



## Fact Sheet

- With over 250,000 units sold within its first 12 months of availability, Blink is the fastest-growing home security and HD video monitoring system on the market today.
- Winner of both the CES 2016 and CES 2017 Innovation Award, this one-of-a-kind system is revolutionizing the home security space through its unprecedented image quality, battery life, and price point.
- Confident that monitoring is their past and security is their future, Blink plans to introduce new security packages and service plans in Q2 of 2017 including a siren, enhanced sync module with cellular connectivity and battery backup, entry sensor, keypad, water sensor, and even third-party professional monitoring options. What makes these packages different from every other security offering on the market? 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 Security™, Blink promises no more blind alerts and no more imagining the worst through their inclusion of multiple Blink cameras at the heart of each expanded security package at no expensive per-camera fee!
- Blink's newest product, the Blink XT weatherproof camera, is the most affordable outdoor security camera in the industry. Now available for pre-order at just \$119 (delivery scheduled for February 2017), Blink XT allows users to affordably monitor their homes, inside and out, for the greatest peace of mind. With a weatherproof design, IP-65 rating, infrared night vision, operating temperature of -4 to 113° F, and as the only battery operated camera to offer 1080p full HD video, Blink XT is built to deliver clear HD video, even on the not-so-truest of days.
- Already known for its long battery life, Blink has now doubled it! Enjoy two years of battery life on just two AA lithium batteries for the utmost convenience in home security. 100% wire-free and about the size of a deck of cards, Blink can be mounted, placed, or moved anywhere inside or outside your home – no unsightly cords or having to find the nearest power outlet!
- The Blink system is ultra-affordable, starting at just \$99 for a one-camera system or \$119 for the Blink XT camera, and there are no monthly fees or contracts (like most other systems). Blink even puts meaning back into the words *home* security by offering multi-camera systems at prices comparable to what many others charge for just a single camera (a three-camera Blink system is only \$229), delivering greater visibility, greater insight, and greater peace of mind.
- As soon as motion is detected, HD video instantly starts recording (within a fraction of second) and an alert with attached motion clip is sent to your smartphone or tablet, allowing you to immediately see exactly what triggered the sensor. 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).
- Completely do-it-yourself, Blink is quick and simple to set up and equally perfect for renters and homeowners alike. Its easy-to-expand design also allows you to add to your system at any point down the road to better fit your unique needs (supports up to 10 Blink or Blink XT cameras).
- Blink also includes IFTTT and Alexa integration, auto arming and disarming, free cloud storage, night vision, and a built-in motion sensor, temperature sensor, and microphone.
- Blink began humbly as a Kickstarter campaign and quickly became a smashing success 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 raised over \$7M in capital from strategic investors within their supply chain as well as New York-based venture capital firms. Thanks to these investments and its unique technology, Blink has grown at a remarkable rate over its first year, including expansion throughout North America, Europe, and Southeast Asia.

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

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