



## Amazon Introduces eero's mesh WiFi systems to the United Kingdom —Simple, Reliable Home WiFi

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*eero's mesh WiFi systems, the all-new eero and eero Pro, will be available in the United Kingdom for the first time*

*Reduce WiFi dead zones—customise your eero system and get set up in minutes to blanket your home in reliable connectivity*

*The new eero mesh WiFi system is the most affordable addition to the eero lineup and offers simple, reliable WiFi for streaming, gaming, and working from home—starting from just £99*

*eero Pro, consistently rated 4.6 out of 5 stars in the US, will also be available in the United Kingdom*

*eero's world-class security keeps your network, devices, and home safe through regular automatic software updates*

LUXEMBOURG—25th September 2019—Amazon today announced customers in the United Kingdom will be able to purchase eero devices for the first time. eero's award-winning mesh WiFi systems let you replace your existing router and extends WiFi coverage seamlessly throughout your home, reducing WiFi dead zones. Set up takes just minutes and automatic software updates mean your devices get better and more secure over time. The all-new eero and eero Pro systems will be available on amazon.co.uk in early November.

"Our mission at eero is to make the technology in homes *just work*. We share that commitment with Amazon and are thrilled to be an official part of the Amazon family," said Nick Weaver, Co-Founder and CEO of eero. "With the all-new eero and expansion to Europe, we are advancing that mission so even more customers can experience the magic of simple, reliable WiFi at home."

### Intelligent WiFi

eero's TrueMesh software makes it possible to add as many eero devices as needed to seamlessly cover any home. TrueMesh maintains the connections between devices, optimises the best route for data, and intelligently routes traffic to avoid congestion, buffering, and drop-offs. This allows for a better WiFi experience throughout the home. Additionally, eero software automatically updates about once a month with new features, so your system is always getting better.

### Customise Your System

Adding even one eero device will improve your WiFi experience. But every home is different so it's important to be able to customise a WiFi solution that can handle the unique size, shape, and materials in your home, along with the devices you and your family use—that's why eero devices all work together. And their sleek, compact design blends into any décor so you can place them anywhere. You have your choice of two form factors:

- **eero** —our most affordable option yet, the all-new eero offers simple, reliable WiFi for streaming, gaming, and working from home.
- **eero Pro** —eero Pro is the most powerful option with tri-band radios, letting you do more in every room of your home—and the back garden, too.

### WiFi That Works for You

Whichever devices you choose, setting up your eero WiFi takes just minutes. Once you're set up, use the eero app to manage your network, pause the internet, share your network with friends or guests, and more—whether you are at home or on-the-go. Enable the eero skill to pause WiFi for specific profiles when screen time is over or you want the family to gather for dinner, or to find connected devices like phones—all with just your voice.

### Safe and Secure—WiFi You Can Trust

eero is constantly looking for security threats and automatically pushes updates to keep your network, devices, and home safe. If a vulnerability were ever discovered, eero would be able to quickly and automatically update all online systems. eero collaborates with leading security firms whose experts conduct end to end tests to ensure there are no vulnerabilities. Customer trust is our number one priority. We collect network diagnostic information only to improve the performance, stability, and reliability of our products and services, and to provide customer support. Key features of eero network security include:

- **Data Encryption** —offers encryption for connections between eero devices, the cloud, and the app.
- **WPA-2 Encryption** —required for client devices to connect to the eero network.
- **Profile Protection** —log into the app through a secure single-use code that is delivered via text.

"We are thrilled to work with the eero team to bring their simple, reliable WiFi to more customers in more countries," said Eric Saarnio, Head of Amazon Devices EU. "Customers in the US have loved eero's products and services for years and we look forward to expanding to Europe and beyond."

### Pricing and Availability

eero devices will be available in the United Kingdom in early November.

- [eero](#) —£99 for a single unit or £249 for a three-pack
- [eero Pro](#) —£179 for a single unit or £429 for a three-pack

**About eero**

The first mesh home WiFi system, eero blankets any home in reliable and secure WiFi. eero is simple to set up, even easier to manage, and improves over time with regular, automatic software updates. Founded in San Francisco in 2014 by Amos Schallich, Nate Hardison, and Nick Weaver, eero's goal is to make WiFi so good that you'll never think about WiFi again. eero is an Amazon company.

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