



## Announcing Amazon Blink's First Video Doorbell, Bringing the Power of Blink Cameras to the Front Door

September 28, 2021

*Starting at just £49.99 Blink Video Doorbell features long-lasting battery life, wired or wire-free install, HD day and night video, two-way audio, and chime app alerts to your smartphone*

*Blink is expanding their product line-up and affordable, comprehensive security coverage even further with Blink Floodlight Mount and Blink Solar Panel Mount*

*Monitor your home inside and out no matter where you are with the Blink Home Monitor app*

LUXEMBOURG—September 28, 2021—Today, Amazon announced Blink Video Doorbell – the first-ever doorbell from Blink. Starting at £49.99, Blink Video Doorbell can be installed wired or wire-free with the ability to enable two-year battery life, 1080p HD day and night video, two-way audio, chime app alerts, and the ability to connect to and sound your existing in-home chime.

"The new Blink Video Doorbell provides affordable, easy-to-use, reliable security at your front door, and is the perfect first step for customers looking to build out a smart home security system," said Eric Saarnio, Vice President, Amazon Devices International. "Blink Video Doorbell is designed for every home – it comes packed with helpful smart security features like customised motion detection zones to monitor the areas that matter most to you and your family. With the addition of a video doorbell to Blink's smart security camera line up – including the new Blink Floodlight Mount – you can see who's at your door, keep an eye out for packages, and protect your whole home no matter where you are."

### Key Features:

- **Set yourself up:** Create an account in the Blink app, add your devices, select wired or wire-free in the app, and follow the remaining instructions.
- **Be alerted to what matters:** Go wire-free and get chime app notifications and motion alerts from the Blink app or wire to also sound your existing in-home chime. Customers can choose to record, save, and share events with a free trial of the Blink Subscription Plan, or save locally with no recurring fees with a [Blink Sync Module 2](#) (available in 2022) and USB flash drive (drive sold separately).
- **See and speak to visitors:** Receive alerts when someone is at your door and see them live in 1080p HD video day or night with infrared night vision, and speak to them using two-way audio. When installed via wiring or connected to a Blink Sync Module 2, enjoy on-demand live view and two-way audio.
- **Enjoy long-lasting battery life:** Blink Video Doorbell runs on two AA lithium batteries. When wired or paired with a Sync Module 2, the included batteries can last for up to two years. Battery life will vary based on device settings, use, and environmental factors.
- **Home is in your hands:** With Blink Video Doorbell you can see, hear, and speak to visitor's right from the Blink Home Monitor app no matter where you are or what you're up to. Together with Blink's collection of smart security cameras, create full home coverage so you can stay connected to what's happening inside and out.
- **Weather the storm:** Blink Video Doorbell is built to withstand the elements to help you protect your home no matter what the weather may bring.
- **Works with Alexa:** Pair your Blink Video Doorbell with compatible Echo and Fire devices to effortlessly monitor your Blink system using voice commands with the Blink Smart Home Skill, and receive notifications when Blink Video Doorbell is pressed and motion is detected. You can also pair Blink Video Doorbell with a Sync Module 2 or wire it to stream live HD video, use two-way audio, customise routines, arm/disarm devices, and more.

### New Blink Accessories

Today, Blink also announced two new accessories that expand Blink's whole-home security offering even further. The new Blink Floodlight Mount is a battery-powered LED mount that works with Blink Outdoor to deliver a smart floodlight security camera with 700 lumens of motion-triggered lighting. Blink Solar Panel Mount, also launching today, supplies a nonstop charge from the sun for Blink Outdoor, providing nonstop peace of mind. These two accessories offer innovative customisation options to help you see what's happening around your home anytime, anywhere.

With Blink's collection of smart security cameras, and the new Blink Video Doorbell, Blink's product lineup covers every area of your home to form an affordable, easy-to-use, and reliable whole home security experience that puts your home right in your hands.

### Pricing and Availability

Blink Video Doorbell is £49.99 and customers can sign up at [www.amazon.co.uk/BlinkVideoDoorbell](http://www.amazon.co.uk/BlinkVideoDoorbell) to be notified when the device is available for sale. Customers can choose to save and share clips in the cloud with the included free trial of the Blink Subscription Plan. They will be notified at least

30 days before their free trial expires with information on how to subscribe.

Blink Floodlight Mount and Blink Solar Panel Mount are £34.99 each. Both accessories will be available on Amazon.co.uk and will start shipping later this year.

In addition, Blink Mini, Indoor and Outdoor smart security cameras recently dropped in price:

- **Blink Mini:** now starts at £29.99
- **Blink Indoor:** now starts at £69.99
- **Blink Outdoor:** now starts at £89.99

#### **About Amazon and Blink**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](https://amazon.co.uk/about) and follow [@AmazonNewsUK](https://twitter.com/AmazonNewsUK). Learn more about Blink at <https://blinkforhome.com>