

# HS001 Landing Page Hotfix

By Allen 230117

## POP CTA

大标题：Sign up now to access the launch day deal of up to **50% off**

副标题：删除

空白输入栏默认文字：Email Address

按钮：JOIN WAITLIST

## 首屏 Next Gen...

大标题：Next-gen Intelligent All-purpose Exoskeleton

副标题：for Everyday Adventure

尾注：HyperShell

关键字：30KG Offset | AI Force Control | 35km Range | Ultra-lightweight

渲染图建议换图，带主品牌色点/产品局部高光/产品特写 或 创意KV，注意视觉内容接近中线。

首屏缺少CTA按钮，建议在关键字下面增加 JOIN WAITLIST/JOIN THE REVOLUTION 按钮，跳转至页面尾部CTA。

## 第二CTA

如果首屏已有CTA按钮，则此模块可以删除。

如果首屏未增加CTA按钮，此模块可以做一些变化，与前面的POP CTA差异化。

例如：

大标题：Hurry, Crowdfunding Soon

副标题：Sign up now to secure your early bird discount and **save 50%**

空白输入栏默认文字：Email Address

按钮：SIGN UP

## 第二屏 The Hyper...

大标题：The **HyperPower** You've Been Waiting For

副标题：HyperShell unites cutting-edge robotics and AI, bringing sci-fi exoskeletons to daily life. Designed to offer enhanced physical strength and power for everyday adventures.

图文展示：把第三屏的五个场景展示挪到第二屏副标题下面

场景描述修正：

Trek & Travel

Physical Work

Mountaineering

Patrolling

第五个没明白要表达什么，字面意思太空探索？

### 第三屏 **Double Your...**

大标题：**Power** and **Strength** When You Need It

副标题：Powered by an 800w motor and intelligent algorithms, HyperShell follows your muscle activity to deliver the right power, doubling your leg strength and stamina when needed.

副标题也可以写成：Fueled by Omega® Power System, HyperShell follows your muscle activity to deliver the right power, doubling your leg strength and stamina when needed.

渲染图建议换图或调整角度，突出电机和Omega动力系统®

关键字：

**2x** Leg Strength | **800w** High-Efficiency Motor | **10ms** Response Time

### 第四屏 **Control Your...**

大标题：Smart Copilot with **AI**

副标题：Take the first step and leave the rest to AI. HyperShell learns how you move and calculates the optimal output with zero delay. Switch seamlessly without pausing.

图标：

可以考虑增加一个多模识别

Posture Recognition



### 第五屏 **Endless Hyper...**

大标题：Going Beyond Limitations

副标题：Greatness begins at the end of your comfort zone. **35km(22 miles)** range for all-day, high-intensity use and a swappable design that gets you covered in multi-day trips.

渲染图建议换图或调整角度，突出可更换电池设计；大面积白色HS塑料感比较明显。

### 第六屏 **Powerful Yet...**

大标题：Ultra-lightweight Design

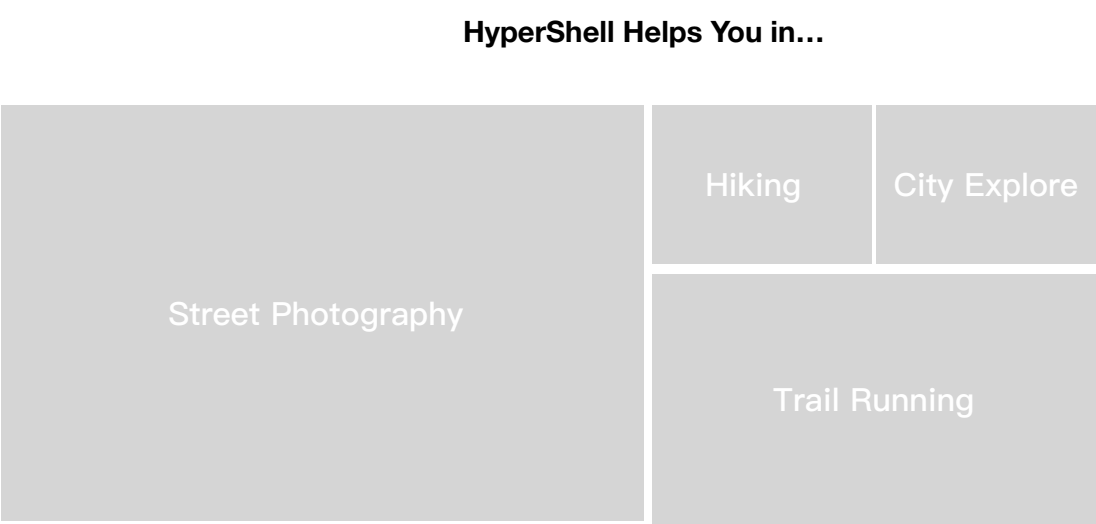
副标题：The aircraft alloy frame and folding structure make HyperShell incredibly light and portable. In fact, it takes less space and weight than a regular sleeping bag.

图标：  
**1500g** Weight  
**9L** Volume  
**Foldable** Design

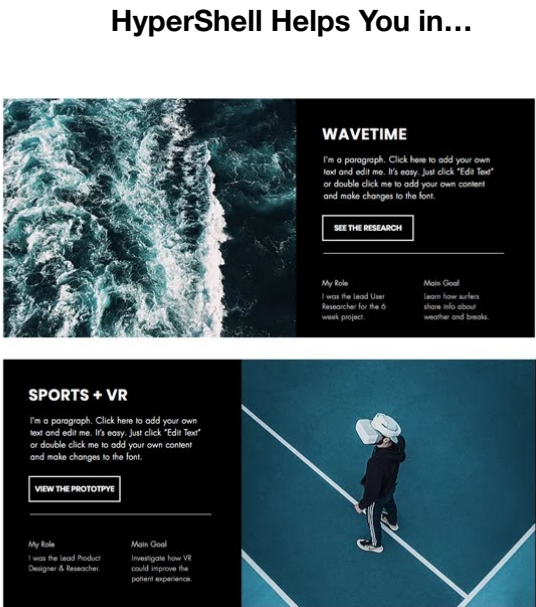
第七屏 七宫格  
可保留或删除（若有规格屏）

第八//九/十/十一屏 素材合成  
合并为一屏，设置鼠标点击展开（方案1）或自动轮播（方案2）

方案1示意图



方案2示意图



大标题：如

## **STREET PHOTOGRAPHY**

描述：如

Street Photography is all about approaching a place by walking. For what does a street photographer do but walk and watch and wait and talk, and then watch and wait some more, trying to remain confident that the unexpected, the unknown, or the secret heat of the known awaits just around the corner.

关键词：如

30kg Weight Offset

35km Long Range

Standing Mode

Quick-release Design

### **第十二屏 尾部CTA**

建议参考 **POP CTA** 首尾呼应 保持一致

### **Footer**

**Logo旁要写公司名 例如 HyperShell Inc.**

**公司地址改成一 行 例如 Bldg. 3, ZJ Microelectronics Port, Shanghai**