

Ring Launches its Popular Line of Video Doorbells and Security Cameras in Japan

Ring's easy-to-use video doorbells and cameras connect to your home's wifi so you can see, hear, and speak to visitors directly from your smart phone.

Ring devices are designed to make everyday life more convenient; receive real-time notifications on your smart phone whenever someone presses the doorbell or motion is detected.

Connect your Ring devices to Amazon Alexa to hear announcements and see a live view of your camera on a compatible Echo Device with a screen.

TOKYO—April 13, 2022—Amazon today announced that its home security brand, [Ring](#), is coming to Japan. Starting today, customers can pre-order select Ring devices and accessories, including its popular Ring Video Doorbell 4, Indoor Cam, and Stick Up Cam Battery directly from Amazon.co.jp. The availability of these products makes it easy for customers in Japan to see, hear, and speak to visitors directly from their smart home and create customizable home security systems.

“We’re incredibly excited to officially bring our family of Ring devices to Japan,” said Jamie Siminoff, Founder and Chief Inventor of Ring. “We look forward to supporting our Japanese customers in their local language, and providing them with home security options that can deliver them peace of mind and convenience.”

Ring Video Doorbell 4: See more of what matters most.

Home security starts at the front door and Ring Video Doorbell 4 is the latest in Ring’s doorbell lineup. Like all Ring Video Doorbells, it sends a notification when it detects motion or someone presses the button, and you can see, hear, and speak with visitors in clear 1080p HD video. The doorbell allows you to see up to four additional seconds of color video Pre-Roll from before the motion event was triggered. Ring Video Doorbell 4 works with compatible Echo and Fire TV devices and will notify customers when they have a visitor. Alexa can be requested to respond to the visitor and "talk" to the visitor through a compatible Amazon Echo device.

Ring Indoor Cam: Small in size. Big on peace of mind.

Indoor Cam offers simple DIY installation, two-way talk, motion-activated notifications, and the ability to tap into Live View, all in a compact device that will fit in the smallest of spaces. The Indoor Cam can be installed throughout the home—on a flat surface or mounted to a wall—and is designed to give customers peace of mind so they know what’s going on. Customers can set up several Indoor Cams to cover their apartment or home, and control them all through one dashboard in the Ring app.

Ring Stick Up Cam Battery: Goes everywhere. Sees everything.

Stick Up Cam Battery provides flexible home security wherever it’s needed most. Stick Up Cam can be installed indoors or outdoors (weather resistant IP55), features up to 1080p HD video and includes customizable motion zones so customers can pick the areas where they want to receive motion alerts. The camera also includes Night Vision, which provides crisp HD video even in the dark.

Ring Video Doorbell 4, Ring Indoor Cam, and Ring Stick Up Cam Battery are all compatible with Amazon Alexa. Simply say, “Alexa, show the living room camera,” or “Alexa, show me grandmother’s front door,” to view live video camera footage on your Echo device with a screen.

Accessories

Along with these new devices, Ring is also launching accessories to make home life even more convenient, including the Chime Pro and Intercom Replacement Cover. Chime Pro connects to the Ring Video Doorbell and Stick Up Camera to provide customers with audible notifications. It includes a built-in nightlight, as well as a wifi extender to increase connectivity to customers’ Ring devices. The Intercom Replacement Cover is specially designed for Japanese customers so that they can fit it to their existing door station’s location, even if the Ring Video Doorbell is smaller than the typical door stations.

Built with Privacy, Security, and Control in Mind

All Ring devices are designed with multiple layers of privacy and security protection, including Privacy Zones, which allow customers to exclude specific areas of the camera field of view from a video recording. These devices also include toggles to turn off audio recording at any time, for an extra layer of privacy. Customers can also easily delete their videos at any time right from the Ring app.

Pricing and Availability

All devices and accessories announced today are available for pre-order on Amazon.co.jp. [Ring Video Doorbell 4](#), [Ring Indoor Cam](#),

[Ring Stick Up Cam Battery](#), [Chime Pro](#), and the [Intercom Replacement Cover](#) will start shipping on April 20. Customers can also purchase various bundles, including a [Ring Video Doorbell 4 and Echo Show 5 \(2nd generation\)](#), [Ring Indoor Cam and Echo Show 5 \(2nd generation\)](#), and [Ring Stick Up Cam Battery and Echo Show 5 \(2nd generation\)](#). To learn more, visit www.ring.com/jp/ja or amazon.co.jp.

To celebrate Ring's arrival in the region and as an introductory offer, Ring Video Doorbell 4, Ring Indoor Cam, and Ring Stick Up Cam Battery include a free trial of Ring Protect, a comprehensive subscription service that lets customers access and share recorded videos captured by their Ring devices. Protect plans unlock features like Snapshot Capture, Rich Notifications, and Person Alerts. The free trial will end on March 31, 2023, and customers will not be automatically converted to a paid plan. Protect Plans prices start at ¥350 per month per device (¥3,500 per year per device) or ¥1,180 per month per household (¥11,800 per year per household). Customers will receive at least a 30-day advanced notice prior to the trial ending.

Ring Video Doorbell 4, available in satin nickel: ¥23,980

Ring Indoor Cam, available in white: ¥6,980

Ring Stick Up Cam Battery, available in white: ¥11,980

Ring Chime Pro, available in white: ¥5,980

Ring Intercom Doorbell Mount, available in white and black: ¥1,780

Ring Video Doorbell 4 and Echo Show 5 (2nd generation) bundle: ¥30,960 (¥2,000 discount compared to single item purchase)

Ring Video Doorbell 4 and Chime Pro bundle: ¥28,960 (¥1,000 discount compared to single item purchase)

Ring Indoor Cam and Echo Show 5 (2nd generation) bundle: ¥14,960 (¥1,000 discount compared to single item purchase)

Ring Stick Up Cam Battery and Echo Show 5 (2nd generation) bundle: ¥19,460 (¥1,500 discount compared to single item purchase)

*Current Ring products and services available in Japan do not provide emergency response services such as professional monitoring, requesting dispatch of emergency responders, and emergency calls.

About Ring

Since its founding in 2013, Ring has been on a mission to make neighborhoods safer, for everyone. From the Video Doorbell, to the award-winning DIY Ring Alarm system, Ring's smart home security product line, as well as the Neighbors app, offer customers affordable whole-home and neighborhood security. At Ring, we are committed to making security accessible and convenient for everyone—while working hard to bring communities together. Ring is an Amazon company. For more information, visit www.ring.com/jp/ja. With Ring, you're always home.

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