patent

HY300 Ultra US Design Patent

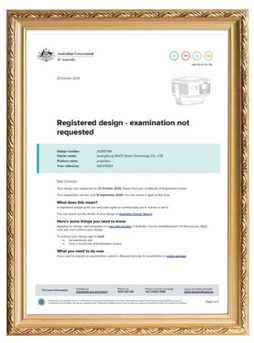
HY450 US Design Patent

HY200 Pro UK Design Patent

HY300 Max UK Design Patent

HY300 Plus EU Design Patent

HY350 Max EU Design Patent



HY450 Max AU Design Patent

HY260 MX Design Patent

HY200 RU Design Patent

HY320 CA Design Patent

FACTORY SHOWCASE

工厂展示

We operate one of the largest LCD projector manufacturing bases in China (70,000m²), with 30,000m² dust-free workshops and automated production lines. We are certified with ISO9001 and BSCI. We also have a 4,000m² R&D center, a 3,000m² marketing center, and a 40,000m² intelligent warehouse managed by MES.

SPECIALIZED RESEARCH ABILITY

Equipped with surface-mount technology (SMT) production production line and our own mold workshop, the entire production process is completed by our own production line without the need for external processing. This is currently the first in the LCD projection industry, with the largest production capacity and sales volume of finished products in the projector industry in Shenzhen, China.

MAGCUBIC

SPECIALIZED RESEARCH ABILITY

PRODUCT CATEGORY

产品类别

3

SEALED OPTICAL ENGINE PROJECTOR

封闭式光机投影仪

WHAT IS A SEALED PROJECTOR?

A sealed projector uses an enclosed optical engine to protect key components from dust, ensuring long-lasting performance and consistent image quality.

Key Advantages

- Sustained contrast, lasting image depth
- 99.99% dust-proof, no black spots or blotches
- More than 3× longer effective service life
- Built-in intelligent cooling system – long-term stable thermal performance with no overheating throttling
- High color accuracy with no irreversible color shifts
- Higher light utilization efficiency
- Lower operating noise for a more immersive viewing experience
- Better user reputation and lower after-sales costs

M800

Native Resolution: FHD 1080P (1920x1080)
Brightness: 840 ANSI LM (classic mode)
Brightness: 580 ANSI LM (silent mode)
Focus Mode: Auto Focus
Projection Size: 35-135 inch
OS: Android 14
CPU: Allwinner H726
Storage: 2GB RAM + 16GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@60fps

M800 GT

Native Resolution: FHD 1080P (1920x1080)
Brightness: 840 ANSI LM (classic mode)
Brightness: 580 ANSI LM (silent mode)
Focus Mode: Auto Focus
Projection Size: 40-140 inch
OS: Google TV OS
CPU: Realtek RTD1332 Quad-Core
Storage: 1GB RAM + 64GB ROM
Connection: Dual Band WiFi + BT 5.1
Video Format: Full Format Max. 1080P@60fps

M800 PRO

Native Resolution: FHD 1080P (1920x1080)
Brightness: 840 ANSI LM (classic mode)
Brightness: 580 ANSI LM (silent mode)
Focus Mode: Auto Focus
Projection Size: 35-135 inch
OS: Android 14
CPU: Allwinner H726
Storage: 2GB RAM + 16GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@60fps

M800 PRO GT

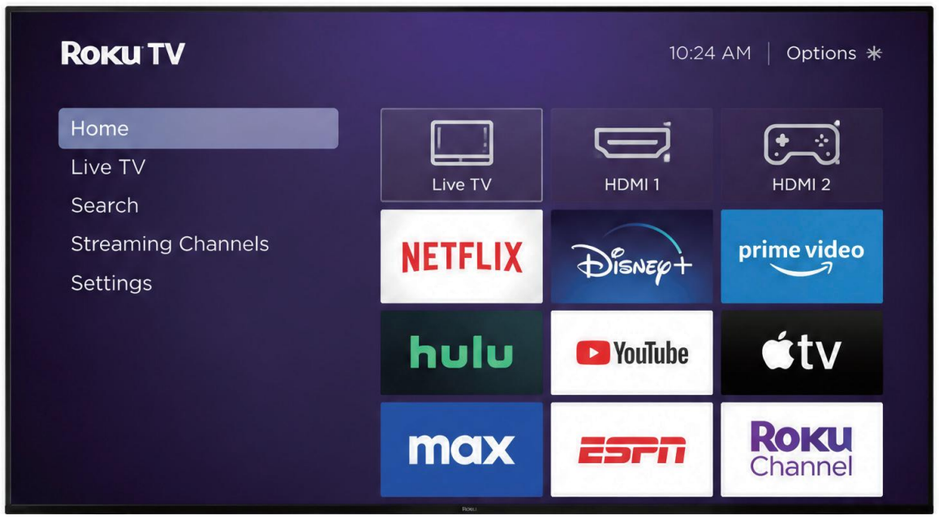
Native Resolution: FHD 1080P (1920x1080)
Brightness: 840 ANSI LM (classic mode)
Brightness: 580 ANSI LM (silent mode)
Focus Mode: Auto Focus
Projection Size: 40-140 inch
OS: Google TV OS
CPU: Realtek RTD1332 Quad-Core
Storage: 1GB RAM + 64GB ROM
Connection: Dual Band WiFi + BT 5.1
Video Format: Full Format Max. 1080P@60fps

Roku TV

Stream what you love.

MAGCUBIC | Roku

Simple. Powerful. Endless Entertainment.



Thousands of Channels

Stream movies, TV shows, sports, news and more.

Easy to Use

A simple, intuitive interface gets you entertaining faster.

Seamless Streaming

Fast, reliable performance with built-in Wi-Fi.

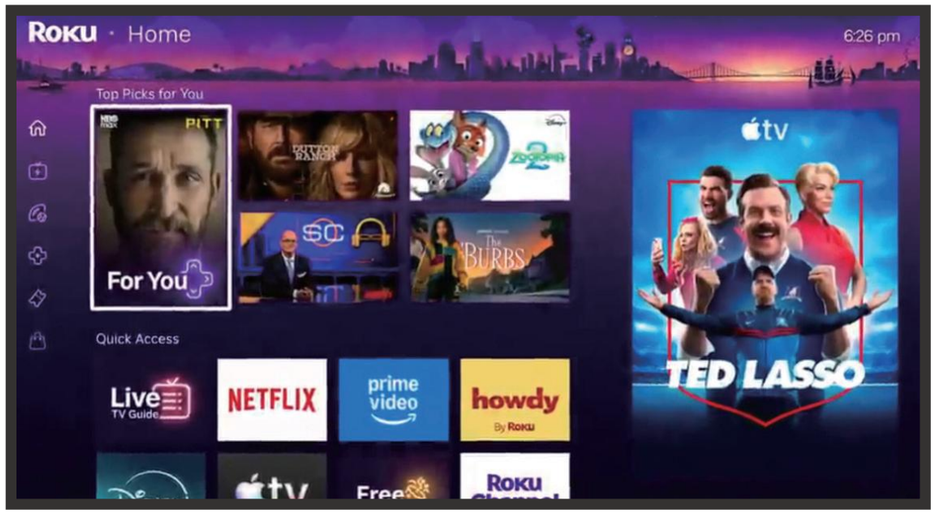
Works on Your Devices

Roku TV is available on a wide range of TVs and streaming devices.

Roku Better TV. Together.

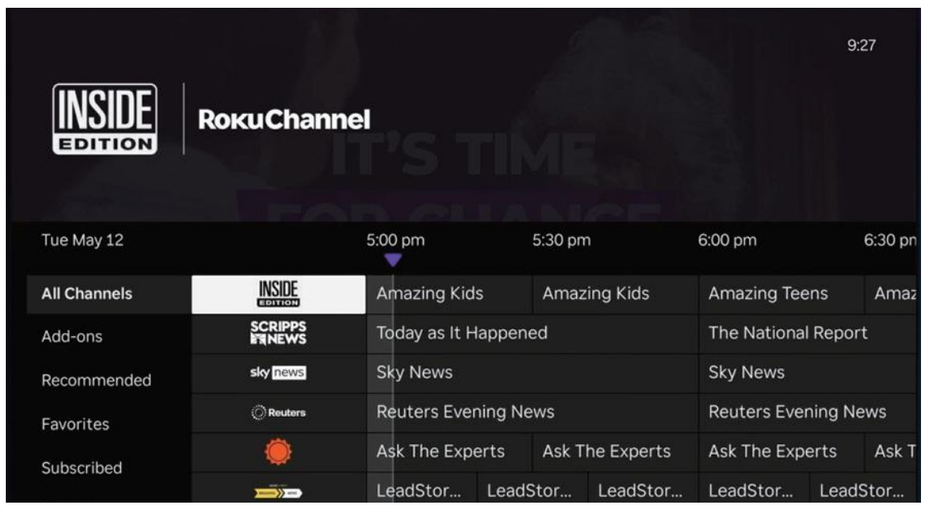
The delightfully simple way to TV

Discover what hundreds of millions of TV lovers around the world already know.



A world of free entertainment

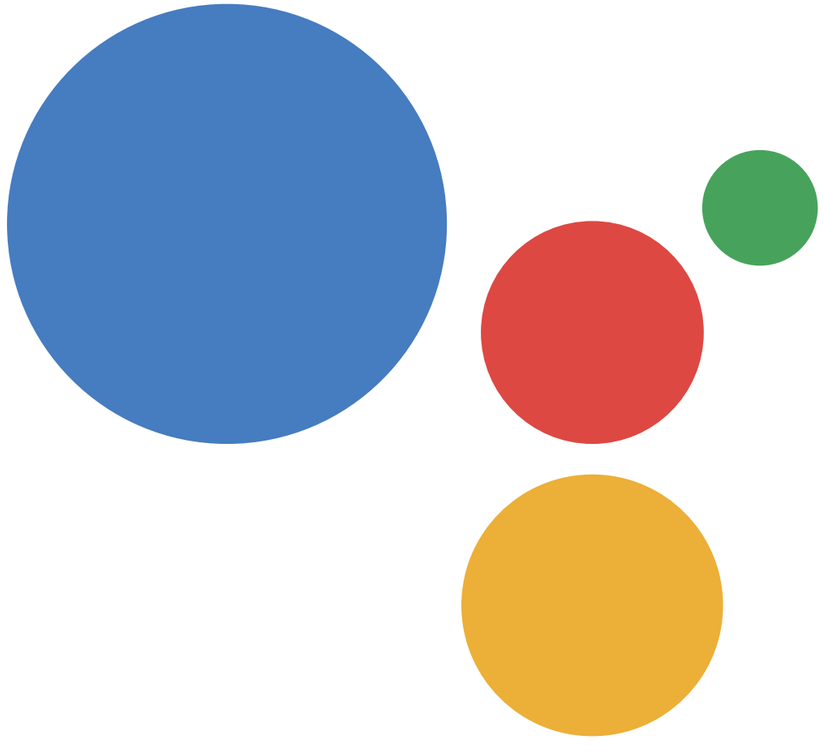
Enjoy great free TV anytime you want it, from a huge selection of movies, shows, and a Live TV Guidewith 500+ free TV channels. Explore news, sports, Roku Originals, and much more in one click.



GOOGLE CO-BRANDING PROJECTOR

谷歌联合品牌投影仪

MAGCUBIC | Google TV



HY450GT

Native Resolution: FHD 1080P (1920x1080)
Brightness: 800 ANSI LM
Focus Mode: Auto Focus
Projection Size: 40-140 inch
OS: Google TV OS
CPU: Realtek RTD1332 Quad-Core
Storage: 1GB RAM + 32GB ROM
Connection: Dual Band WiFi + BT 5.1
Video Format: Full Format Max. 1080P@60fps

HY350GT

Native Resolution: FHD 1080P (1920x1080)
Brightness: 500 ANSI LM
Focus Mode: Auto Focus
Projection Size: 40-140 inch
OS: Google TV OS
CPU: Realtek RTD1332 Quad-Core
Storage: 1GB RAM + 32GB ROM
Connection: Dual Band WiFi + BT 5.1
Video Format: Full Format Max. 1080P@60fps

HY300GT

Native Resolution: HD 720P (1280*720P)
Brightness: 200 ANSI LM
Focus Mode: Auto Focus
Projection Size: 35-135 inch
OS: Google TV OS
CPU: RTD1332 Quad-Core
Storage: 1GB RAM+8GB ROM
1GB RAM+32GB ROM(optional)
Connection: Dual Band WiFi + BT 5.1
Video Format: Full Format Max. 1080P@60fps

MAGCUBIC | Google TV

NETFLIX CERTIFIED PROJECTOR

Netflix认证投影仪

MAGCUBIC | NETFLIX

HY350NTV

Native Resolution: FHD 1080P (1920x1080)
Brightness: 500 ANSI LM
Focus Mode: Auto Focus
Projection Size: 40-140 inch
OS: Android 13 Whale OS
CPU: Amlogic T950D4
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band WiFi + BT 5.0
Video Format: Full Format Max. 4K@60fps

HY450NTV

Native Resolution: FHD 1080P (1920x1080)
Brightness: 600 ANSI LM
Focus Mode: Electronic Focus
Projection Size: 40-200 inch
OS: Android 13 Whale OS
CPU: Amlogic T950D4
Storage: 1.5GB RAM + 32GB ROM
Connection: Dual Band WiFi + BT 5.2
Video Format: Full Format Max. 4K@60fps

L018NTV

Native Resolution: FHD 1080P (1920x1080)
Brightness: 370 ANSI LM
Focus Mode: Auto Focus
Projection Size: 40-120 inch
OS: Android 13 Whale OS
CPU: Amlogic T950D4
Storage: 2GB RAM + 16GB ROM
Connection: Dual Band WiFi + BT 5.2
Video Format: Full Format Max. 4K@60fps

HY320NTV

Native Resolution: FHD 1080P (1920x1080)
Brightness: 300 ANSI LM
Focus Mode: Manual Focus
Projection Size: 30-150 inch
OS: Android 13 Whale OS
CPU: Amlogic T950D4
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band WiFi + BT 5.2
Video Format: Full Format Max. 4K@60fps

FULL HD PROJECTOR

全高清投影仪

1080P

M450PRO

Native Resolution:	FHD 1080P (1920x1080)
Brightness:	400 (±10%) ANSI LM
Focus Mode:	Auto Focus
Projection Size:	40-120 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	1GB RAM + 8GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@60fps

M450

Native Resolution:	FHD 1080P (1920x1080)
Brightness:	400 (±10%) ANSI LM
Focus Mode:	Auto Focus
Projection Size:	40-120 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	1GB RAM + 8GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@60fps

HY450MAX

Native Resolution:	FHD 1080P (1920x1080)
Brightness:	800 ANSI LM
Focus Mode:	Auto Focus
Projection Size:	40-140 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	2GB RAM + 16GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@24fps

HY350MAX

Native Resolution:	FHD 1080P (1920x1080)
Brightness:	500 ANSI LM
Focus Mode:	Auto Focus
Projection Size:	40-140 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	2GB RAM + 16GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@24fps

X7

Native Resolution: FHD 1080P (1920x1080)
Brightness: Standard Mode 650 ANSI LM
Focus Mode: Auto Focus
Projection Size: 40-130 inch
OS: Android 14
CPU: Allwinner H726
Storage: 2GB RAM + 16GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

HY450C

Native Resolution: FHD 1080P (1920x1080)
Brightness: 600 ANSI LM
Focus Mode: Auto Focus
Projection Size: 50-200 inch
OS: Android 14
CPU: Allwinner H726
Storage: 2GB RAM + 16GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

HY320

Native Resolution: FHD 1080P (1920x1080)
Brightness: 320 ANSI LM
Focus Mode: Manual Focus
Projection Size: 40-150 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

HY320PRO

Native Resolution: FHD 1080P (1920x1080)
Brightness: 300 ANSI LM
Focus Mode: Auto Focus
Projection Size: 35-135 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

L018

Native Resolution: FHD 1080P (1920x1080)
Brightness: Standard Mode 300 ANSI LM
Focus Mode: Auto Focus
Projection Size: 40-120 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 16GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

HY320F

Native Resolution: FHD 1080P (1920x1080)
Brightness: 300 ANSI LM
Focus Mode: Electronic Focus
Projection Size: 35-135 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band WiFi + BT 5.4
Video Format: Full Format Max. 8K@24fps

HY310X

Native Resolution: FHD 1080P (1920x1080)
Brightness: 200 ANSI LM
Focus Mode: Auto Focus
Projection Size: 40-130 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

HY310

Native Resolution: FHD 1080P (1920x1080)
Brightness: 200 ANSI LM
Focus Mode: Auto Focus
Projection Size: 35-135 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

HD PROJECTOR

高清投影仪

720P

HY300F

Native Resolution:	HD 720P (1280x720)
Brightness:	170 ANSI LM
Focus Mode:	Manual Focus
Projection Size:	35-135 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	1GB RAM + 8GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@24fps

HY300PRO

Native Resolution:	HD 720P (1280x720)
Brightness:	150 ANSI LM
Focus Mode:	Manual Focus
Projection Size:	35-135 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	1GB RAM + 8GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@24fps

HY300PRO+

Native Resolution:	HD 720P (1280x720)
Brightness:	170 ANSI LM
Focus Mode:	Manual Focus
Projection Size:	35-135 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	1GB RAM + 8GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@24fps

HY300ULTRA

Native Resolution:	HD 720P (1280x720)
Brightness:	200 ANSI LM
Focus Mode:	Electronic Focus
Projection Size:	35-135 inch
OS:	Android 14
CPU:	Allwinner H726
Storage:	1GB RAM + 8GB ROM
Connection:	Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format:	Full Format Max. 8K@24fps

HY300MAX

Native Resolution: HD 720P (1280x720)
Brightness: 200 ANSI LM
Focus Mode: Auto Focus
Projection Size: 35-135 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

HY320MINI

Native Resolution: HD 720P (1280x720)
Brightness: 200 ANSI LM
Focus Mode: Manual Focus
Projection Size: 35-135 inch
OS: Android 14
CPU: Allwinner H726
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band 2.4G/5G WiFi6 + BT 5.4
Video Format: Full Format Max. 8K@24fps

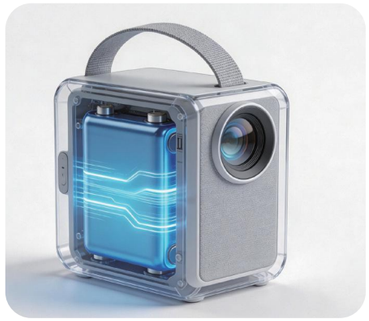
HY300X

Native Resolution: HD 720P (1280x720)
Brightness: 150 ANSI LM
Focus Mode: Electronic Focus
Projection Size: 35-135 inch
OS: Android 11
CPU: Allwinner H713
Storage: 1GB RAM + 8GB ROM
Connection: Dual Band WiFi6 + BT 5.0
Video Format: Full Format Max. 4K@30fps

IN DEVELOPMENT ..

MAGCUBIC R&D BLUEPRINT
NEXT GEN IMAGING TECHNOLOGY

COMING SOON...



Battery Built-in Projector

Key Technology Breakthroughs
*Two-way energy storage & PD fast charging system with high-energy-density long-cycle battery module
*Outdoor-adaptive low-power high-brightness optical engine optimization customization to brand operation.

AI Integrated Projector

Key Technology Breakthroughs
*End-cloud integrated native multimodal AI Agent architecture
*Full-scene autonomous task closed-loop system with self-learning adaptive algorithm

UST Cinema Projector

Key Technology Breakthroughs
*Self-developed UST LCD optical engine ultra-short throw ratio
*High brightness enhancement technology with full-frame image calibration