Table of Contents

3 Sustainability
4 Echo
5 Echo Dot + Echo Dot with clock
6 Echo Dot Kids Edition
7 Alexa Features for Kids
8 Echo Show 10
9 Echo Show 10 Features
10 Advancements in Alexa AI

11 Echo Show 10 Partners
12 Guard Plus
13 Care Hub with Alexa
14 eero Pro 6 + eero 6
15 Amazon Sidewalk
16 Ring Mailbox Sensor
17 Ring Car Alarm
18 Ring Car Connect + Ring Car Cam

19 Ring Always Home Cam
20 Fire TV Stick + Fire TV Stick Lite
21 All-New Fire TV Experience
22 Luna + Luna Controller
23 Alexa Privacy
24 Resources
Our Most Sustainable Products Yet

The Echo and Fire TV devices in this book will be among the first products to receive the Climate Pledge Friendly badge on Amazon.com, as part of a new program that makes it easier for customers to identify and shop for sustainable products. These devices include:

1. 100% post-consumer recycled fabric, 100% recycled die-cast aluminum, and an average of 47% post-consumer recycled plastic.

2. Packaging made of more than 98% wood fiber-based materials from responsibly managed forests or recycled sources.

3. A Low Power Mode that reduces energy consumption during periods of inactivity over device lifetime and depending on device configuration.

We are also building new wind and solar farms to produce clean energy equivalent to the electricity used by every customer’s Echo device. We will be introducing a new energy dashboard later this year that will allow U.S. customers to understand the energy consumption of compatible Echo and Alexa-connected smart home devices in the Alexa app.

To learn more, check out our Blog Post.
Echo

The next-generation Echo combines the best of Echo and Echo Plus into a single device. Its all-new design and fabric finish look great in any space, with a bright LED light ring at the base of the sphere that reflects off of surfaces for added visibility. The new Echo has a 3.0-inch woofer, dual-firing tweeters, and Dolby processing that deliver stereo sound with clear highs, dynamic-mids, and deep bass, and automatically adapts to your room. Echo comes with a built-in smart home hub, with support for Zigbee, Bluetooth Low Energy (BLE), and Amazon Sidewalk. Echo is available in Charcoal, Glacier White, and Twilight Blue.

Alexa is powered by Amazon’s first-generation AZ1 Neural Edge processor—an all-new silicon module that’s purpose-built for accelerating machine learning applications. With AZ1, powerful inference engines can run quickly on the edge—starting with an all-neural speech recognition model that will process requests faster, making Alexa even more responsive.
**Echo Dot**

Echo Dot, the best-selling speaker ever, is now even better. The new Echo Dot has a sleek spherical design with a fabric finish. It’s compact, but the speakers are powerful—producing crisp vocals and balanced bass for full sound. Echo Dot is available in Charcoal, Glacier White, and Twilight Blue.

[Press Release](#)
[Images](#)

**Echo Dot with clock**

Echo Dot with clock, the best-selling clock on Amazon.com, is now even better. In addition to all of the new Echo Dot features, a simple LED display lets you easily see the time, outdoor temperature, timers, and alarms. Echo Dot with clock is available in Glacier White and Twilight Blue.

[Press Release](#)
[Images](#)
Echo Dot Kids Edition

Echo Dot Kids Edition comes in fun and colorful Panda and Tiger designs for wild imaginations. Kids can ask Alexa questions, set animal alarms, get help with homework, and call approved friends and family—with extensive controls to give parents peace of mind. Echo Dot Kids Edition also comes with a 1-year Amazon Kids+ subscription, giving families access to kid-friendly Audible books, interactive games, and educational skills. Echo Dot Kids Edition is available in two fun animal designs—Panda and Tiger.

Press Release
Images
Alexa Voice Profiles for Kids

Coming soon, Alexa voice profiles for kids will allow you to create a voice profile for each child in your family. Once enabled, Alexa will personalize your child’s experience based on their voice and provide kid-friendly responses, games, skills, music, and videos on every Echo device in the household.

Blog Post

Reading Sidekick

Coming soon, Reading Sidekick will help young readers build fluency and foster a love for reading. With a supported book in hand, Alexa will take turns reading from the book and provide encouragement when your child is reading well and support when they struggle.

Blog Post
Echo Show 10

The all-new Echo Show 10 is a complete reimagination of Alexa with a screen and has been upgraded in every way. It features a brilliant 10-inch, adaptive HD display that automatically stays in view when you interact with Alexa—no matter where you are in the room. Ask Alexa to make a video call without worrying about being out of frame—as you move the screen does too, and the new 13-megapixel, wide-angle camera pans and zooms to keep you at the center of the frame.

As Echo Show 10 moves, so does its dual, front-firing tweeters and powerful woofer, providing premium, directional sound that automatically adapts to your space, making it great for music, videos, and more.

Echo Show 10 also includes built-in smart home capabilities for Zigbee, BLE, and Amazon Sidewalk. Available in Charcoal and Glacier White.

Press Release
Images
Echo Show 10 Features

**Group Calling**
Soon, it will be easy for up to eight friends or family members to join a hands-free audio or video call with Alexa. Simply say, “Alexa, call my family,” for example, to connect with your family for the next catch-up, happy hour, or birthday celebration. You will be able to create and name groups in the Alexa app.

**Check-In While You’re Away**
Echo Show 10 uses advanced computer vision algorithms processed locally to help you make your home smarter, and more secure. Set up a Routine that automatically turns on the lights when someone enters the room, or securely access a live feed from another Echo Show device or the Alexa app, with the ability to remotely zoom or pan the display and camera to see the entire room. When Alexa Guard is in Away Mode, Echo Show 10 can also periodically pan the room and send you a Smart Alert if it detects someone in its field of view.

**Video Effects**
Add a little fun to Alexa video calls or Drop In calls. Later this year, you’ll be able to turn on in-call effects so you can appear around bubbles or a garden landscape, or immerse yourself in artistic styles like street art or a classic painting.

**Entertainment**
Soon, you will be able to watch any content available on Netflix on your Echo Show device. Easily browse, search, and play content from the whole Netflix catalog using your voice—simply say, “Alexa, search comedy movies on Netflix,” to get started. It’s also now easier to find a show to watch, with a new video home page that offers customized recommendations. Say, “Alexa, open video home,” and select a title to learn more at a glance. You can also say, “Alexa, find comedies,” to search options across services available on your device.
Advancements in Alexa
Artificial Intelligence

Directly Teach Alexa

We are taking Alexa’s self-learning a step further by enabling you to directly teach Alexa. This new capability helps Alexa get smarter by asking questions to fill gaps in her understanding—just like we do as humans. We will make this teaching capability available for smart home devices to start—and, then expand to more areas over time.

Blog Post

Speaking Style Adaptation

The latest update to our text-to-speech (TTS) synthesis enables Alexa to use both the content and the context of your interaction to respond in a more natural sounding way. Our TTS also introduces variability in Alexa’s responses by using natural speech elements like pauses, interjections, breathing, and changes in Alexa’s emotion and speaking style based on what Alexa is saying.

Blog Post

Natural Turn Taking

Natural turn taking gives you the ability to speak to Alexa without using a wake word during the course of a conversation—even when multiple people are talking. This is a major step forward in conversational AI, enabling you to interact with Alexa at your own pace.

Blog Post
“We think motion creates an amazing opportunity for our viewers. The Comedy Central Stand-Up skill features audio and video from the world’s biggest comedians and our users watch the skill for hours at a time. To allow that video to stay in view while you move around the room means you won’t miss a moment of comedic delivery.”

— Mark Mezrich
VP of Voice Assistant Products, ViacomCBS

“We are excited to use choreographed motion to make family game nights with Alexa even more joyful. Enabling the device to physically shake in response to player input will allow us to imbue our games with more personality, which will make our customers even happier.”

— Max Child
Founder, Volley Inc.
Guard Plus

Guard Plus is a new subscription that gives you hands-free access to an Emergency Helpline, Smart Alerts about activity and other potential emergencies in your home while you’re away, and new features to deter potential intruders.

Blog Post
Care Hub with Alexa

With the new Care Hub, Alexa can help you stay in touch with aging family members, even when they live far away. After you and your family member agree to create a connection between your two Alexa accounts, your loved one will be able to call you as their emergency contact, even if a phone is out of reach, by saying, “Alexa, call for help.” You can also view a high-level activity feed so you know they’re up and going about their day, or set up an alert if no activity is detected before a certain time of day so you know to check in. Available later this year.

Blog Post
The all-new eero Pro 6 and eero 6 mesh wifi systems feature wifi 6, the latest technology delivering faster speeds, higher performance and better support for simultaneous device usage throughout the home. Featuring a built-in Zigbee smart home hub, the eero 6 series can connect compatible devices on your network with Alexa so you don’t need a separate Zigbee hub for each device.

Press Release
Amazon Sidewalk

Amazon Sidewalk is a shared network that helps devices work better. Operated by Amazon at no charge to you, Sidewalk can help simplify new device setup, extend the low-bandwidth working range of devices, and help devices stay online even if they are outside the range of their home wifi. In the future, Sidewalk will support a range of experiences from helping find pets or valuables, to smart security and lighting, to diagnostics for appliances and tools.

Blog Post
Ring Mailbox Sensor

Ring Mailbox Sensor is a wireless motion sensor that tells you when your mailbox is opened. Ring Mailbox Sensor works with your Ring app and sends notifications to your smartphone or any Alexa device when it detects motion.

Press Release
Images
Ring Car Alarm

Ring Car Alarm is a simple, affordable security solution that protects your vehicle when parked at home. Get real-time alerts in the event of bumps, break-ins, tows, and more in the Ring app. Some features of Ring Car Alarm require connectivity with Amazon Sidewalk, a shared network designed with multiple layers of encryption and operated by Amazon at no charge to you, available later this year.

Press Release
Images
Ring Car Cam

Ring Car Cam is a car security camera that helps protect your car when it’s parked and on the road. When parked, Ring Car Cam is on guard with smart sensors to detect activity around your vehicle, sending real-time alerts via the Ring app. On the road, advanced features keep you safe and connected, including a custom "Traffic Stop" Alexa command that allows drivers to record an event when being pulled over, and Emergency Crash Assistance support. Some features of Ring Car Cam require an optional connectivity plan.

Press Release
Images

Ring Car Connect

Ring Car Connect for Tesla is an aftermarket security upgrade for Tesla cars that allows you to watch and download video footage from the Tesla car’s cameras located around the vehicle. Ring Car Connect for Tesla will allow you to use the Ring App to view all four of the Tesla vehicle camera angles for both Tesla Sentry Mode video and footage captured while driving. Some features of Ring Car Connect require an optional connectivity plan.

Press Release
Images

Ring Car Cam has not been authorized as required by the rules of the Federal Communications Commission. Ring Car Cam is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.
Ring Always Home Cam

Ring Always Home Cam is an indoor-only, autonomously flying camera that can fly to predetermined areas in your home, and allows you to check on the locations most important to you while you’re away. Ring Always Home Cam easily integrates with Ring Alarm and, when triggered, will automatically fly a set path to the triggered sensor to see what’s happening.
Fire TV Stick + Fire TV Stick Lite

The all-new Fire TV Stick and Fire TV Stick Lite are 50% more powerful than the previous generation Fire TV Stick for fast streaming in full HD with HDR compatibility. Fire TV Stick features Dolby Atmos support for immersive sound and our popular Alexa Voice Remote, with dedicated volume and power buttons for TV and soundbar control. Fire TV Stick Lite is our most affordable Fire TV Stick yet and includes Alexa Voice Remote Lite, so you can easily search and launch shows through voice.

Press Release
Fire TV Stick Images
Fire TV Stick Lite Images
All-New Fire TV Experience

Fire TV’s most significant experience update is redesigned to be more personal, faster, and intuitive. The Main Menu is at the center of your screen and makes it easy to find what you’re looking for. You can now jump into your favorite streaming service directly, or scroll over supported apps to quickly peek at what’s inside and begin playback. Alexa is at the core of the new Fire TV experience, and households can now create up to six user profiles for personalized recommendations, watch lists, viewing histories, and more.

Press Release
Amazon Luna

Luna is Amazon’s all-new cloud gaming service that lets you play games you love on the devices you already own—including PC, Mac, Fire TV, and web apps for mobile play on iOS, with Android coming soon. Play high quality, immersive games without lengthy downloads or updates, expensive hardware or complicated configuration—just play!

Press Release
Images

Amazon Luna Controller

Luna Controller is Alexa-enabled and connects directly to the cloud to effortlessly control your game, featuring a multiple-antenna design that prioritizes un-interrupted wifi for lower latency gaming. In fact, our testing showed a reduction in roundtrip latency when playing Luna Controller with Cloud Direct versus playing Luna Controller via Bluetooth, with reductions of between 17 to 30 milliseconds among PC, Fire TV, and Mac. Because the Luna Controller connects directly to cloud servers, you can easily switch between screens—such as Fire TV to mobile phone—without additional pairing or configuration changes.

Press Release
Images
Alexa Privacy - Features and Controls

Alexa and Echo devices are built with multiple layers of privacy protection and controls. From camera controls to the ability to view and delete voice recordings, you have transparency and control over your Alexa experience.

We’re introducing additional privacy controls, including the option to not save your voice recordings, and we’re adding even more privacy features that you can use by simply asking Alexa:

“Alexa, turn off motion”—to control motion on your Echo Show 10 device.

“Alexa, how do I review my privacy settings?”—to get a direct link to your Privacy Settings in the Alexa app.

“Alexa, delete everything I’ve said”—to delete all of your voice recordings.

To learn more about the features that provide transparency and control over your Alexa experience, visit the Alexa Privacy Hub www.amazon.com/alexaprivacyhub.
Resources

For press releases, visit the Amazon Newsroom

For Ring press releases, visit the Ring Newsroom

For blog posts, visit the Day One blog

For images and b-roll, visit the Amazon Newsroom Images and Videos page

#AmazonDevices