

Ring Introduces Two New Video Doorbells and Its New, Innovative Pre-Roll Technology, A First-to-Market Feature for Battery-Powered Doorbells

- Ring Video Doorbell 3 and Ring Video Doorbell 3 Plus are the latest additions to Ring's Video Doorbell lineup, bringing security and convenience to users' homes.
- Pre-Roll gives Ring Video Doorbell 3 Plus users a better picture of what's happening at their doorstep by capturing four seconds of video before motion is detected.
- Both new Video Doorbells include Privacy Zones, which allow users to black out portions of the camera's field of view from recording, and audio/motion detection toggles to disable recording as needed.
- Ring also announced its next generation Ring Chime and Chime Pro, which enable users to hear audible Ring notifications throughout their home.

LONDON, UK - March 11, 2020 - [Ring](#), whose mission is to make neighbourhoods safer, today unveiled the new [Ring Video Doorbell 3](#) and [Ring Video Doorbell 3 Plus](#), as well as its new [Pre-Roll](#) feature, making the company the first to offer this kind of technology on a battery-powered video doorbell. Pre-Roll, available exclusively on the all-new Ring Video Doorbell 3 Plus, captures the four seconds before motion is detected to help users see what triggered a motion alert. [Click here](#) for a look at how Ring Pre-Roll works. Ring also announced today the redesigned Ring [Chime](#) and [Chime Pro](#) for users who want to hear their Ring notifications inside their homes.

"At Ring, we are continuously pushing the boundaries to bring the most innovative devices and features to our customers," said Jamie Siminoff, Ring's founder and Chief Inventor. "While features similar to Pre-Roll have been available on our wired devices, we believe it is important to also offer this feature to users with a battery-powered Video Doorbell, so that no one ever misses a moment at their doorstep. With Ring Video Doorbell 3 and Ring Video Doorbell 3 Plus, we're excited to continue bringing customers even more home security options, while keeping user privacy and control front and centre."

Next Generation Video Doorbells

Ring Video Doorbell 3 and Ring Video Doorbell 3 Plus build upon the great features of the Ring Video Doorbell 2 to now also include a new, adjustable motion zone, called near zone, that can detect motion within 1.5 to 4.5m of the front door, as well as enhanced dual-band 2.4Ghz/5Ghz wifi for improved connectivity. Ring Video Doorbell 3 Plus, Ring's premium, battery-powered Video Doorbell, is Ring's first battery device to offer Pre-Roll. With Alexa compatibility, users can simply say, "Alexa, show me the front door," to see their Ring Video Doorbell 3's Live View, or say, "Alexa, answer the front door," to begin speaking with whoever is at their door. And with Linked Devices, available across all Ring products, users can link their doorbell to compatible Ring Cams to create an integrated, whole-home security system.

Hear Alerts Loud and Clear

The newly designed Ring Chime and Chime Pro provide customers with audible notifications throughout their homes; and Chime Pro includes a built-in nightlight, as well as a wifi extender to improve and expand wifi connectivity across users' Ring Doorbells and Cams. Both new Chimes are compatible with all Ring Doorbells and Cams and provide real-time audio notifications when a Ring device detects motion, or when someone presses the doorbell, ensuring users never miss a moment.

Home Security You Can Control

Privacy, security, and control are foundational to Ring. Ring Video Doorbell 3 and Ring Video Doorbell 3 Plus include Privacy Zones, which allow users to exclude areas of the camera field of view from video recording. Similar to all of Ring's Doorbells and Cams, both the new doorbells feature toggles that allow users to turn off video or audio recording for an extra layer of privacy, at any time.

Pricing and Availability

In the UK, [Ring Video Doorbell 3](#) and [Ring Video Doorbell 3 Plus](#) will both be available for purchase on [Ring.com](#), [Amazon.co.uk](#) and via selected retailers on April 28, 2020 for £179 and £199, respectively.

[Chime](#) and [Chime Pro](#) will also be available for purchase on [Ring.com](#), Amazon.co.uk and selected retailers next month for £29 and £49, respectively.

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

###