

Introducing Ring Alarm: Ring Announces Affordable DIY Security System for the UK

This Home Security Month, Ring brings its low-cost, easy-to-install and commitment-free security system to UK neighbourhoods.

LONDON, UK - 9 October, 2019 - [Ring](#), a company on a mission to make neighbourhoods safer, today announces its affordable, easy-to-install security system, [Ring Alarm](#), for the UK. A customisable DIY home security system, Ring Alarm monitors the home to offer flexible security where it's needed most.

Like [Ring Video Doorbells](#) and [Ring Security Cameras](#), Ring Alarm is set up via the Ring app, working alongside the existing suite of Ring security solutions. It does not require professional installation or long-term commitments. Simply use the Ring app to connect the Base Station via Wi-Fi or Ethernet, install the Contact Sensor(s) on the doors and/or windows of choice, and place the Motion Detector(s) to monitor for movement. Users can customise real-time notifications to their smartphone or tablet when someone enters a room, opens a window or manually sets off the siren from the Ring Alarm Keypad. With three different Security Modes, Ring Alarm can be armed and disarmed using the Keypad or via the Ring app.

Ring Alarm works as a stand-alone product for anyone looking to add an easy-to-install, commitment free Alarm system to their home. For that extra layer of security, integrate Ring Alarm, Ring Video Doorbells and Security Cameras with the Ring app, so that when the Alarm sounds, it will automatically trigger all Ring cameras to begin recording (when subscribed to Ring Protect), even if they do not detect motion. Ring Alarm also works with select Alexa-enabled devices, so users can arm, disarm and check the status of their Alarm with simple voice commands

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[Ring Alarm Security Kit](#) is £249 and includes:

- Base Station
- Keypad
- Contact Sensor (for a window or door)
- Motion Detector
- Range Extender

Jamie Siminoff, Chief Inventor and Founder of Ring, said: "As we continue on our mission of making neighbourhoods around the world safer, it's important to bring that peace of mind inside the home with effective, affordable home security. We're excited to bring our DIY security system to the UK, making home and neighbourhood security affordable to everyone and freeing neighbours from long-term, expensive commitments. By combining Ring Alarm inside the home with Ring Video Doorbells and Security Cameras in and around the property, neighbours can customise a comprehensive whole-home security system that best suits their security needs."

By subscribing to Ring Protect Plus, neighbours can enjoy Assisted Monitoring, cellular backup and 30 days of video storage, for just £8 per month, to stay connected and protected at all times. With Ring Protect Plus in place, benefit from:

- Assisted Monitoring to enable automated calls to three emergency contacts during an Alarm event, so a trusted contact can respond, even if you're unreachable.
- Cellular backup for Ring Alarm Base Station in case the internet goes down.
- 30 days of cloud video recording for all Ring devices in one location.
- Extended warranty for all Ring devices in one location for as long as the Ring Protect Plus subscription is active.
- 10% off all future Ring.com device purchases.

Pricing and Availability

Preorder Ring Alarm today for £249 on [Amazon.co.uk](https://www.amazon.co.uk). For more information, visit [Ring.com](https://www.ring.com). Ring Alarm will begin shipping to customers in the UK on November 7 and will be available at Ring.com, Amazon.co.uk, plus via select retailers, including Currys PCWorld, Argos and ScrewFix (online only). Ring Protect Plus plans are £8 per month per location. Learn more about Protect at [Ring.com](https://www.ring.com).

[Click here](#) for images.

About Ring

Ring's mission is to make neighbourhoods safer by creating a Ring of Security around homes and communities with its suite of home security products and services. The Ring [product line](#) enables Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, two neighborhoods in Newark, New Jersey (USA) saw an over [50 percent](#) decrease in home break-ins after Ring Video Doorbells and Spotlight Cams were installed on 11% of homes in the communities from April-July 2018 when compared to the same time period in 2017. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

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