



Amazon Introduces the All-New Echo Show—Better Sound. Bigger Screen

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Features an all-new design, upgraded sound, a stunning 10-inch HD display, a 5 MP camera, and a built-in smart home hub

Just ask to stream videos from Prime Video, play your favourite music videos, cook along with step-by-step recipe instructions, browse your favourite websites and enjoy tens of thousands of Alexa skills

With the Ring video doorbell, you can easily see and talk to anyone at your front door

Stay connected to friends and family around the world with Skype calling

LUXEMBOURG—20th September, 2018—Today Amazon announced the next generation of Echo Show: the all-new Echo Show has an immersive 10-inch HD display with crisp and bright visuals, a built-in smart home hub, and an upgraded speaker system that delivers powerful bass and stereo sound—and it's just £219.99.

"Customers tell us they love the convenience of being able to ask Alexa to show them things," said Jorrit Van der Meulen, Vice President, Amazon Devices International. "Today, we're making the voice-first, visual Echo Show experience better in every way by adding even more experiences to delight our customers—a dynamic and vivid display makes watching videos even more enjoyable, new speakers for music and music videos, two-way doorbell video calling, simple set-up and control of smart home devices, Skype calling to friends and family, and all-new visual features."

New Design and Improved Audio

The all-new Echo Show is completely redesigned with a vibrant 10-inch HD display that shows colourful, fresh, and compelling visuals. So when you ask Alexa to show you the weather, watch a video or display your shopping list, the experience is even more delightful. The screen is complemented by dual, side-firing 2-inch Neodymium drivers, a passive bass radiator and Dolby processing to deliver expansive sound with deep, powerful lows and crisp highs, perfect for listening to your favourite music. Just ask to play Amazon Music, Spotify, TuneIn, BBC Radio and more—plus, with Amazon Music see the on-screen lyrics play along with the music.

The Perfect Sous-Chef for your Kitchen

Cooking with Alexa makes the all-new Echo Show even more useful in the kitchen. Simply ask Alexa for step-by-step cooking instructions. Once you have chosen a recipe, say "Alexa, let's start cooking." Alexa will then walk you step-by-step through your favourite recipe with visuals; and there is no need to touch the screen with wet or dirty hands from cooking, you can use your voice to cue next steps in the recipe. Enhanced step-by-step cooking is rolling out to UK customers later this year, including improved visuals, the ability to set timers and more recipes.

Video Doorbell and Built In Smart Home Hub

Coming later this year, customers will be able to use a new video doorbell integration that works with Ring doorbell cameras. Customers will be able to ask Alexa to play a chime and make an announcement when someone rings their doorbell. When the doorbell rings, just say "Alexa, answer the front door," to see and talk to whoever is there without having to open the door. You can also use Alexa Routines to play custom announcements when the front door camera detects movement or someone rings the doorbell.

With a built-in Zigbee smart home hub, Echo Show makes it simple to start your smart home. Just say "Alexa, discover my devices," to automatically discover and set-up compatible light bulbs, plugs and switches without the need for additional hubs or apps. Once set-up, ask Alexa to turn on the lights or use the touchscreen to turn devices on and off.

Even More Calling Options

The all-new Echo Show has a built-in, 5MP camera that supports high-definition video calling and is great for hands-free calls to friends and family who have an Echo Spot, Echo Show, or the Alexa App. Use Drop In on supported Echo devices to check in with relatives or to make sure the dog is behaving in the living room.

Coming soon, customers can connect with even more friends and family around the world through Skype calling and video calling. Just say "Alexa, call Jimmy on Skype" to reach Jimmy wherever he uses Skype.

"Skype calling with Alexa will allow the hundreds of millions of Skype customers around the world to easily make hands-free Skype calls from their Echo devices," said Gaurav Sareen, Corporate Vice President, Microsoft. "This new experience makes it even easier to connect with friends and family and we can't wait for customers to try it out."

Simple Shopping

Staying on top of your weekly shopping is easy with Echo Show, simply ask “Alexa, re-order coffee” and she will help you order your favourite blend. Need to build a list, just say “Alexa, add bananas to my list,” and if you’ve got an important order on the way, Alexa will let you know when it’s arriving, just say “Alexa, where’s my stuff.”

Built-In Web Browser

Echo Show has a built-in web browser that can be opened by saying, “Alexa, open Firefox.” Once open, you can use the on-screen keyboard to type a URL and visit your favourite website. And like other browsers, you can bookmark websites for easy access.

Skills for the Screen

Tens of thousands of skills are available on the all-new Echo Show, including many that include visually enhanced experiences. Discover what’s on TV tonight with the new TV Guide skill, view your shopping list with Ocado or watch the latest news from leading news outlets like BBC and The Daily Telegraph.

Pricing and Availability

Echo Show is £219.99. Echo Show will also have an accompanying stand that will allow you to tilt the Echo Show to adjust the viewing and camera angles for only £29.99. Both are available for pre-order starting today at www.amazon.co.uk/echoshow and will begin shipping next month.

The all-new Echo Show joins the all-new family of Echo devices announced today. To learn more, visit: www.amazon.co.uk/pr.

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