



INTRODUCING THE ALL-NEW RING BATTERY VIDEO DOORBELL PRO: PRO LEVEL SECURITY AND BATTERY POWERED VERSATILITY

Ring's first battery-powered doorbell complete with radar-powered 3D Motion Detection and Bird's Eye View.

SYDNEY – February 8, 2024 – Today, [Ring](#) announces the launch of its most advanced battery doorbell yet, Battery Video Doorbell Pro. The new release is packed with cutting-edge features including 3D Motion Detection and Bird's Eye View, meaning motion alerts are more refined and more accurate, giving customers even more flexibility and versatility when it comes to keeping an eye on what's happening at home.

"In 2021, we announced the first doorbell to our Pro line of devices, packed with radar-technology to help improve the accuracy of outdoor motion alerts. Since then, we've continued to hear from customers how much they love having more precise motion detection. With Ring Battery Video Doorbell Pro we're giving customers access to our most advanced motion detection technology yet, all with the convenience of being battery-powered," said Mark Fletcher, Ring Managing Director, APAC.

Precise motion detection, crystal-clear image and crisp audio

Advanced radar-powered features like Bird's Eye Zones and Bird's Eye View mean customers can use an aerial perspective to pinpoint and only send an alert when their doorbell detects movement in that exact location, providing more specific information for individual motion events.

Captured in 1536p HD Video, Ring Battery Video Doorbell Pro offers a clear image, made possible through a lens which is actively aligned with premium imaging sensors that deliver superior clarity and crisp video definition. Dynamic Image processing and high-efficiency compression means the video will deliver life-like colour and sharpness whether you're watching in Live View or a video recording from the night before with Colour Night Vision. Now, with Low-Light Sight, the illumination from a streetlight or landscape lighting is all Ring Battery Video Doorbell Pro needs to keep users seeing in clear colour, even in the dark.

Ring Battery Video Doorbell Pro features noise cancelling Audio+, providing clear sound on top of a Two-Way Audio system, which incorporates two built-in microphones and a speaker, allowing better communication between homeowners and visitors.

Whole home visibility with Alexa

Ring Battery Video Doorbell Pro works seamlessly with other Ring devices, such as Ring Stick Up Cam, and with Alexa, allowing customers to create an integrated whole-home system by pairing it with these other devices. Customers can conveniently receive motion alerts on compatible Alexa devices, meaning users can see, hear and speak to visitors through an Echo or Fire TV device. For example, by pairing a Ring Battery Video Doorbell Pro to an Echo



Show device, customers can receive alerts on their Echo Show or simply say “Alexa, show me the front door”, to drop in on Live View and see what is going on in their front garden.

Subscribing to a Ring Protect Plan also lets customers access additional features such as cloud storage, person and package alerts, rich notifications, and Modes.

Ring Battery Video Doorbell Pro was designed with privacy and security in mind, putting customers in control with customisable security settings. Privacy Zones is a unique feature that allows customers to block areas within the camera’s field-of-view and not record video footage in the specified area. Battery Video Doorbell Pro also supports Ring’s End-to-End Encryption feature which adds additional layers of protection to video and audio recordings made by enrolled Ring devices.

Ring Battery Video Doorbell Pro will be available to purchase from March 20th 2024 for AU\$349.00 on [Ring.com](https://www.ring.com) and [Amazon.com.au](https://www.amazon.com.au), and NZ\$369.00 at select retailers.

-END-

Notes to editor:

Assets: See a link to high-res imagery [here](#).

Media contacts

For more information, case studies or images please contact ring@decpr.com.au.

About Ring

Since its founding in 2013, Ring has been on a mission to make neighbourhoods safer. From the video doorbell to indoor and outdoor security cameras, 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 [Ring.com](https://www.ring.com). With Ring, you’re always home.