



## Amazon Unveils Next Generation Echo Show 8 and All-New Echo Hub

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*Next generation Echo Show 8 features a beautiful new industrial design, intuitive home screen experience, upgraded processor, spatial audio, and a built-in smart home hub—for just £149.99*

*Echo Hub is Amazon's first smart home control panel that makes connecting and managing smart devices intuitive—for just £169.99*

LUXEMBOURG—September 20, 2023— Amazon today introduced two new Echo Devices designed for even more personalised, proactive, and intuitive Alexa experiences—the next-generation Echo Show 8 and the all-new Echo Hub.

“Customers trust Alexa to help simplify their daily lives—they’re interacting with the personal AI tens of millions of times every hour,” said Eric Saarnio, vice president, Amazon Devices International. “These new devices offer customers even more ways to seamlessly manage everything from day-to-day tasks, to the thousands of smart home devices with Alexa. Echo Hub makes controlling a multitude of connected smart home devices super simple, while the all-new Echo Show 8 is our most powerful yet with engaging updates to the home screen experience as well as a smart home hub.”

### **Echo Show 8—New Design, Spatial Audio, and Built-in Smart Home Hub—£149.99**

The new Echo Show 8 has been upgraded inside and out. A new industrial design includes edge-to-edge glass and soft curvatures, while an improved processor delivers even faster display responses than the previous generation. An enhanced audio experience provides improved clarity and bass, with room adaptation and spatial audio for optimal, room-filling sound. Video calls are even better with a centred 13-megapixel camera plus an enhanced audio pipeline which minimises background noise from around the home. Additionally, a built-in smart home hub includes support for Zigbee, Thread, Bluetooth and Matter, enabling easy control of compatible lights, locks, and sensors.

#### *All-new home screen experience with Adaptive Content*

Echo Show 8 also features Adaptive Content—a new home screen experience that uses on-device computer vision technology to adjust on-screen content based on a customer's proximity to the device. With this experience, a customer positioned across the room will see content that is easily viewed from a distance—such as a simplified news headline or recipe inspiration—with the screen automatically transitioning to a more detailed view as they approach the device. If the customer is enrolled in visual ID, the content will also be personalised to them, highlighting things like a recent playlist. The new adaptive home screen also includes shortcut icons that make it easy to access their most used widgets, which can be opened with just a tap. Adaptive Content will be available on Echo Show 8 (2<sup>nd</sup> and 3<sup>rd</sup> generation) next month and roll out to other Echo Show devices early next year.

### **Echo Hub—Wall-Mountable Smart Home Control Panel—Just £169.99**

The all-new Echo Hub is an Alexa-enabled smart home control panel, purpose-built to give customers a simple and intuitive way to manage smart home devices. It's easy to install, and features a thin, eight-inch, touch-enabled display with a customisable smart home dashboard that makes it simple for customers to group and manage smart home devices, arm a security system, start a Routine, organise widgets, and view multiple camera feeds. With Adaptive Content, Echo Hub uses infrared technology to detect when someone is nearby, and naturally transitions from a home screen with a beautiful clock, to the smart home control screen.

#### *Easy to install, and includes built-in smart home hub*

Echo Hub can be mounted on a wall or placed on a kitchen counter with a stand accessory (sold separately). It includes a built-in smart home hub with support for Zigbee, Thread, Bluetooth and Matter—and it's compatible with more than 140,000 connected cameras, lights, locks, plugs, thermostats, speakers, and more. Echo Hub can connect to the internet wirelessly, or via ethernet with a compatible power-over-ethernet (PoE) adapter.

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

Echo devices are designed with customer privacy in mind and include multiple layers of privacy controls. Echo Show devices include a built-in camera cover and all Echo Devices have a microphone on/off button that electronically disconnects the microphones. Customers can turn off the Adaptive Content feature at any time in the settings on the device screen, by closing the camera cover or muting the microphone. Customers have full control over their voice recordings and can view, hear, or delete them at any time.

To learn more about the features that provide transparency and control with Alexa, visit the Alexa Privacy Hub at <http://www.amazon.co.uk/alexaprivacy>.

### **Climate Pledge Friendly**

Echo Hub and Echo Show 8 qualify for the Climate Pledge Friendly badge. Echo Show 8's fabric is made from 100% post-consumer recycled polyester yarn and 99% of its device packaging is made of wood-fibre based materials from responsibly managed forests or recycled sources. Device packaging for Echo Hub is made from 98% wood fibre-based materials from responsibly managed forests or recycled sources. Echo Show 8 and Echo Hub have Low Power Mode to intelligently conserve energy during periods of inactivity, helping to save energy over the device's lifetime (depending on user configurations). Plus, Amazon's renewable energy projects will produce the clean energy equivalent to the electricity used by every customer's Echo device by 2025.

### **Pricing and Availability**

[Echo Hub](#) is £169.99 and will be available later this year. Customers can sign up to be notified when pre-orders are available. Decorative frame accessories that can be placed on Echo Hub to customise the exterior will be available in white, light wood, and metallic as well as a counter stand accessory (sold separately). [Echo Show 8](#) is available in Glacier White and Charcoal for £149.99 and will begin shipping on October 25. An adjustable Echo Show 8 stand with USB-C charging port is available for £34.99.

### **About Amazon**

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