EcoFlow TITAN Series

Whole Home Power. Within Reach.



2026/Product Marketing Team

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The Opportunity

125 million U.S. households need backup power (78% of all households), yet penetration is **only 1%**.

Market conversion funnel: 125M total demand → 31.17M aware → only 1.26M purchased.

Why? Three barriers keep families from buying:

1.Too Expensive — 54.9% of interested buyers walk away because of price.

2.Too Complicated — Professional installation required.

3.Too Invisible — Most families don't know portable power can connect to their home.

Product Positioning

Whole Home Power Made Simple

100% Whole-Home Power. 40% the Traditional Cost.
TITAN is a whole-home backup power system designed for first-time buyers.
No hardwiring. No contractors. No months of waiting.

TITAN Plus



All-in-one flagship. 10kW output, 8kW solar input, unbalanced load support, and whole-home energy savings. Longest payback for solar households.

TITAN



Best value for mid-income families. 240V comfort backup with 3-ton AC support (no soft starter needed), generator compatibility, and grid-tied solar.

TITAN Classic



Lowest barrier to entry. 120V basic backup for apartments and small homes. Covers fridge, lights, router, and desktop.

TITAN Battery 5kWh



All three share the same 5kWh base battery, expandable to 30kWh

TITAN Plus +5*Battery 5kWh



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TITAN Plus

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TOP1: 100% Whole-Home Backup
Powers Everything. No Calculating Required.

Traditional home batteries need massive capacity to deliver big power. TITAN doesn't.

EcoFlow's 40160 cells deliver 2C discharge — 4x the rate of conventional home storage cells. That means 5 kWh of battery delivers 7.2 kW of continuous output, scaling to 10 kW with solar panels.

One TITAN Plus runs a 3-ton air conditioner, refrigerator, TV, and whole-home lighting simultaneously. No soft starter needed..



7.2kW（with out Solar）
10kW（with Solar）
Output

120V/240V
Dual Capabilities

30kWh
Capacity

TITAN Plus: 1.44 kW per kWh
Powerwall 3: 0.85 kW per kWh |
— 70% more power per unit of stored energy.

Power Density: 111.62 W/L vs. Powerwall 3's 88 W/L

TOP2: 100% Whole-Home Saving

Save Up to $4,000/Year

Smart energy management that learns your habits and maximizes every watt.

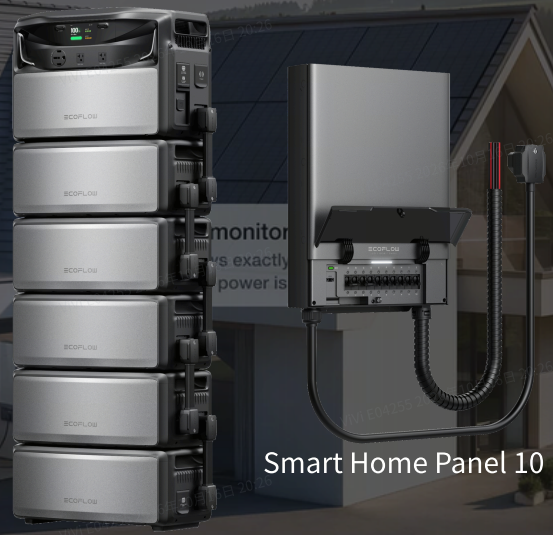
TITAN's AC-coupled architecture with built-in sensors monitors solar generation and grid consumption in real time. The system automatically prioritizes solar and stored energy, reducing grid dependence.

Up to 100% of daily consumption under 10 kW can be offset by battery and solar.

Solar Compatibility:

100% compatible with existing rooftop solar. No rewiring. No replacing your current inverter. SHP10 + TITAN Plus is the first system to support whole-home AC coupling.

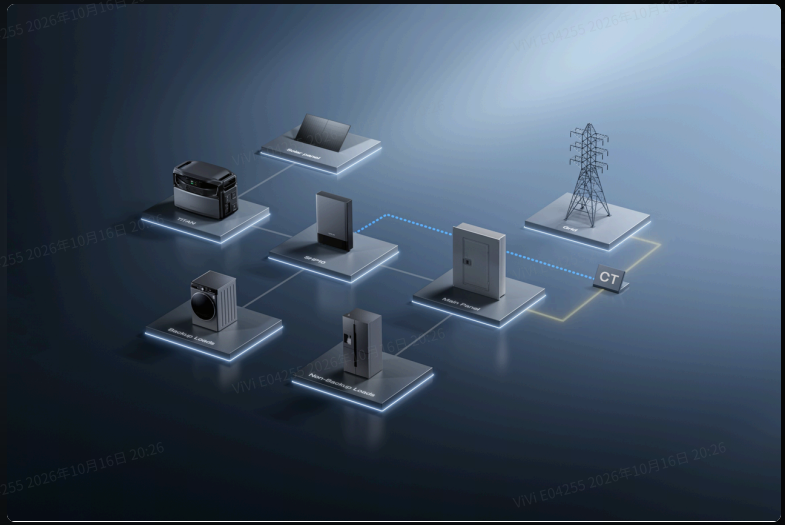
For new installations: dual HP500 quick-connect ports support up to 8 kW of solar input, generating approximately 38 kWh per day.



Smart Home Panel 10

TOP2: 100% Whole-Home Saving
Save Up to $4,000/Year

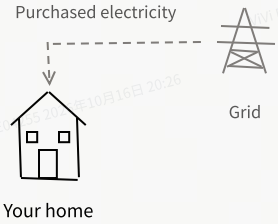
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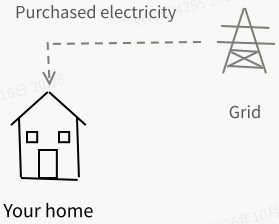
All electricity comes from the grid

Day



The grid supplies all home electricity.

Night

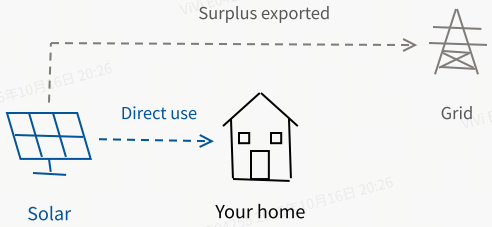


The grid supplies all home electricity.

Electricity comes from the grid during the day and at night.

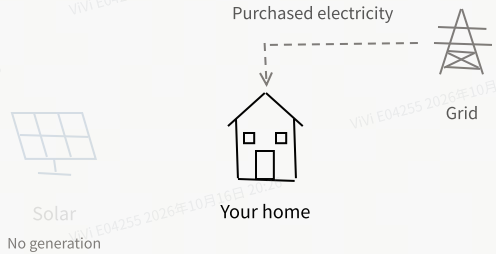
Solar reduces daytime grid purchases

Day



Solar supplies the home. Surplus goes to the grid.

Night

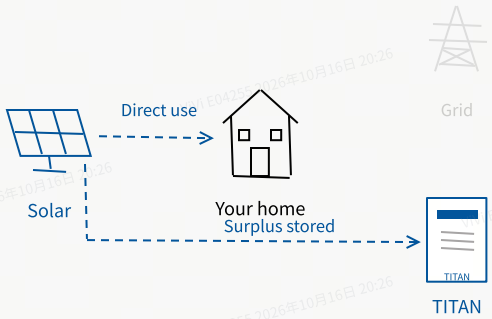


Your home still needs to buy electricity.

Surplus daytime solar is exported instead of being saved for use at night.

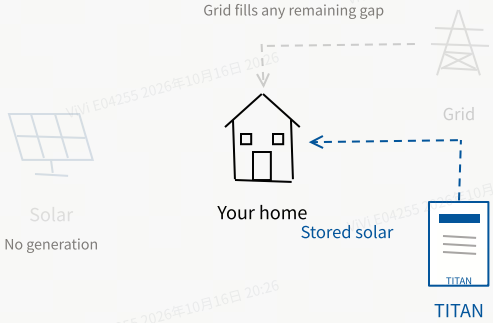
TITAN stores surplus solar for nighttime use

Day



Solar supplies the home. Surplus charges TITAN.

Night

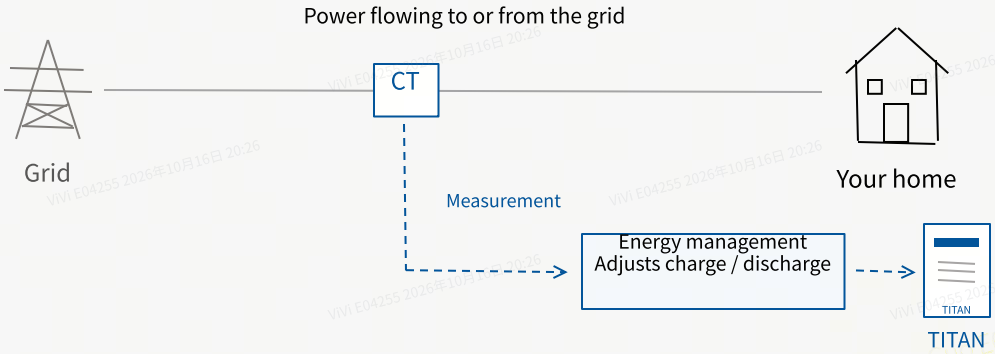


Stored solar reduces grid purchases.

"TITAN" here refers to the complete TITAN system, including SHP10, rather than the standalone unit.

Stored solar replaces some of the electricity the home would otherwise purchase.

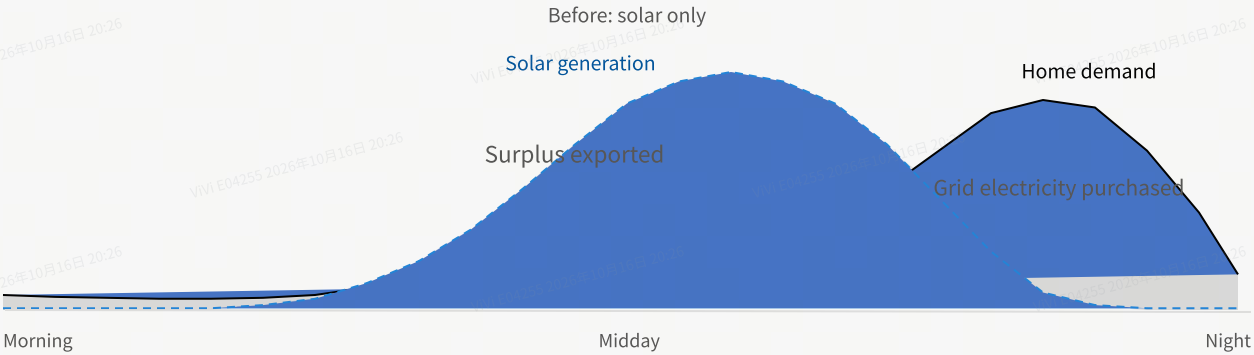
CT sensing guides charging and discharging



"TITAN" here refers to the complete TITAN system, including SHP10, rather than the standalone unit.

The sensor measures grid power flow. The system controls the battery.

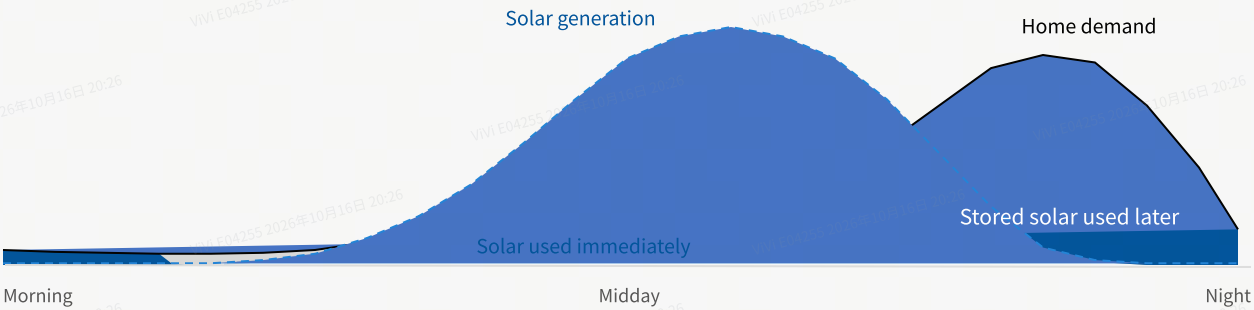
Solar only: surplus exports and grid purchases



Daytime surplus is exported. After sunset, the home purchases grid electricity.

TITAN stores surplus solar for later home use

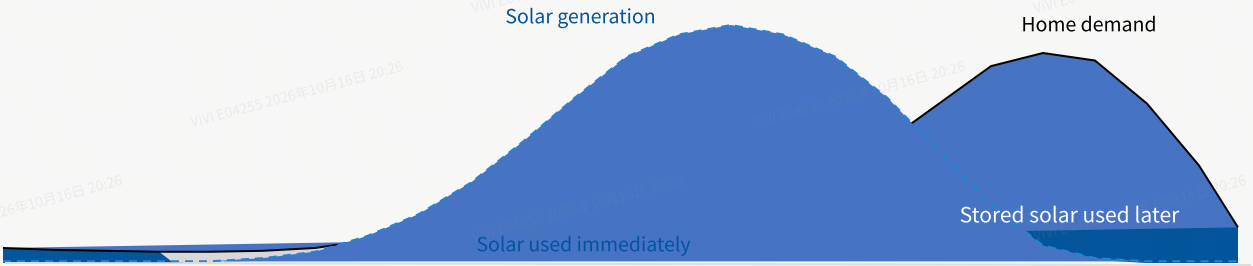
Adding TITAN. Same home demand. Same solar generation.



Dark blue shows solar stored earlier and used at home later.

Stored solar increases solar self-consumption

After: solar + TITAN. Same home demand. Same solar generation.



Solar used at home in this example

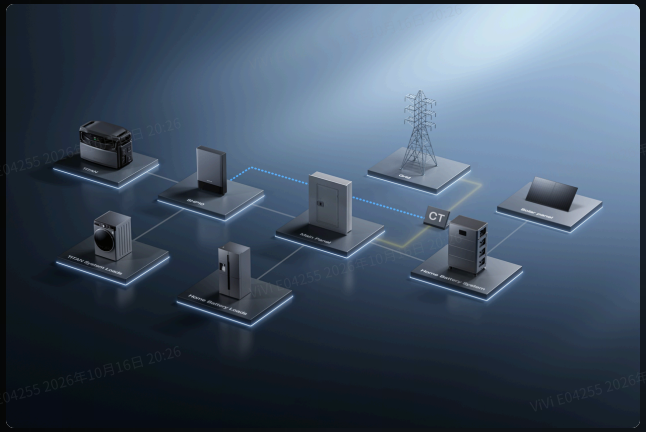
50% to 96%



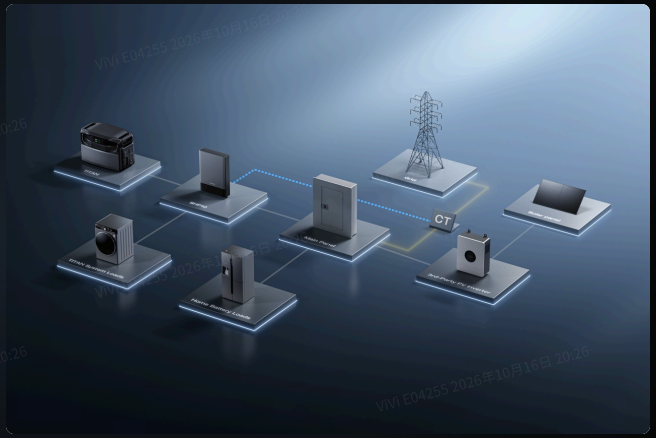
More of the same solar generation is used at home.

TOP2: 100% Whole-Home Saving

100% compatible with existing rooftop solar



Compatible with third-party PV inverters



Compatible with Home Battery

TOP2: 100% Whole-Home Saving

100% compatible with existing rooftop solar

	DPU	DPUX	TITAN
Support CT	❌	✅	Built-in
AC Coupling	❌	❌	✅
Compatible with third-party PV	❌	✅	✅
Supported Loads （Saving）	❌	SHP3 loads only	Main Panel + SHP10 Loads Whole-home Load Coverage

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Unique System

Professional and Easy Installation, Save Money, Time, and Effort

Extreme Flexibility, Plug-and-Play

The TITAN Inverter requires no installation. It remains plug-and-play even for future expansion (no secondary installation needed) and can be taken away when moving, ensuring flexible usage for users

Professional and Fast Installation Service

Only the SHP10 power distribution solution needs to be installed. EcoFlow provides professional official installation services covering the entire U.S., with transparent and unified pricing. The installation can be completed within a week and finished in one day, with EcoFlow professional electricians assisting users in initializing the system on the APP post-installation

Unbind from the Roof, DIY Courtyard Solar Solution

No need to bind to rooftop photovoltaics. A simpler courtyard solar solution (solar panels + fixed brackets) is provided, allowing users to DIY install and save on rooftop photovoltaic installation costs, making it faster and more cost-effective. If the user already has a third-party PV inverter, it remains 100% seamlessly compatible with no need for removal.

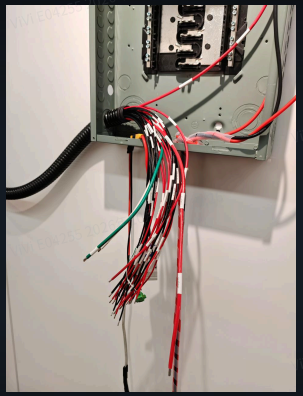
Zero Maintenance

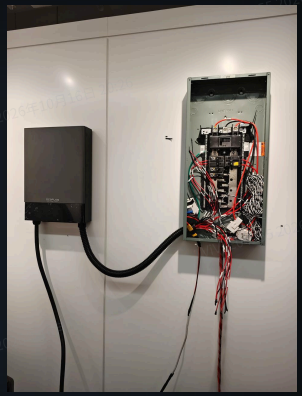
No regular maintenance is required after installation, reducing users' long-term operational costs

Unique System

Professional and Easy Installation, Save Money, Time, and Effort





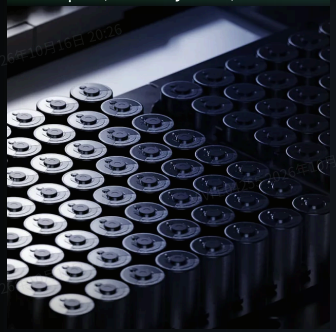


The SHP10 features a modular design with standardized pre-wiring completed at the factory—no on-site wiring by electricians required, and no modification needed to external main panel circuits. One end utilizes a plug-and-play quick-install design compliant with North American electrical standards; the other end plugs directly into TITAN for seamless connection.

TOP3: 60% Less Than Traditional Systems

Same Performance. One-Third the Price. Three breakthroughs that make it possible.

200V High-Voltage Architecture (Industry First)



Higher voltage means lower current. Lower current means thinner wires, less heat, smaller components, and dramatically lower material costs. The same physics that made EVs affordable — applied to home energy.

40160 High-Rate Cells



2C discharge means fewer cells needed for the same power output. Fewer cells = lower bill of materials = lower price

Integrated Inverter with SiC



EcoFlow's third-generation silicon carbide inverter consolidates AFCI, MPPT, insulation detection, auxiliary power, and power conversion into a single module. Fewer parts. Less space. Lower cost.

TOP4: Intelligent Backup + Energy Management

Predict, Protect, and Optimize — Automatically.

From solar forecasting to emergency backup, TITAN handles it.

Exclusive Forecasting Solution:

- **Smart Usage Learning** — Adapts to your energy patterns for intelligent planning
- **3-Day Solar Forecasting*** — Combines weather data to predict daily solar output
- **TOU Optimization** — Store energy during off-peak hours, use during peak times

Up to 20% more savings vs. traditional energy management.

Smart Power Distribution:

- **10-Circuit Precision Control** — Scheduled on/off, custom charge/discharge settings, adjustable circuit priorities
- **Seamless Grid Switching** — Automatically switches between grid and stored energy
- **Real-Time Monitoring** — Track generation, storage, and usage in the EcoFlow app and PowerInsight

Emergency Backup:

- **Before the Storm** — Storm Guard Mode sends real-time app alerts and automatically charges TITAN to 100% using solar or grid power.
- **When It Hits** — TITAN and SHP10 switch from grid to battery in under 20ms. Lights stay on. Wi-Fi stays up.
- **During the Storm** — Prioritize appliances in the app. Essential devices stay powered while non-essential loads are reduced, extending backup time by up to 42%*.

*Backup time extension estimate based on internal testing using SHP10 intelligent load management compared with standard backup operation.

Spec Comparison





	TITAN Plus	TITAN
Capacity	5kWh	
Maximum Capacity	5kWh+5kWh EB*5=30kWh	
Rated Voltage	120V/240V	120V/240V
AC output	10000W（10kW）	7200W
AC output port	2 x NEMA 5-20R 1 x NEMA 14-50R	3 x NEMA 5-20R 1 x NEMA 14-30R
DC output	/	1C+1A
PV input	4kW*2	4kW
Solution	Smart Home Panel 10 (240V)	Smart Home Panel 10 (240V)
Dimensions Weight	623×336×428 mm 55 kg (121.3 lb)	623×336×428 mm 54 kg (119 lb)

Spec Comparison





	TITAN Classic	DELTA Pro 3
Capacity	5kWh	4kWh
Maximum Capacity	5kWh+5kWh EB*5=30kWh	4kWh+4kWh EB*2=12kWh
Rated Voltage	120V	120V/240V
AC output	4000W	4000W
AC output port	3 x 5-20 1 x TT-30	4 x NEMA 5-20R, 120V/20A 1 x TT-30, 120V/30A 1 x L14-30, 120V/240V/16.7A 1 x NEMA 6-20R, 240V/16.7A
DC output	1C+1A	2C+2A DC5521 port: 5A Max Anderson port: 30A Max
PV input	30–250 V, 16 A,3200W Max	30V-150V-.15A,1600W Max 11V-60V-,20A,1000W Max
Solution	Smart Home Panel 10 (120V)	Smart Home Panel 2
Dimensions Weight	623×336×428 mm(89.6L) 46.5 kg (110.2 lb)	693 × 341 × 410.4 mm(97L) 51.5 kg (113.54 lb)

Larger capacity

Lighter and More Compact

Feature Comparison

	TITAN Plus	TITAN	TITAN Classic
Supports 3-ton AC without a soft starter.	✅	✅	❌
EcoFlow FlowMaster Generator Rectifier	✅	✅	❌
works with gird (AC Coupling)	✅ (with SHP10)	✅ (with SHP10)	❌
X-Boost 2.0	✅	❌	❌
X-FUSION 2.0	✅	❌	❌

X-boost2.0:

- High Single-Phase Capacity: Delivers up to 5kW on L1 or L2 individually (7.2kW total max) to effortlessly handle heavy-duty appliances.
- Zero Learning Curve: Eliminates the need for complex phase balancing or meticulous load calculations.
- Hassle-Free Experience: True plug-and-play convenience for a completely stress-free user experience.

X-Fusion 2.0:

- Full Power While Charging: Delivers a full 7.2kW even while charging, using solar or battery energy stored at lower off-peak rates to make up the difference.
- More Power from Solar: Combines compatible solar and battery power for up to 10kW of output. TITAN 5000 Plus supports up to 8kW of solar input, automatically reducing grid charging as more solar becomes available.
- Savings Across Your Home: With SHP10, solar and stored energy power loads throughout your home while connected to the grid—without replacing your main electrical panel. Compatible existing solar systems can also charge TITAN, while energy monitoring prevents export to the utility grid.



Whole Home Power. Within Reach.

Thank You

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