

## **Ring Launches its First-Ever Indoor-Only Security Camera, Ring Indoor Cam, the Company's Most Affordable Camera To-Date**

*In addition, Ring has further evolved its growing line of home security cameras with the next-generation Stick Up Cam*

**SEATTLE & SANTA MONICA, Calif.** -- [Ring](#), whose mission is to make neighborhoods safer, today announced the company's first-ever indoor-only security camera. [Ring Indoor Cam](#) is Ring's most affordable camera yet -- available today for just \$59.99.

With its compact design, the new Ring Indoor Cam can be mounted just about anywhere in the home and features up to 1080p HD video, motion zones, night vision, two-way talk, and motion-activated recording. The device also includes privacy features that enable users to disable motion and audio recording right from the app, and an indicator light that displays whenever the camera is recording.

Ring also today announced the third-generation [Ring Stick Up Cam](#), the most versatile of the company's cameras, is available for pre-order. The new Stick Up Cam can be installed indoors or outdoors and comes in three power options: Plug-In (\$99.99), Battery (\$99.99), and Solar (\$148.99). Featuring up to 1080p HD video, motion detection, night vision, two-way talk, and a wide viewing angle, Stick Up Cam provides flexible home security and privacy wherever it's needed most.

Jamie Siminoff, founder and Chief Inventor of Ring, said: "We're excited to bring customers our most affordable camera yet, and provide even more security options with Ring Indoor Cam and the all new Ring Stick Up Cam. As a team of inventors, we are constantly pushing ourselves to identify innovative, cost effective and easy-to-use security products that make our neighborhoods safer. With our growing lineup of both indoor and outdoor cams, varying in size and functionality, our customers have choices when determining how best to secure their homes."

With the Ring app, link Indoor Cam and Stick Up Cam to compatible smart home devices from Ring and other leading brands for a smarter, more secure home. Both new cameras announced today integrate with [Works with Ring](#) devices and are Alexa enabled. Just say, "Alexa, show the back yard" to see Live View or "Alexa, answer the living room" to begin speaking with whomever is in the home. Users can also see who's there with Indoor Cam, and open doors for friends and family right from their Ring app with select smart locks. When Ring Alarm is triggered, users can set Stick Up Cam to automatically start recording.

### [Ring Indoor Cam Features](#)

- Small footprint for easy, DIY installation virtually anywhere inside the home
- Up to 1080p HD video
- Two-way talk
- Live View
- Night vision
- Motion detection and motion-activated recording
- Turn off audio recording with the Audio Streaming and Recording Toggle
- Pause motion-activated video recording with the Record Motion Toggle
- Blue LED light indicates when the device is recording or in Live View
- Plug-in power for indoor use only
- Modes: customize how your camera operates using three different modes (home, disarmed, away). Modes will be available November 2019.

### [Next-Gen Stick Up Cam Features](#)

- Flexible, DIY installation both indoors and outdoors
- Two-way talk
- Live View
- Up to 1080p HD video
- Night vision
- Motion detection and motion-activated recording
- Weather resistant
- Turn off audio recording with the Audio Streaming and Recording Toggle
- Pause motion-activated video recording with the Record Motion Toggle
- Avoid video recording specific areas with the Privacy Zones feature
- Blue LED light indicates when the device is recording or in Live View
- Available in three power options: Plug-In, Battery, and Solar
- Modes: customize how your camera operates using three different modes (home, disarmed, away). Modes will be available November 2019.

### *Pricing and Availability*

[Ring Indoor Cam](#) is available in the U.S. today at [Ring.com](#), [Amazon.com](#), [BestBuy.com](#), [Target.com](#) and [HomeDepot.com](#) for \$59.99. The third-generation [Ring Stick Up Cam](#) is available for pre-order today - Plug-In and Battery for \$99.99 and Solar for \$148.99 - at [Ring.com](#) and [Amazon.com](#) and will ship October 23, 2019. Bundles are also available on [Ring.com](#) and [Amazon.com](#).

### *Media Assets*

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

### **About Ring**

Ring's mission is to make neighborhoods safer by creating a Ring of Security around homes and communities with its suite of home security products and services. The Ring [product line](#), along with the Ring [Neighbors](#) app, enable Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, two Newark, NJ neighborhoods 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](http://www.ring.com). With Ring, you're always home.