



Amazon Announces New Echo Devices—New Ways to Add Alexa to Every Room

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All-new lineup of Echo devices makes it easier than ever to add Alexa to new places in your home

Pair new Alexa powered subwoofer with compatible Echo devices or add Alexa capabilities to your existing speakers

The new Amazon Smart Plug makes it easier than ever to control compatible lights, fans, coffee makers, and more

LUXEMBOURG – 20th September, 2018— Today, Amazon introduced a new line-up of Echo devices, Echo companion devices, and a new Amazon Smart Plug, making it even easier to bring the features and convenience of Alexa to any room in the home.

New Echo devices include:

- **All-New Echo Dot:** The easiest way to bring Alexa into your home, now with a new speaker for louder and crisper sound, an updated fabric design, and still only £49.99.
- **All-New Echo Plus:** A simple way to start your smart home with a built-in Zigbee hub, plus an upgraded speaker and a new design, and still only £139.99.
- **All-New Echo Show:** An all-new design, upgraded speaker, a stunning 10-inch HD display, and a built-in smart home hub, plus all the glanceable features customers love about Alexa for £219.99. Read the press release: www.amazon.co.uk/pr.

New Echo companion and smart home devices include:

- **Echo Input:** Add Alexa to your existing speaker for £34.99.
- **Echo Sub:** Add deep, rich bass to music playback on Echo devices for £119.99.
- **Amazon Smart Plug:** Control compatible lights, fans, coffee makers, and more for £24.99.

"We want you to have access to Alexa everywhere—in your kitchen, in your living room, in your office, and more," said Jorrit Van der Meulen, Vice President, Amazon Devices International. "Today, we're excited to expand the number of ways that customers can add Alexa to their homes, so they can use Alexa to make their lives more convenient and easy."

New Echo Devices—Access Alexa Everywhere in Your Home

All-New Echo Dot—Now with a New Design and More Powerful Sound—Still Just £49.99

The next-generation Echo Dot features a new fabric design and more powerful sound—and it is still the best way to add Alexa to any room. With an all-new curved shape and fabric finish, Echo Dot is available in Charcoal, Heather Grey, and Sandstone, letting customers easily mix and match. Echo Dot now has improved sound and a new compact design. Put an Echo Dot in every room to ask for information or for the weather, play your favourite music in a multi-room music grouping, set timers and alarms, and control compatible smart home devices.

All-New Echo Plus—New Design, Upgraded Sound, Built-In Smart Home Hub and More Ways to Control Your Smart Home—Still Just £139.99

With its built-in Zigbee smart home hub, the all-new Echo Plus makes setting up compatible smart home devices easy. Just say, "Alexa, discover my devices," and Echo Plus will automatically discover and setup compatible lights, locks, plugs, switches, and more without the need for additional hubs or apps. Echo Plus now includes an embedded temperature sensor, so you can set temperature-based routines using other smart home devices. For example, when the living room reaches 26 degrees, Alexa can turn on a fan connected to a smart plug.

With Wi-Fi simple setup, you can automatically connect compatible smart devices to your Wi-Fi network and Alexa in a few easy steps. All you need to do is power on the smart device and it will recognise your Wi-Fi network and Echo device. Wi-Fi simple setup is available with new Echo devices and the new Amazon Smart Plug.

Echo Plus has a larger 3" Neodymium woofer and increased back volume so that the bass feels stronger and the mids and highs are clearer. It also features an all-new fabric design and is available in Charcoal, Heather Grey, and Sandstone.

Echo Companion Devices—Enhance your Experience with Alexa

Echo Input—Add Alexa to your own Speaker—Just £34.99

Echo Input lets you add Alexa to your existing speaker. Echo Input connects to your speaker through a 3.5mm audio cable or Bluetooth, and features a four-microphone array so you can talk to Alexa from across the room. Echo Input is just 12.5mm tall, so it blends easily into every room. Unlike Echo Dot, which has a built-in speaker, all audio is played through the connected speaker rather than through Echo Input itself. When connected to Echo Input, your speaker can be added to a new or existing multi-room music group. Echo Input will be coming later this year and will be available in Black and White.

Echo Sub—Powerful Subwoofer for your Echo— Jus£119.99

Echo Sub is the first wireless Echo subwoofer for those who want to pump up the bass when listening to music on their existing or new Echo devices. You can connect Echo Sub to compatible Echo devices to create a 1.1 or 2.1 pairing for stereo sound. Plus, with the equaliser feature you can adjust the bass, mid-range, and treble using the Alexa app.

Amazon Smart Plug— Jus£24.99

With the Amazon Smart Plug, you can use your voice to control your lights, fans, coffee maker, and more. The Amazon Smart Plug is the first Wi-Fi smart plug to use Wi-Fi simple setup, making it easier to start – and expand – your smart home with connected devices. All you need is an Alexa-enabled device like Echo, Fire TV, Fire Tablet, Sonos One, or even just the Alexa app on your phone to get started. From there, easily set a routine that turns your lights on at 6:00 a.m. and your lights off at 10:00pm; and with multiple Amazon Smart Plugs, you can control multiple outlets

Availability

Echo Dot, Echo Plus, Echo Sub and Amazon Smart Plug are available for pre-order starting today and will start shipping next month.

The new devices announced today join the all-new Echo Show, Echo, and Echo Spot to create the Echo family of devices.

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