



## Amazon Introduces Echo Show 15 to Help Keep Families Organised, Connected, and Entertained

September 28, 2021

*Customisable home screen with Alexa widgets lets you easily stay organised—view your family calendar, manage shopping and to-do lists, find meal inspiration, and more*

*Stay connected inside and outside the home—view and control smart home devices, leave notes for family, or call loved ones via Alexa*

*Stream content in 1080p Full HD from Prime Video and Netflix for hours of entertainment throughout the day*

*Built with the next-generation Amazon AZ2 Neural Edge processor, Echo Show 15 is capable of on-device computer vision processing*

LUXEMBOURG—September 28, 2021—Amazon today introduced Echo Show 15, a new addition to the Echo Show family that is designed to be the digital heart of your home. With a 15.6-inch, 1080p Full HD display, Echo Show 15 can be mounted on a wall or placed on a counter<sup>1</sup> - either in portrait or landscape orientation - and is designed to help you stay organised, connected, and entertained. Echo Show 15 is built with the next-generation Amazon AZ2 Neural Edge processor, a redesigned home screen with more customisation options, new personalisation features with visual ID, and all-new Alexa experiences.

“Today, families juggle multiple competing priorities—what time to drop the kids off at football practice, what to make for dinner, or when to schedule the next appointment—the list goes on and on. With Echo Show 15, Alexa can help,” said Eric Saarnio, Vice President, Amazon Devices International. “Echo Show 15 makes coordinating day-to-day activities even easier. With a redesigned home screen and Alexa widgets, you can customise Echo Show 15 to see your family calendar, manage to-do lists and reminders, and find meal inspiration. Plus, Echo Show 15 can adapt to your home environment with full-screen photos or art, so it’s always there when you need it, but fades beautifully into the background when you don’t.”

With customisable Alexa widgets, Echo Show 15 brings together everything families need on its beautiful 15.6-inch Full HD screen. To complement Echo Show 15’s ambient rotating content, you can customise your home screen using a new widgets gallery, which lets you choose and add the information most useful to you and your family. Alexa widgets continually refresh to stay up to date, so you always have the latest information, and you can easily rearrange them to suit your needs and preferences.

### Personalise Your Experience with Visual ID

With the new visual ID feature, Alexa will be able to recognise you and personalise the information on Echo Show 15’s screen. After enrolling in visual ID, if you walk in front of Echo Show 15, Alexa will recognise you and the screen will automatically update to show you a custom greeting, your reminders, calendar events, recently played music, or notes from others in your home. If you enrol your child in visual ID for kids, Echo Show 15’s home screen will shift to only show age-appropriate content when your child is recognised. Visual ID is optional and requires specific enrolment. Any images that are used to create your visual ID will be encrypted and stored on the device, and you can delete your visual ID profile at any time.

### Organise Your Household

With Echo Show 15, you can quickly view and update your family calendar, add or remove items from your shopping list, reorder favourite items, check your to-do list, and more. And now, with Echo Show 15 in your kitchen, it’s easy to decide what to eat in the moment, or plan your meals for the week. You can get recipe recommendations from BBC Good Food and easily search by ingredients, dietary requirements or cuisine. You can also create a personalised taste profile for your family, so that Alexa will show recipe recommendations tailored to you.

### Stay Connected to Your Home and Others

Staying connected means seamlessly managing the devices and services that power your home. A smart home favourites widget will allow you to view and control your most-used compatible smart home devices with just a tap. The large screen means you can use picture-in-picture viewing to follow a recipe, while also keeping an eye on the front door.

Echo Show 15 also helps you stay connected with loved ones inside and outside the home. With the sticky notes widget, you can leave a note about dinner time for family members, or a reminder to take the dog for a walk. Plus, with visual ID you will be able to send a note directly to a specific family member, which will only show up when Alexa recognises them in front of the device. With its 15.6-inch screen and 5-megapixel camera, Echo Show 15 is also great for video calls, or to Drop In on a loved one inside or outside of your house, using an Alexa-enabled device.

### Enjoy the Entertainment You Love

With its large screen and support for 1080p video streaming, Echo Show 15 can also double as your kitchen TV. Just ask Alexa to watch films and TV shows from Prime Video and Netflix<sup>2</sup>. You can also catch up on the news from Sky, BBC and LBC; ask Alexa to play music or read your Audible book. Echo Show 15 can also seamlessly blend into your décor by displaying full-screen pictures from Amazon Photos, Facebook Photos, or alternating visuals from pre-loaded art, nature, seasonal, or travel galleries.

### Powered By the All New, Next-Gen AZ2 Processor

Echo Show 15 is powered by the next-generation Amazon AZ2 Neural Edge processor, a machine learning (ML) inference engine with a quad-core scalable architecture. The AZ2 architecture is custom designed by Amazon—enabling computer vision (CV) algorithms that once required the computer power of the cloud to be processed entirely on the edge. What this means is that Echo Show 15 is able to recognise a person enrolled in visual ID and will be able to process their images right on the device.

## Accessibility

Echo Show 15 offers accessibility features that benefit all customers, including the ability to interact with Alexa using touch instead of voice, to see captions for Alexa's responses on the device screen, and more. For more information, visit <http://www.amazon.co.uk/alexaaccessibility>.

## Transparency and Control Over your Alexa Experience

Echo Show 15 is designed with privacy in mind; it has microphone and camera controls, the ability to view and delete your voice recordings, and a built-in shutter to cover the camera. In addition to launching Echo Show 15 today, we also announced more privacy settings, controls, and improvements for our customers.

Early next year, you will be able to review requests associated with specific household members who have set up Voice ID in the Alexa app or by visiting [Alexa Privacy Settings](#). This allows those members of your household to have control over how their individual voice history is managed.

Soon, you will be able to say, "Alexa, update my privacy settings," and Alexa will help you adjust settings like how long voice recordings are saved and how they are used.

Now, Echo customers will receive a reminder to review their privacy settings in the Alexa app 30 days after they've set up their device. This is in addition to the annual email we already send all Alexa customers encouraging them to review their privacy settings.

To learn more about the features providing transparency and control over your Alexa experience, visit the [Alexa Privacy Hub](#).

## Pricing and Availability

Echo Show 15 will be available for £239.99 and customers can sign up at [www.amazon.co.uk/echoshow15](http://www.amazon.co.uk/echoshow15) to be notified when the device is available. Countertop stands and under-cabinet mount accessories will be sold separately and will be available for purchase when Echo Show 15 is available. Echo Show 15 has the Climate Pledge Friendly badge on Amazon.co.uk—a distinction to help customers discover and shop for more sustainable products.

## About Amazon

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<sup>1</sup>Countertop stands are sold separately

<sup>2</sup>*Subscriptions may be required*