

Ring Introduces Floodlight Cam Wired Pro, Its Most Advanced Floodlight Camera Yet

Equipped with 3D Motion Detection and Bird's Eye View, Floodlight Cam Wired Pro delivers more insight into motion events at customers' property.

London: 7 April 2021— [Ring](#), whose mission is to make neighbourhoods safer, today announced Floodlight Cam Wired Pro, its most advanced outdoor security camera equipped with 3D Motion Detection with radar and Bird's Eye View. The all-new Floodlight Cam Wired Pro is a re-imagined floodlight that builds upon the features of the popular Ring Floodlight Cam to monitor outdoor spaces with motion-activated LED lights and HD video, providing homeowners more insight into what's happening at their property.

"Four years ago, we reinvented the ordinary floodlight with our original Ring Floodlight Cam, and now we're bringing more cutting-edge features to this device with Floodlight Cam Wired Pro," said Jamie Siminoff, Ring's Founder and Chief Inventor. "By expanding our 3D Motion Detection technology and Bird's Eye View to Floodlight Cam Wired Pro, we're giving customers greater insight about what's taking place on their property for additional peace of mind."

Floodlight Cam Wired Pro

Now the most advanced outdoor camera in Ring's lineup, the newly redesigned Floodlight Cam Wired Pro is equipped with Ring's new innovative features, 3D Motion Detection and Bird's Eye View, a siren and Colour Night Vision. Additionally, new Audio+ helps users hear what's happening more distinctly, with crisp, clear sound thanks to an array microphone for enhanced audio and echo cancellation. Floodlight Cam Wired Pro connects to Wi-Fi and can be hardwired to the outside of the home for around-the-clock power. Floodlight Cam Wired Pro enables customers to check in on their property anytime from anywhere from their mobile or Alexa-enabled device, and see and speak with visitors in real-time.

Designed with privacy and security in mind, Floodlight Cam Wired Pro includes advanced features such as Customisable Motion Zones that trigger an event, and Privacy Zones that exclude areas in the camera field of view from capturing video for added privacy.

Expanding 3D Motion Detection At the Home

Committed to providing customers with new features that make their cameras work better for them, Ring is expanding its 3D Motion Detection technology to Floodlight Cam Wired Pro to give customers more control of the motion alerts they receive.

With 3D Motion Detection technology, Floodlight Cam Wired Pro allows homeowners to customise which areas of their property to monitor by selecting distance thresholds. The radar sensor determines when an object crosses the distance threshold by measuring its specific distance from the camera, and the camera then only activates once that threshold is crossed, sending homeowners a motion alert.

Powered by 3D Motion Detection, Bird's Eye View provides an aerial map view of the motion events in front of the floodlight camera and clearly shows the path visitors take when visiting the property. Also available on the Ring Video Doorbell Pro 2, this new feature creates a visual representation of the path traveled once a visitor crosses the selected threshold but before a motion alert is sent, so the homeowner has a greater understanding of what's happening when viewing individual videos from each device in the Ring App.

Pricing and Availability

Floodlight Cam Wired Pro will be available for purchase in the coming months for £219 on [Ring.com](https://www.ring.com) and [Amazon](https://www.amazon.com). Sign up today to be notified when Floodlight Cam Wired Pro is available. Additionally, the original Ring Floodlight Cam is now available for the low price of £179 on [Ring.com](https://www.ring.com) and [Amazon.com](https://www.amazon.com).

Media Assets

Click [here](#) for images and other media assets.

About Ring

Since its founding in 2013, Ring has been on a mission to make neighbourhoods safer. From the video doorbell to the DIY Ring Alarm system, Ring's smart home security product line offers users affordable whole-home and neighbourhood security. At Ring, we are committed to making home and neighbourhood security accessible and effective for everyone – while working hard to bring communities together. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

Media Contact

Ring PR
media@ring.com

###