

Introducing Ring Alarm: Ring Announces Affordable DIY Security System for Sweden
Ring brings its low-cost, easy-to-install and commitment-free security system to Swedish neighbourhoods.

Stockholm, SE - 24 June, 2020 - [Ring](#), a company on a mission to make neighbourhoods safer, today announces the launch of its affordable, easy-to-install security system, [Ring Alarm](#), for Sweden. 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 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 Cams within the Ring app, so that when the Alarm sounds, it will automatically trigger all Ring cameras to begin recording, even if they do not detect motion. Ring Alarm also integrates with select Alexa-enabled devices, so users can arm, disarm and check the status of their Alarm with simple voice commands.

[Ring Alarm Security Kit](#) is 3299SEK 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 Sweden, 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 10€ 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

Ring Alarm is available today for 3299SEK on Ring.com. For more information, visit Ring.com/alarm. Protect Plus plans are 10€ per month per location. Learn more about Ring Protect Plus [here](#).

[Click here](#) for images.

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.

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