



Xiaomi Corp.

Подготовил: Артур Хабиров МТЭ01-20-01

Xiaomi

- a Chinese corporation founded by Lei Jun in 2010, ranks third in the world and China in terms of production (sales) of smartphones.



Affiliated companies: Redmi, Pocophone, Black Shark, Meitu, Aqara, MiTu, SmartMI

POCOPHONE

by Xiaomi



mitu



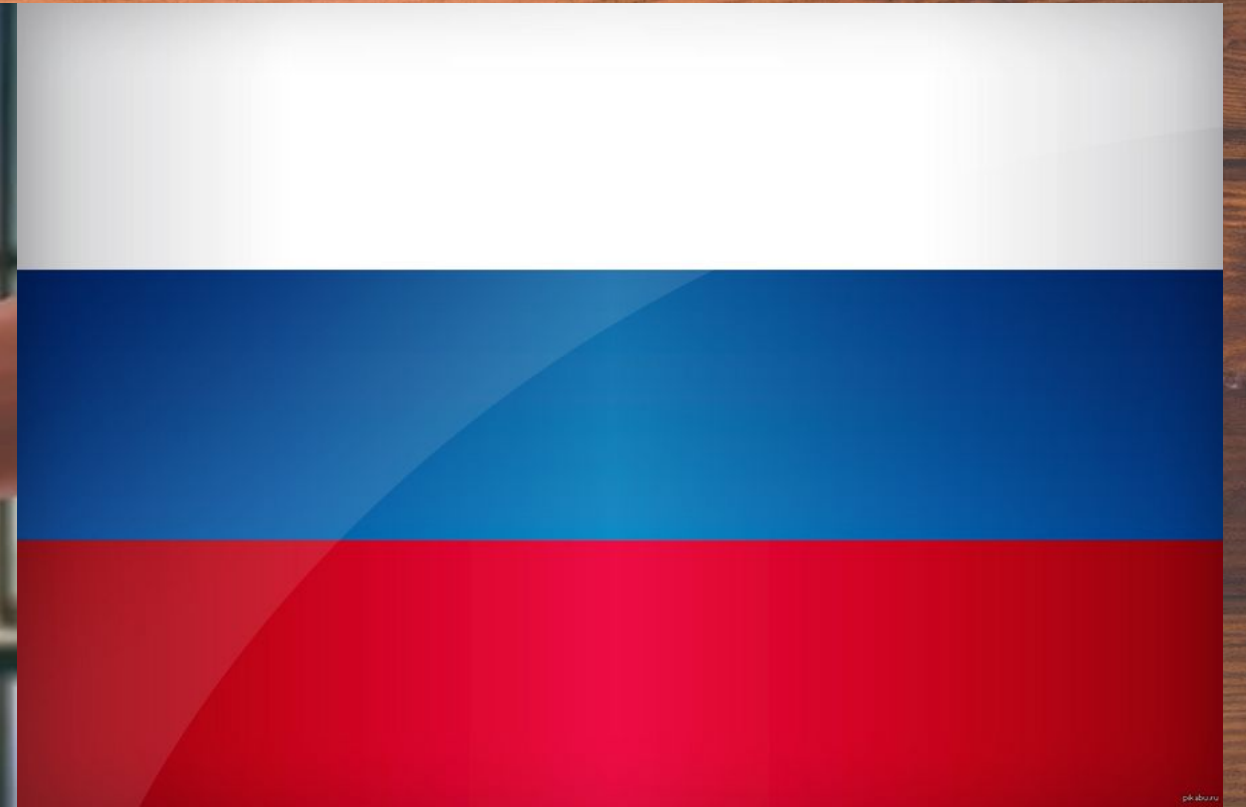
smartmi

Aqara

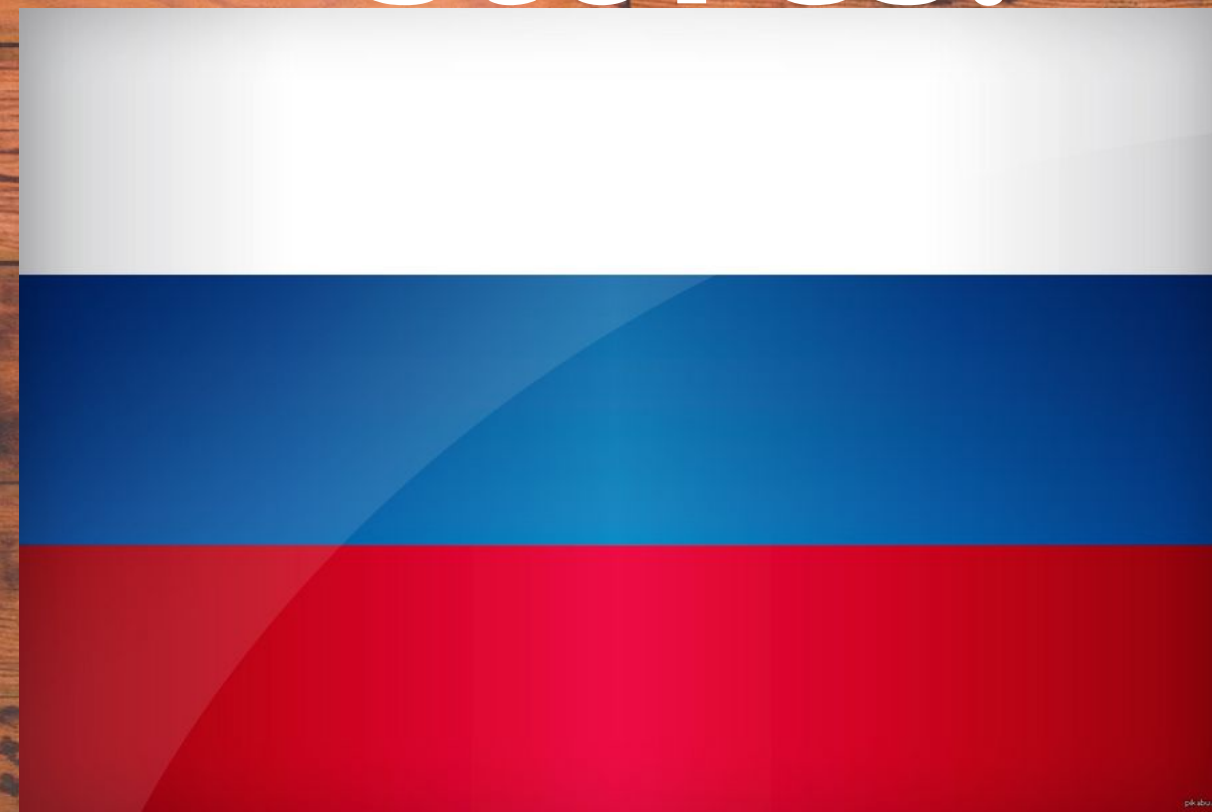
The first smartphone, Mi 1, was announced in August 2011. It came in two versions - with MIUI firmware and with "pure" Android. In August 2012, the company introduced the Mi 2 smartphone, and by September 2013 more than 10 million devices had been sold.



In April 2014, the company announced the start of expansion to international markets in ten countries, including Russia. One of the former Google employees, Hugo Barra, was appointed in charge



In March 2018, Xiaomi for the first time climbed to the first place in Russia in terms of sales in online stores.



Production

The main activity of the company is the production of smartphones. There are models of different price categories - from budget solutions to flagships. The company also produces devices for creating a smart home, including household appliances.

8

The Chinese are superstitious, and the fact that the company was founded by eight co-founders was a good sign. After all, eight in China and in Buddhism is a lucky number.

The cutest mascot of the company is a white rabbit named Mitu, wearing a hat with earflaps with a star and a red tie. By the way, the earflaps as a headdress in China are associated with the name of Lei Feng, a national hero and a symbol of patriotism, and this is



Thanks for attention!!!