



Copy Guidelines

LeEco | North America

Our vision

We are trailblazers.

We are enthusiastic, confident and self-motivated problem-solvers, driven by ambition and curiosity. Unafraid to learn from failures, we think outside of conventions and take initiative, thriving on diversity and freedom of thought as we welcome new ideas. We balance work and play. And we like to have fun.

We are open.

Team-focused, we cultivate an open, authentic, transparent and accountable environment. We act with integrity. We listen. We communicate. We collaborate. We remain approachable and play well with others. We are courteous and thoughtful with our colleagues.

/ Our vision (cont.)

We defy limits.

We're here because our limits gave us something to break. We dare to dream the impossible. At LeEco, there is plenty room for everyone to shine. To that end, our team is resourceful. We stay informed. We value knowledge and achievement. We challenge one another.

We know our voice is heard.

Our user-first philosophy carries into our way of life, instilling in us the confidence to make meaningful contributions in all that we do. Knowing our voices are heard, we stay informed and act in socially responsible ways. We take pride in our work.

/ Our voices

“We thrive on attitude and involvement. We excel on the biggest challenges and thrive to be challenged every day. LeEco, more than a work place, it’s a culture.”

— *Joana Cardoso, Senior Graphic Designer*

“We are from many different walks of life, with different skills, and different styles of working. Our core values push us to be open to the differences of others and to embrace what they can bring to the table, because our differences strengthen our ability to accomplish amazing things.”

— *Walter Castro, Product Launch Manager, N.A Mobile*

/ Brand pillars

By, for and with you

All new ways to enjoy entertainment

Wherever you go | eui

Ever-evolving open ecosystem

Prices poised to disrupt

/ By, for and with you

If you see something you like, there's a good chance it was inspired by you.

LeEco is built by you, shaped by you, and we invite you to become a pioneer our evolution. Through an open ecosystem, we foster collaboration between users and key partners, because we believe that amazing products and value are an inevitable result when you are at the center.

Through our User-Planning-To-User (UP2U) model, we invite feedback through special events, product testing, first-looks and more. We supply the technology, and the rest is UP2U.

What would you make if you had an endless toolbox?
Join the LeEco movement today and find out.

/ All new ways to enjoy entertainment

Put our built-to-suit entertainment interface to work for you as you customize your ecosystem.

Through our intuitive Ecosystem User Interface (eui), you can stream hit movies, international films, popular shows, channels and more, a la carte based on your preferences. Opt in to EcoPass membership to access exclusive entertainment from our key partners — along with jaw-dropping discounts, extended warranties, tons of storage, priority customer service and more.

- 120+ live channels
- 15,000+ on-demand DIRECTV NOW titles
- Thousands of hours in video streaming entertainment from providers like Lionsgate, MGM, Food Network, Travel Channel, HGTV, VICE — the list goes on

A kaleidoscope of entertainment is yours.

/ Wherever you go | eui

We believe experience and technology are one and the same, so we crafted an intuitive interface making this concept a reality.

Transform way you enjoy entertainment with your Ecosystem User Interface (eui). Cast from devices with the swipe of a finger. Personalize and sync to the cloud. “Float” content on your display as you cruise through customizable apps. Shows, movies, indie films, live programming and more are yours to experience at the touch of a button.

Subtle, intuitive features are what make the eui experience your own — *wherever you go*. From ecophones to virtual reality and everything in between, just power on and you’re there.

Ever-evolving open ecosystem

This is a story about an ecosystem, and it's yours to tell.

Our ever-evolving lineup of breakthrough devices — spanning ecophones, ecotvs, smart bikes, virtual reality, smart cars and everything in between — provides you the technology it takes to create a seamless lifestyle tailored to you. And thanks to our open ecosystem business model, we can promise you high-spec, cutting edge hardware at incredibly disruptive prices.

But we're much more than that. We're scrapping the lines that separate your experiences. Today we invite you to transcend what you've come to expect from your devices, and build an experience all your own.

Prices poised to disrupt

High-tech specs you love are yours for fraction of what you expect to pay.

Our partnerships with Open Eco industry leaders fosters the diverse environment it takes to deliver quality and features you're looking for at attractive prices.

It's affordable, it's within your reach and, best of all, you helped make it.

/LeEco speak

/ LeEco Speak

We speak with, not to you.

We think like a team, no matter what.

We pull for participation and collaboration.

The feeling is *exclusive* — but the manifesto, *inclusive*: together we do amazing things. Everyone is invited.

Imbue the second-person “you” in a conversational way to maintain engagement.

Speak with excitement. Talk on the same level as your reader.

Easy on the caps.

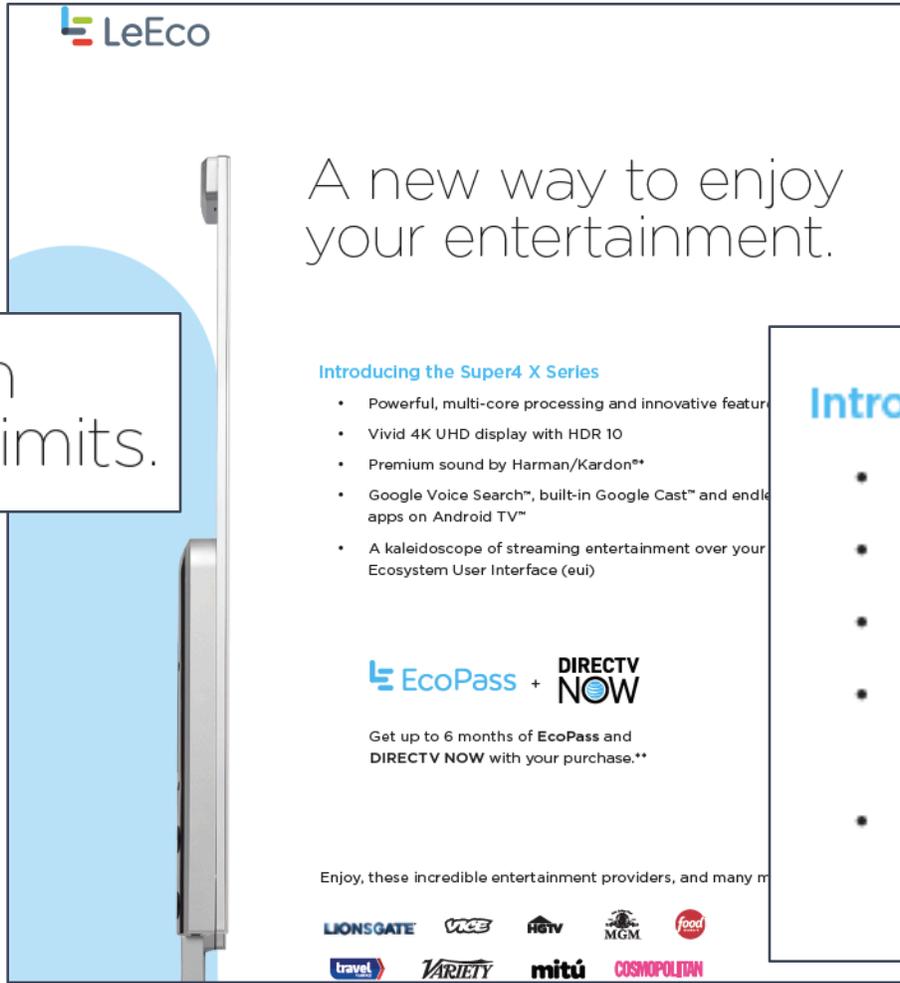
Light on the exclamation.

Remember we deliver products that speak for themselves.

Therefore, confidence is our mantra.

Style samples

Television
without limits.



The advertisement features a tall, slim television set against a light blue background. The LeEco logo is in the top left corner. The main headline reads 'A new way to enjoy your entertainment.' Below this, the text 'Introducing the Super4 X Series' is followed by a list of features. A promotional offer for EcoPass and DIRECTV NOW is shown, along with logos for various entertainment providers like Lionsgate, VICE, HGTV, MGM, food, travel, VARIETY, mitú, and COSMOPOLITAN.

LeEco

A new way to enjoy your entertainment.

Introducing the Super4 X Series

- Powerful, multi-core processing and innovative features
- Vivid 4K UHD display with HDR 10
- Premium sound by Harman/Kardon**
- Google Voice Search™, built-in Google Cast™ and endless apps on Android TV™
- A kaleidoscope of streaming entertainment over your Ecosystem User Interface (eui)

EcoPass + DIRECTV NOW

Get up to 6 months of EcoPass and DIRECTV NOW with your purchase.**

Enjoy, these incredible entertainment providers, and many more

LIONSGATE VICE HGTV MGM food
travel VARIETY mitú COSMOPOLITAN

Entertainment you love
wherever you go.

Introducing the Super4 X Series

- Powerful, multi-core processing and innovative features
- Vivid 4K UHD display with HDR 10
- Premium sound by Harman/Kardon**
- Google Voice Search™, built-in Google Cast™ and endless apps on Android TV™
- A kaleidoscope of streaming entertainment over your Ecosystem User Interface (eui)

/ Grammar & Usage

See our [Style guide](#)