



## Amazon introduces All-New Echo Show 10 and Echo Show 5 in India

June 30, 2021

*The new Echo Show 10 comes with a revolutionary 10.1-inch HD display, with intelligent motion, that moves with you*

*Echo Show 10's front-firing tweeters and powerful woofer provide premium, directional sound that adapts to your space, making it great for music, tv shows, and movies*

*The new Echo Show 5 has an upgraded HD camera and also comes in a new Blue colour*

*You can remotely access the built-in camera of both devices with the Alexa app to securely monitor your home*

Bangalore, India— 30 June 2021 —Amazon today announced the launch of two new Echo Show devices in India. The All-new Echo Show 10 is Amazon's most advanced Echo that comes with a 10.1-inch HD display, 13-megapixel front facing camera, premium sound and intelligent motion that moves the display to face you as you interact with Alexa. You will not miss a moment of your favourite show, on-screen lyrics, the next step in a recipe, or a smile from a loved one on a video call as the display always stays in your view.

The new Echo Show 5 is an upgrade of our most popular smart speaker with a screen and has the same compact, 5.5-inch display that customers love. It now comes with an HD camera for better video calling or monitoring home remotely and is available in three colours —Black, White, and the new Blue.

"With the introduction of the new Echo Show devices we have redefined the customer experience. Echo Show 10's intelligent motion capability makes any place in the room the perfect location to enjoy visuals on the HD display combined with an enhanced audio experience", said Parag Gupta, Head of Amazon Devices India.

"Indian customers have shared positive feedback about Alexa interactions on their existing Echo Show devices that combine voice, display, and touch. We can't wait to see how they make the most out of the large brilliant display of the new Echo Show 10 as well as the upgraded Echo Show 5 to enhance entertainment, home security, productivity and more."

### **Echo Show 10—Designed to Move with You**

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 10.1-inch, adaptive HD display that automatically stays in view when you interact with Alexa—no matter where you are in the room.

#### ***Take entertainment and productivity a notch higher***

Echo Show 10 is a great companion to enjoy music and videos. As the display rotates, so does its dual, front-firing tweeters and powerful woofer, providing premium, directional sound that automatically adapts to your space. Stream millions of songs from Amazon Prime Music, Spotify, JioSaavn, Gaana, and Apple Music.

The screen of Echo Show 10 will face you as you listen to music, watch the news briefs from NDTV or Aaj Tak, and TV shows from Prime Video and Netflix. Ask Alexa to search, browse, and stream your favourite shows/ movies, sing along with on-screen lyrics, move around the kitchen as you follow recipes by Sanjeev Kapoor, or practice yoga with Shilpa Shetty skill, using just your voice.

#### ***Make your home more secure and smarter***

Echo Show 10 uses advanced computer vision algorithms to help make your home smarter and more secure. You can securely access a live feed from Echo Show 10 through the Alexa app on your smartphone, or another Echo Show device with the ability to remotely pan the display and camera to see the entire room. You can set up and control thousands of Wi-Fi connected smart home appliances such as lights, plugs, AC, fans, TVs, geyser and more that work with Alexa. Echo Show 10 also has an inbuilt smart home hub that supports Zigbee smart home devices.

#### ***Stay connected with friends and family***

Customers love using Echo Show to stay in touch. Globally, the number of video calls made with Echo smart speakers with screen has gone up three times in the last year. You can now enjoy video calling with Alexa on the new Echo Show 10 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. Plus, with the new Alexa Group Calling feature, you can create a group of up to eight friends and family members, and simply say, "Alexa, call my family."

#### ***Customise your Echo Show home screen***

Since we launched the first Echo Show, we've learned from customers that they want to see more information at a glance. We updated the home screen experience to provide more information, greater customization options, and more touch functionality. You'll see content customized by the time of day, have the ability to "show more" categories or "hide" content like stocks or sports scores, and have easy touch control of smart home devices. You can also use photos from Facebook to turn the home screen of Echo Show into a digital photo frame that uses adaptive colour to make your favourite pictures look great in any light.

### **Echo Show 5 —Compact design, improved camera, even more colours**

With its compact, 5.5-inch display, Echo Show 5 fits easily in any room of your house, and with three colours to choose from—Black, White, and the new Blue—it seamlessly blends into your décor. Echo Show 5 has an upgraded HD camera with double the pixels, making it perfect for a quick video

call, or a Drop In conversation . The Drop In feature lets you open an instant conversation, like an intercom, between your devices or with your Alexa contacts.

It can be your perfect bedside companion waking you up to new music from your favorite artist everyday, or your work-desk companion improving your productivity and helping you stay updated. You can also securely access the built-in camera on Echo Show through the Alexa app to check-in on things at home if you're out, or just check on the sleeping baby in the crib from another room.

### **Built with Privacy in Mind**

Privacy is a foundational principle and core to how we design all of our devices and services. Echo Show devices are designed with multiple layers of privacy protection, including microphone and camera controls, and the ability to view and delete your voice recordings. All new generation devices come with built-in shutters to cover the camera. To learn more about the features that provide transparency and control over your Alexa experience, visit the Alexa Privacy Hub: <https://www.amazon.in/alexaprivacy>.

The Echo Show 10 uses a fusion of audio-based localization and computer vision—all processed locally and securely on-device—to power the intelligent motion that keeps the screen facing you. Turn motion off at any time by sliding the built-in camera shutter closed, adjusting settings on-device or in the Alexa app, or just by saying, “Alexa, turn off motion.” Learn more about how we invented the Echo Show 10 experience visit: <https://www.amazon.science/blog/the-science-behind-echo-show-10>.

### **Pricing and Availability**

The all-new Echo Show 10 is priced at INR 24,999 and will be available in Black at <http://www.amazon.in/Echoshow10>. While the Echo Show 5 is priced at INR 8,999 it will be available at a discounted price of INR 6,999 for all customers at <http://www.amazon.in/Echoshow5>. It comes in three colour variants: Black, White, and Blue.

### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire TV, Amazon Echo, and Alexa are some of the things pioneered by Amazon. For more information, visit <https://blog.aboutamazon.in/> and follow [@AmazonNews\\_IN](https://twitter.com/AmazonNews_IN).