



## Introducing the All-New Echo Family —Reimagined, Inside and Out

September 24, 2020

*Echo Dot, Echo Dot with clock, and Echo feature all-new spherical designs, improved audio quality & bass*

*All Echo devices are built with recycled materials, and will support Low Power Mode for energy savings*

**Bangalore, India—Sept. 24, 2020**—Amazon today introduced its all-new line-up of Echo devices, featuring completely new designs, enhanced audio, and more powerful hardware.

New Echo devices announced today include:

- **Echo Dot:** Our most popular Echo device ever, with a new spherical design to produce crisp, full sound and powerful bass for ₹4,499.
- **Echo Dot with clock:** Our best-selling speaker with LED display, a new spherical design and now in an additional Blue colour for ₹5,499.
- **Echo:** The best of Echo and Echo Plus combined into a single device, with a new spherical design, Dolby stereo sound, and a built-in Zigbee hub to simplify smart home set-up for ₹9,999.

“Echo devices have played an integral part in simplifying the lives of our customers. With the convenience of voice, they simply ask Alexa for their favorite music, control smart home appliances or just have a fun time with family,” said Parag Gupta, Head of Amazon Devices, India. “With the new range of Echo devices, we are making it more natural and convenient for customers to interact with Alexa. The new range of Echo speakers are completely redesigned for an improved audio experience, and seamlessly merge into the home decor. We are proud to share that these are our most sustainable products yet.”

### **The New Echo—New Spherical Design, Dolby Stereo Sound, and Built-in Zigbee Hub**

The next-generation Echo combines the best of Echo and Echo Plus into a single device at the same affordable Echo price. Its all-new design and fabric finish looks 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 also sounds significantly better; thanks to a 3.0-inch woofer, dual-firing tweeters, and Dolby processing that delivers stereo sound with clear highs, dynamic-mids, and deep bass. As with Echo Studio, the new Echo automatically senses the acoustics of your space and fine-tunes audio playback—just ask to listen to your favorite music and the rich, detailed sound will automatically adapt to your room. For the first time, Echo comes with a built-in Zigbee smart home hub and supports Bluetooth Low Energy (BLE) that helps conserve energy. With all of these new features and technologies, Echo is still just ₹9,999.

### **Echo Dot & Echo Dot with clock—New Spherical Designs and Crisp, Full Sound**

Customers have made Echo Dot the best-selling speaker ever—and now it's even better. The all-new Echo Dot has the same spherical design and fabric finish as Echo, making it a stylish way to add Alexa to any space. It's compact, but packs in a powerful 1.6-inch, front-firing speaker, producing crisp vocals and balanced bass for full sound you can enjoy in any room of your home. The new Echo Dot with clock comes with the same enhancements as the new Echo Dot, plus a simple LED display so you can glance at the time, outdoor temperature, timers, and alarms. And now, the tap-to-snooze feature that customers love on Echo Dot with clock will also be available on Echo Dot and Echo.

### **Commitment to sustainability**

All Echo devices announced today are built with 100% post-consumer recycled fabric, 100% recycled die-cast aluminum, and post-consumer recycled plastic. Plus, all wood fiber-based materials used in Echo device packaging are made entirely from responsibly managed forests or recycled sources. In addition to using sustainable materials, these Echo devices also have a Low Power Mode to intelligently conserve energy during periods of inactivity, and deliver energy savings over the lifetime of the device.

### **Pricing and Availability**

Echo Dot (₹4,499) and Echo (₹9,999) will be available in Black, White and Blue. Echo Dot with clock (₹5,499) will be available in White and Blue.

Echo Dot is available on pre-order starting today, and will start shipping later this year. You can sign up to be notified when Echo and Echo Dot with clock are available for purchase.

### **About Amazon**

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