



## Amazon Introduces Upgraded Echo Show 8 and Echo Show 5

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*Echo Show 8 features a powerful, 13-megapixel wide-angle camera that digitally pans and zooms during video calls, a vibrant 8-inch HD screen with adaptive colour, a new octa-core processor, and dual stereo speakers—still only £119.99*

*Echo Show 5 comes with an upgraded HD camera, more colour options, and a new, even lower price—now just £74.99*

*Alexa can now show you even more—securely access the built-in camera to remotely monitor your home, see on-screen music recommendations from Amazon Music and Spotify, watch Prime Video, Netflix, and more*

LUXEMBOURG—May 12, 2021—Amazon today introduced its newest generation of Echo Show devices—the new Echo Show 8 and Echo Show 5. Echo Show is the fastest-growing family of Echo devices, and the new models feature more powerful cameras for better video calling.

“Customers love using Echo Show to stay in touch and in the past year have made nearly three times the number of video calls globally than the year prior,” said Eric Saarnio, Vice President, Amazon Devices EU. “With these new Echo Show devices, we focused on creating experiences that would add even more value to our customers — bringing a powerful camera and digital pan and zoom capabilities to the new Echo Show 8, upgrading the Echo Show 5 camera, and adding the ability to securely access the built-in camera to check in on home when you’re away.”

### **Echo Show 8—Featuring a 13-megapixel, wide-angle camera that keeps you centred in frame—still just £119.99**

The new [Echo Show 8](#) has a vibrant 8-inch HD screen with adaptive colour display; a powerful, 13-megapixel camera with a built-in camera cover; a new octa-core processor; and dual stereo speakers for clear, balanced sound. The upgraded camera automatically pans and zooms while you’re on video calls, so everyone stays centred in the frame. Just ask to make video calls via Alexa or create a group of up to seven family members and simply say, “Alexa, call my Family Group” to join a group call.

With dual stereo speakers and an HD display, Echo Show 8 delivers an immersive entertainment experience. Simply ask to browse TV series or films from streaming services\* like Prime Video and Netflix or ask Alexa to play your favourite music from music services\* like Amazon Music, Apple Music, or Spotify. You can also follow step-by-step recipe videos with BBC Good Food. Alexa will also now show you music playlists or station recommendations based on the Amazon Music or Spotify song playing, making it easier to discover your next favourite artist or song.

Echo Show 8 also helps put your memories on display. You can use Amazon Photos to turn your home screen into a digital frame. Plus, if you’re a Prime member, you have unlimited, full-resolution cloud photo storage with Amazon Photos—and the adaptive colour display on Echo Show 8 makes your photos look great in any light.

You can manage your smart home by controlling compatible devices like lights bulbs, thermostats, and more using the interactive display or your voice. You can also securely access a live feed on Echo Show 8 from your account on the Alexa app or other Echo Show devices to monitor your home anytime— look around and get peace of mind whenever you want.

### **Echo Show 5—Compact design, improved camera, even more colours—now only £74.99**

With its compact, 5.5-inch display, [Echo Show 5](#) fits easily in any room of your house; and with three colours to choose from—Charcoal, Glacier White, and the new Deep Sea Blue—it seamlessly blends into your home décor. You can ease into the day with a customised morning routine that turns compatible lights on and an alarm that plays your favourite song. You can also catch up on the day’s news and sports highlights; set alarms and timers, check your calendar; or stream music or series – all just using your voice.

Echo Show 5 has an upgraded HD camera with double the pixels, making it perfect for a quick video call or to Drop In on the kitchen to see if dinner is ready. You can also securely access the built-in camera on Echo Show through the Alexa app to check in on home if you’re out of town, or just to see if the dog is on the couch.

### **Built with Privacy in Mind**

Echo Show devices are designed with multiple layers of privacy protection, including microphone and camera controls and the ability to view and delete your voice recordings. All new generation devices also come with built-in covers for the camera. To learn more about the features that provide transparency and control over your Alexa experience, visit the Alexa Privacy Hub: <http://www.amazon.co.uk/alexaprivacy>.

### **Pricing & Availability**

Echo Show 8 ([www.amazon.co.uk/echoshow8](http://www.amazon.co.uk/echoshow8)) is available in Charcoal and Glacier White and Echo Show 5 ([www.amazon.co.uk/echoshow5](http://www.amazon.co.uk/echoshow5)) is available in Charcoal, Glacier White, and Deep Sea Blue. We focused on minimising the impact of our new Echo Show devices on the environment by using 100% post-consumer recycled fabric. All of the devices announced today will receive the Climate Pledge Friendly badge on Amazon.co.uk, as part of a programme that makes it easier for customers to discover and shop for more sustainable products.

Pre-orders start today from Amazon.co.uk. Devices will begin shipping next month and will also be available at Argos, Currys PC World, John Lewis

and Very.co.uk.

*\*Subscriptions may be required.*

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