

Press release

June 5th 2017

Blink announces new smart home integration in the UK

[Blink](#), the affordable, wire-free, home security and HD video monitoring system that runs on 2 AA batteries for 2 years, today announces that the Blink Amazon Alexa skill and their IFTTT (*If This Then That*) service integration is now operational in the UK. Blink customers will now have the ability to control their home security system with voice alone via Amazon Alexa enabled devices and connect their Blink systems to other smart home devices through IFTTT.

Blink is a battery-powered home security and HD video monitoring system that's simple to set up and use, giving peace of mind to people who worry about the security of their property while away. When motion is detected in a customer's home, Blink sends video alerts directly to customer's smartphones allowing them to react in real time, if needed.

IFTTT is a free web based service that allows you to automate interactions between smart devices and services. With the Blink IFTTT service for the UK enabled, Blink customers can control and interact with other IFTTT compatible smart home devices. When motion is detected in a customer's home, for example, Blink and IFTTT UK customers can turn their smart lights on or off, activate smart plugs or even send text message to their smartphones.

In addition, All Blink UK customers who own an Amazon Alexa enabled device can now control their Blink system without lifting a finger, using voice alone. Once the Blink skill is enabled through the Amazon Alexa app on your smartphone, you simply "Ask Blink" to start your command using any Amazon-Alexa-enabled device. Examples of this in use include:

- "Alexa, ask Blink to arm my home system"
- "Alexa, ask Blink to disarm my holiday system, My Pin is..."
- "Alexa, ask Blink what is my status?"

“Based on the rapid adoption of Blink in the UK and throughout Europe, our mission to make video home security available to everyone is becoming a reality.” said Blink CEO Peter Besen. “Opening our IFTTT and Amazon Alexa capabilities for our customers in the market based on numerous customer requests will only accelerate the revolution.”

As opposed to traditional security systems which add video as an afterthought and may have ugly wires which require professional installation, Blink offers quick and simple do-it-yourself installation, as well as a stylish, totally wireless, and innovative design including HD video technology with motion and temperature sensors. When Blink detects motion, it immediately sends a push notification alert and HD quality video to the user’s smartphone so that they may instantly see who is at the door or wandering around their home. The system is entirely accessible via the Blink App, giving users the flexibility to arm/disarm, live stream video, and check status remotely, anytime and from anywhere.

Blink has unprecedented image quality, battery life (two years on 2 x AA lithium batteries), aggressive price point (systems start at £129.99, less expensive than competitive systems) and simplicity (do-it-yourself set up in minutes). Its motion-activated video alerts and live view options deliver instant peace of mind from any location directly through the Blink Home Monitor app, making it the perfect solution for homeowners, renters, small business owners, second home owners and many more.

Images available here:

[Blink for Home logo, lifestyle and product images](#)

[Notes to editors:](#)

IFTTT in the EU can be found by searching for the Blink EU service

Alexa users just search for Blink in the Alexa skill marketplace.

About Blink

Blink is an affordable, smart HD home monitoring and alert system that allows consumers to feel safe at home no matter where they are. Launched by Immedia Semiconductor in 2015 and based in the USA, with a sales office in Ireland, Blink is revolutionising the home security industry by providing a completely wire-free system that delivers instant monitoring from any location through the Blink Home Monitor app. With customisable features, a sleek design and battery life of over two years, Blink offers an easy and affordable security solution for homeowners, people renting properties, small business owners, second home owners and many more.

For more information, visit <https://blinkforhome.co.uk/>.

UK Pricing

One camera system*	£129.99
Two camera system*	£199.99
Three camera system*	£269.99
Five camera system*	£399.99
Additional single camera	£99.00

*All systems include a wireless base station sync unit

Available from amazon.co.uk. Pricing includes VAT.

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