



## Fact Sheet

- Winner of the CES 2016, CES 2017, and now the CES 2018 Innovation Award, this one-of-a-kind system is revolutionizing the home security space through its unprecedented image quality, battery life, and price point across all devices.
- Blink's newest product, the Blink Video Doorbell, is the most affordable video doorbell camera in the industry. Now available for pre-order at just \$99 for pre-existing customers, without breaking the bank. With its one-of-a-kind wire-free design, the Blink Video Doorbell installs in just minutes and can last up to two years on two AA lithium batteries.
- Not only will Blink maintain its unmatched affordability, but it will also revolutionize the traditional security model in which video access is only offered as an expensive after-thought. With the introduction of the Doorbell, Blink continues its promise of no more blind alerts and no more imagining the worst through their affordable devices that won't break the bank.
- The Blink Video Doorbell sends PIR motion activated video alerts, and lets you stream live right from your smartphone. With its added two-way audio feature, you can even hear and talk back to visitors, anytime and from anywhere.
- The Blink Video Doorbell matches all other Blink devices starting at \$99 for one Doorbell for existing customers, and there are no monthly fees or contracts (like most other competitive systems).
- Unlike other video doorbells, Blink truly offers hassle-free install thanks to its smart, auto-configuring design which auto-adapts to the user's existing doorbell structure. This means that users don't need to worry about replacing their transformer or installing a power bypass to install their doorbell - instead they will simply need to insert the batteries and Blink will do the rest.
- As soon as motion is detected, or once the doorbell button is pushed, HD video instantly starts recording (within a fraction of second) and an alert with the attached motion clip or live view is sent to your smartphone or tablet, allowing you to immediately see exactly what triggered the sensor, or use the two-way talk function to talk to whomever is at your door. You can also check in on your home at any time with live view through the free Blink Home Monitor App (for iOS and Android devices).
- The Blink Video Doorbell also includes IFTTT and Alexa integration, auto arming and disarming, live view recording, free cloud storage, night vision, and a built-in motion sensor, microphone, and speaker.

- Blink began humbly as a Kickstarter campaign earning over \$1M in pledges from nearly 7000 global backers, making it one of the top-funded technology crowdfunding projects of the year. Blink has since shipped over 1,000,000 units and, due to its overwhelming success, was recently acquired by Amazon!
- You can expect the same 2 year battery life from all other Blink devices on the Video Doorbell as well. Enjoy two years of battery life on just two AA lithium batteries for the utmost convenience in home security. 100% wire-free and no unsightly cords or having to find the nearest power outlet!

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For more information, and to purchase, visit [www.blinkforhome.com](http://www.blinkforhome.com)

If you have any other questions not answered here, please feel free to contact us directly: Alexandra Specht, Blink; 781.915.1920 ext. 168  
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