



Wi-Fi 6 is Here—Amazon Introduces All-New eero 6 Mesh Wifi System Starting at £139

April 21, 2021

eero 6 delivers Wi-Fi 6 performance and a built-in Zigbee smart home hub

LUXEMBOURG—April 21, 2021—Today, Amazon introduced eero 6 in the UK. The all-new mesh wifi system features Wi-Fi 6, the latest technology supporting faster speeds, higher performance, and better coverage for simultaneously connected devices. eero 6 is available starting today on amazon.co.uk.

Getting fast, reliable coverage throughout your home is easy with the eero 6, which offers Wi-Fi 6 coverage for more than 75 devices simultaneously. Featuring a built-in Zigbee smart home hub, eero 6 connects compatible devices on your network so you don't need a separate Zigbee hub. Plus, eero 6 works with your existing internet service and is backward compatible with all eero generations, making it easy to expand or upgrade your network.

"Customers need reliable home wifi now more than ever. Many of us are working from home, helping kids with online learning, keeping in touch with friends and family, and streaming 4K content and gaming —often at the same time," said Eric Saarnio, Vice President, Amazon Devices EU. "eero 6 gives customers the speed and reliability of Wi-Fi 6 at an affordable price."

Choose The Right eero 6 System for You

With an elegant, compact design that blends into any décor, you can mix and match eero devices to create a custom system that's right for your home. Designed for homes with internet connections up to 500 Mbps, a single eero 6 is a dual-band mesh Wi-Fi 6 router with two Ethernet ports and a built-in Zigbee smart home hub. A single eero 6 covers up to 140 m². An eero 6 three-pack, which provides up to 460 m² of coverage, includes an eero 6 and two eero 6 mesh wifi extenders.

All eero devices use TrueMesh technology to intelligently route network traffic to reduce congestion, buffering, and drop-offs so customers can stream 4K content, play games, and video conference with ease.

Simple Setup

Setting up your eero 6 system takes just minutes using the in-app instructions. Once your new eero 6 is up and running, you can also connect your smart home devices to your wifi network in fewer steps with Amazon's Frustration Free Setup. After linking your eero account with your Amazon account, compatible devices join the network straight away and stay connected when you change your network name or password.

Seamlessly Manage Your Smart Home

With a built-in Zigbee smart home hub, eero 6 eliminates the need for additional Zigbee hubs. After you link your eero and Amazon account, Zigbee devices like smart lights, locks, plugs, and other compatible devices can connect directly to your eero network. You can use the eero app to manage your network, pause the internet, share your network with friends or guests, and more—whether you're at home or on-the-go. With the eero skill for Alexa, customers can use an Alexa-enabled device or the Alexa app to manage features with their voice using commands like, "Alexa, turn on the guest network."

Safe and Secure Wifi

eero is constantly working in the background to keep your network safe and secure. Traditional routers require customers to proactively search for, download, and install security updates. eero software updates provide the latest security patches, bug fixes, and feature upgrades.

Customers can also subscribe to eero Secure, which helps provide an added layer of security to their home wifi, including parental controls for safe search to block inappropriate search results, and content filters for social media, gaming, streaming, and adult, violent, illegal or criminal content. Advanced security features help prevent access to sites flagged as malicious, including malware, spyware, botnets and phishing sites. Ad blocking speeds up your browsing experience and prevents a variety of trackers across the web. With data usage insights, families can better manage their time online. Or sign up for eero Secure+, which includes Secure and also provides the additional protection of top-rated security apps like 1Password for password management, Malwarebytes for malware protection, and Encrypt.me for VPN for your devices.

Availability

eero 6 systems are available starting today at www.amazon.co.uk/eero6 for £139 (one-pack) and £279 (three-pack) and will also be available online on John Lewis and Very.co.uk. For additional peace of mind and protection, customers can soon subscribe to eero Secure for £2.99 per month, and eero Secure+ for £9.99 per month.

In addition, previous generation eero systems are dropping in price from today:

- **eero:** £79 (one-pack), £219 (three-pack)
- **eero Pro:** £149 (one-pack), £399 (three-pack)

About eero

eero blankets any home in fast, reliable and secure wifi using our TrueMesh technology. eero's digital security services, eero Secure and eero Secure+, help protect connected devices, privacy, and family as they work, learn and play from home. eero is simple to set up, makes it easier to manage your connected experience, and improves over time with regular software updates. Founded in San Francisco in 2014 by Amos Schallich,

Nate Hardison, and Nick Weaver, eero is an Amazon company.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.co.uk/about and follow [@AmazonNewsUK](https://twitter.com/AmazonNewsUK).

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