



Amazon Introduces Three New Echo Devices, Plus Upgrades to Echo Studio Audio

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All-new Echo Dot and Echo Dot with Clock deliver up to 2x the bass, add a temperature sensor; Echo Dot Kids arrives in new Owl and Dragon designs

Echo Studio creates even more immersive sound with new spatial audio processing technology and upgraded frequency range extension

LUXEMBOURG—Sep. 28, 2022—Amazon (NASDAQ: AMZN) today introduced the next generation of Echo Dot and Echo Dot with Clock, giving you more ways to bring the convenience of Alexa to every room of your home. In addition, Amazon announced a new generation of Echo Dot Kids with new designs, significant audio improvements to Echo Studio, and new features for Alexa—including a new Fire TV experience on Echo Show 15.

“A true ambient experience is there to simplify your day-to-day life when you need it, and fades into the background when you don’t. This generation of Echo devices were designed with that vision in mind,” said Eric Saarnio, Vice President, Amazon Devices International. “With the upgraded audio, and compact form factors, these new devices give customers more ways to make Alexa a seamless part of their day. And, with the new sensors and technology built in to Echo Dot and Echo Dot with Clock, customers can have Alexa do even more on their behalf.”

New Echo Dot and Echo Dot with Clock—Even Better Audio, New Temperature Sensor, Tap Gesture Controls, and Upgraded LED Display

The all-new Echo Dot and Echo Dot with Clock are the most powerful yet. The redesigned audio architecture features a custom full range driver and the highest excursion speaker of any Echo Dot, delivering clear vocals and up to double the bass of the previous generation—all within the same compact, spherical form factor.

Echo Dot and Echo Dot with Clock have new sensors that enable more contextual Alexa experiences—like the ability to set up an Alexa routine to automatically turn on your smart fan after it reaches a certain temperature inside. The new generation also adds an accelerometer to enable new tap gesture controls, so you can simply tap the top of the device to pause and resume music, dismiss timers, or end a call. Powered by the AZ2 Neural Edge processor, Echo Dot and Echo Dot with Clock enable more experiences to be processed on the edge—resulting in even faster responses for some of the most common requests to Alexa, as well as tap gestures.

The new Echo Dot with Clock features an upgraded 5x21 LED high-density dot technology, offering a more vibrant and dynamic way to see information at a glance. Now, in addition to the time, you can view the name of a song title or artist, the weather, a calculation or unit of measurement, and more.

Echo Dot Kids—New Designs and Interactive Features

Echo Dot Kids, our most popular smart speaker, made for kids, now comes in new Owl and Dragon designs. Parents and guardians can access easy-to-use parental controls to set daily time limits, filter songs with explicit lyrics, and review activity in the Amazon Parent Dashboard. Echo Dot Kids comes with a two-year worry-free guarantee and one-year subscription to Amazon Kids+, the only digital content service for kids that gives families access to thousands of ad-free books, games, videos, Audible books, songs, and Alexa skills.

Echo Studio—Now with Enhanced Audio Technology

Echo Studio is already the best sounding Echo speaker—and now it’s getting even better with new spatial audio processing technology and frequency range extension. Our custom-built spatial audio processing technology is designed to enhance stereo sound, making music and film soundtracks feel closer to the listener with greater width, clarity, and presence. It mirrors the performance of a hi-fi stereo system, so vocal performances are more present in the center, while the stereo panned instruments are better defined on the side, creating a more immersive sound experience that reproduces the artist’s intent. Additionally, frequency range extension technology delivers better performance, improved mid-range clarity, and deeper bass. These upgrades are in addition to Echo Studio’s existing support for both Dolby Atmos and Sony 360 Reality Audio. Plus, we’re introducing a new colour option for customers, Glacier White.

Built with Privacy in Mind

Echo devices are designed with your privacy in mind and include multiple layers of privacy controls. Echo devices include a microphone on/off button and the ability to view and delete your voice recordings. With Amazon Kids, parents can view their child’s activity and manage parental controls in the Parent Dashboard.

To learn more about the features that provide transparency and control over your Alexa experience, visit the Alexa Privacy Hub: amazon.co.uk/alexaprivacy.

Climate Pledge Friendly

The all-new Echo Dot devices announced today have the Climate Pledge Friendly badge. The new generation of Echo Dot is Carbon Trust certified, built with 95% post-consumer recycled fabric, 99% of this device’s packaging is made of wood fibre-based materials from responsibly managed forests or recycled sources. In addition to using sustainable materials, Echo Dot devices have a Low Power Mode to intelligently conserve energy during periods of inactivity and deliver energy savings over the lifetime of the device (depending on user configurations).

Pricing and Availability

Echo Dot amazon.co.uk/echodot is available in a new colour option, Deep-Sea Blue, as well as the original Charcoal and Glacier White for £54.99. Echo Dot with Clock amazon.co.uk/echodotwithclock is available in Cloud Blue, and the original Glacier White for £64.99. Echo Dot Kids

amazon.co.uk/echodotkids is available in all-new Owl and Dragon designs for £64.99. Pre-orders start today and devices begin shipping next month.

Echo Studio in the original Charcoal colour is available today at amazon.co.uk/echostudio for £189.99. The new Glacier White colour option is available to pre-order starting today and begins shipping next month.

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. 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, personalized recommendations, Prime, Fulfillment 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 and follow [@AmazonNewsUK](https://twitter.com/AmazonNewsUK).