

Ring Brings Its Disruptive Home Security Offerings to Business Owners with Ring for Business, Providing an Affordable Alternative to Traditional Systems

Ring now provides complete, affordable, and DIY security, access and connectivity solutions for businesses.

SANTA MONICA, Calif. - August 8, 2019 - [Ring](#), whose mission is to make neighborhoods safer, today announced [Ring for Business](#) to provide business owners with the ability to protect their companies with Ring Alarm and Ring Video Doorbells and Security Cams the same way that homeowners have been doing for years. Small businesses are an integral part of our communities and, thanks to Ring, they now have access to smart, DIY security that's free from long-term commitments, hidden fees and professional installation. With Ring for Business, businesses across the U.S. and Canada can enhance their security while helping make neighborhoods safer.

Jamie Siminoff, founder and Chief Inventor of Ring, said: "[One in 4 small businesses](#) are impacted by burglary or theft. As an entrepreneur, I know firsthand that business owners put everything they have into their work, and it's important to protect that. Traditional commercial security options are often rigid, expensive and difficult to install. Because of this, we noticed some businesses using our devices to monitor and protect their properties. Developing Ring for Business, a more affordable and straightforward security option for companies, was a natural next step in our mission to make neighborhoods safer - both at home and at work."

Ring for Business empowers customers to monitor and protect their property, across multiple locations, remotely from a single app. A professionally monitored security system that includes Ring's wired and battery powered indoor and outdoor security cameras, Ring for Business offers affordable, commitment-free, 24/7 monitoring, and 60-day video event recording for unlimited cameras for just \$10 per month per location. Battery and LTE cellular backup enable professional monitoring even if the power goes out or broadband is unavailable.

"Ring for Business is super useful because it frees us from being at our business 24/7, and allows us to actually have a life of our own. We're able to travel and go out of town and know that our business is still running perfectly," said Caroline Winata, Ring for Business customer and Chief Creativity Officer of Giggle & Riot. "With Ring for Business, we spend less time worrying about our building and our security, and more time on our company and our work."

Every Ring for Business kit is built around [Ring Alarm](#), a smart security system that monitors your business and alerts you to potential trespassers or other unwanted activity. Accessories like door and window sensors, motion detectors and sirens can be added to the system and customized based on each business' specific needs. Layer Ring Security Cams and Video Doorbells to further monitor your property and record important motion events in real-time. Add Key by Amazon to easily lock and unlock smart locks directly from the Live View of any Ring Doorbell or Cam, and [eero](#) for faster and more secure Wi-Fi throughout every inch of your business. And, with the launch of the Audio Toggle for all Doorbells and Cams, disable audio recording at home or the office to protect the privacy of family, friends, employees, and customers.

Discounted bundles of Ring products best suited for businesses are available in the U.S. and Canada today at [Ring.com](#). Bundles include a [Business Starter Kit](#), a [Premium Business Kit](#), and an [Enhanced Business Kit](#).

[Click here](#) for media assets.

About Ring

Ring's mission is to make neighborhoods safer by creating a Ring of Security around homes and communities with its suite of home security products and services. The Ring [product line](#), along with the

Ring [Neighbors](#) app, enable Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, two Newark, NJ neighborhoods saw an over [50 percent](#) decrease in home break-ins after Ring Video Doorbells and Spotlight Cams were installed on 11% of homes in the communities from April-July 2018 when compared to the same time period in 2017. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

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