



## Introducing the All-New Echo Family - Reimagined, Inside and Out

September 24, 2020

*The new Echo, Echo Dot, and Echo Dot with clock feature an all-new spherical design and improved audio*

*Echo Show 10 makes interacting with Alexa even more natural—intelligent motion means the display moves with you so you will not miss a moment of your favourite show, the next step in a recipe or a smile from a loved one on a video call*

*New Echo family is built with recycled materials, and will support Low Power Mode for energy savings*

LUXEMBOURG—Sept. 24, 2020—Today, Amazon introduced its all-new line-up of Echo devices, featuring completely new designs, enhanced audio, more powerful hardware, and experiences that make Alexa even smarter, more engaging and helpful. To learn about all the products, features, and services that Amazon announced, visit our blog post [here](#).

“These are the best Echo devices we have ever made,” said Eric Saarnio, Vice President Amazon Devices EU. “Echo and Echo Dot look beautiful and sound even better, and Echo Show 10 completely reimagines Alexa with a screen—the display moves with you, staying in view as you move around. It’s as natural as having a conversation. Plus, Alexa continues to get smarter—just ask to watch Netflix, make group calls and much more.”

### **The New Echo—New Spherical Design, Dolby Stereo Sound and Built-in Zigbee Hub**

The next-generation Echo combines the best of Echo and Echo Plus into a single device at the same affordable Echo price. Its all-new design and fabric finish looks great in any space, with a bright LED light ring at the base of the sphere that reflects off of surfaces for added visibility. The new Echo also sounds significantly better; thanks to a 3.0-inch woofer, dual-firing tweeters, and Dolby processing that delivers stereo sound with clear highs, dynamic-mids, and deep bass. As with Echo Studio, the new Echo automatically senses the acoustics of your space and fine-tunes audio playback – just ask to listen to your favourite music and the rich, detailed sound automatically adapts to any room. For the first time, Echo also comes with a built-in smart home hub, with support for Zigbee, and supports Bluetooth Low Energy (BLE).

### **Echo Dot & Echo Dot with clock—New Spherical Design and Crisp, Full Sound**

Echo Dot, our best-selling smart speaker is now even better. The all-new Echo Dot has the same spherical design and fabric finish as Echo, making it a stylish way to add Alexa to any space. It’s compact, but packs in a powerful 1.6-inch front-firing speaker, producing crisp vocals and balanced bass for full sound you can enjoy in any room of your home. The new Echo Dot with clock comes with the same enhancements as the new Echo Dot, plus a simple LED display so you can glance at the time, temperature, timers, and alarms. And now, the tap-to-snooze feature that customers love on Echo Dot with clock will also be available on Echo Dot and Echo.

### **Echo Show 10—Designed to Move with You**

The all-new Echo Show 10 is a complete re-imagination of Alexa with a screen, and has been upgraded in every way. It features a brilliant 10-inch, adaptive HD display that automatically stays in view when you interact with Alexa—no matter where you are in the room. Plus, the new brushless motor is completely silent, meaning you won’t hear a thing as Echo Show 10 rotates.

Ask Alexa to make a video call without worrying about being out of frame – as you move, the screen does too, and the new 13-megapixel, wide-angle camera pans and zooms to keep you at the centre of the frame. Plus, with new Alexa Group Calling you can create a group of up to eight friends and family members, and simply say, “Alexa, call my family”.

As Echo Show 10 moves, so does its dual, front-firing tweeters and powerful woofer, providing premium, directional sound that automatically adapts to your space, making it great for all kinds of music, videos and more. Echo Show 10 will also rotate as you watch the news, flash briefings, or TV shows from Prime Video\*. And, coming soon you will be able to watch Netflix\* simply by asking Alexa, with the ability to search, browse, and stream the entire catalogue by voice.

“Improving our member experience includes making Netflix available where people want it. We’re excited to partner with Amazon on bringing the Netflix experience that people know and love to Echo Show, making it easier for our members to browse their favourite shows and films using their voice,” Barry Smith, Partner Engagement Manager, Netflix.

Echo Show 10 uses advanced computer vision algorithms to help make your home smarter and more secure. You can also securely access a live feed on Echo Show 10 from another Echo Show device, or the Alexa app, with the ability to remotely zoom or pan the display and camera to see the entire room; or set up a Routine that automatically turns on the lights when someone enters the room. Plus, its built-in smart home hub capabilities include support for Zigbee and BLE.

As with all Echo devices, Echo Show 10 is designed and built with privacy in mind. It uses a fusion of audio-based localisation and computer vision – all processed locally on device - to power the intelligent motion that keeps the screen facing you. Turn motion off at any time by sliding the built-in camera cover closed, adjusting settings on-device or in the Alexa app, or just by saying “Alexa, turn off motion.”

### **Sustainable**

All Echo devices announced today are built with 100% post-consumer recycled fabric, 100% recycled die-cast aluminium, and post-consumer recycled plastic. Plus, all wood fibre-based materials used in Echo device packaging are made entirely from responsibly managed forests or recycled sources. In addition to using sustainable materials, these Echo devices also have a Low Power Mode\*\*, to intelligently conserve energy during periods of

inactivity, and deliver energy savings over the lifetime of the device.

### **Pricing and Availability**

[Echo](#) (£89.99) and [Echo Dot](#) (£49.99) will be available in Charcoal, Glacier White, and Twilight Blue. [Echo Dot with clock](#) (£59.99) will be available in Glacier White and Twilight Blue. Pre-order starts today with new devices shipping later this year. They will also be available at Argos, Currys PC World, very.co.uk, littlewood.com, and Tesco.

[Echo Show 10](#) (£239.99) will be available in Charcoal and Glacier White. You can sign up to be notified when the new Echo Show 10 is available. All new Echo Show features announced today will be available by the end of the year.

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### **About Amazon**

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\* Separate subscription required

\*\* Low Power Mode depends on user configurations