



ring

Professional Programme

Welcome Pack



Our Mission is Simple: Make Neighbourhoods Safer

We believe that stronger communities are the key to safer neighbourhoods. That's why we're driven to create products that help you protect what matters most at home and empower you to connect with your property from wherever you are.

With our suite of whole-home security products and services that put the power of home security in the hands of our customers, we're making that mission a reality.

Plus, thanks to seamless integration with Amazon Alexa, you can enjoy hands-free convenience and peace of mind, knowing your whole home is protected.

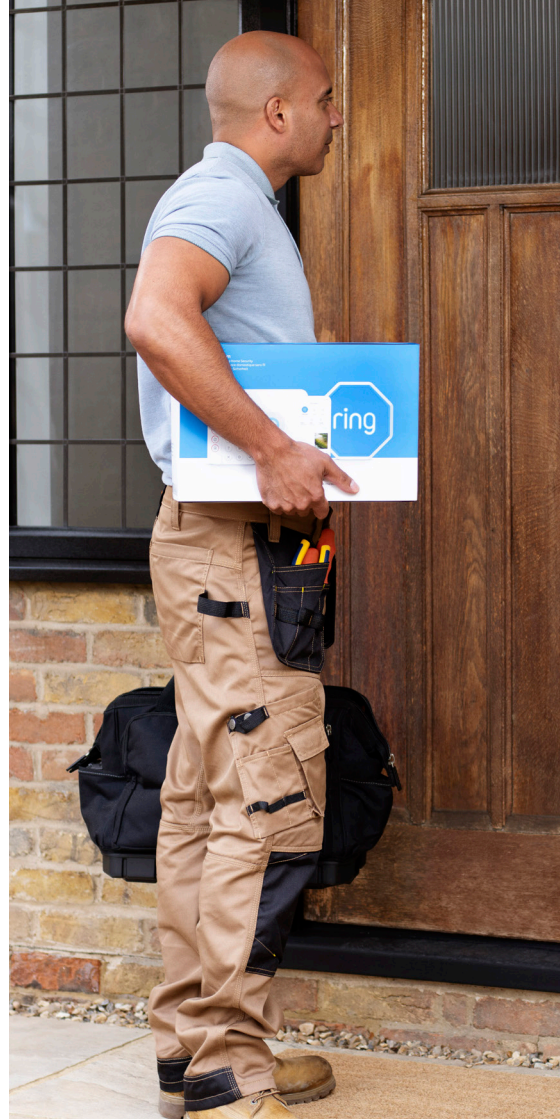


Welcome to Ring Professional Programme

With your help, we're creating better places to live, work and play by helping people protect their neighbourhoods.

While a lot of consumers may know about the 'smart home', many still seek the comfort and reassurance of having their local electrician or security installation company handle the set-up of a full smart home or security system.

That's where you come in. We're really excited to be working with you to help your customers feel safe in their homes and communities.







Helping You Help Your Customer

We know that customers often need a bit of help identifying the products they're after, and will often turn to you for advice.

As part of Ring Professional Programme, you have access to a whole suite of training materials, including videos, fact sheets, and case studies to help your customer make the best decision for their home.

Plus, you have a line to the team at Ring if you have any questions or need some additional support - we're by your side.

The power of consultation.

Home security systems have seen some of the highest traction in the smart home market recently. But even though the UK is generally positive about the connected home, many have yet to actually purchase smart home products, either because they're not sure how the products meet their needs, or they're not yet confident enough with the products to commit.

This is where you come in. The power of consultation, and trusted, in-person advice, is the key to unlocking whole swathes of potential customers, especially if that advice is informed and knowledgeable.

We're here to help you have meaningful, confident conversations with your customers, provide you with the guidance to get them installed quickly and easily, and help make homes safer and the day to day more convenient.



The Professional Portal

We want to ensure that you have access to plenty of materials to support you in talking to your customers.

The Professional Portal contains a range of training materials, product information, installation videos, and information for your customers that you can access whenever you need, as well as giving you 24/7 access to the team at Ring.

The Professional Portal is your one stop shop for everything Ring.

You can access the portal via:

www.ring.com/professionalprogramme





Your Ring of Security

Smart security - inside and out. Security starts at the front door. See who's there and answer the door from anywhere with a Ring Video Doorbell. Find the perfect setup for you and your home with our versatile Security Cameras that go almost anywhere, inside or out. With Ring Alarm, get smart about whole-home security and receive real-time notifications when doors or windows open and motion is detected.

See, Hear, and Speak to Visitors

With Ring, you can monitor your home from your smartphone, tablet or PC. Every Ring doorbell and camera across the range features a wide-angle lens and a built-in microphone and speaker, so you can see, hear and speak to anyone on your property from anywhere.

Security at Your Fingertips

Ring's customisable motion sensors let you focus in on the most important areas of your home. You'll get instant alerts as soon as Ring detects motion, so you'll always be the first to know when anyone steps foot on your property.





Video Doorbells

Bungalow, flat, terrace, semi-detached. Rented or owned. Whatever your customer calls home, Ring has a solution for their door. Get instant notifications via phone or tablet, customise motion settings and conveniently stay connected to home, no matter where they are.



Video Doorbell 3

Our most popular doorbell, upgraded with additional security features for the home – including improved motion detection and enhanced Wi-Fi connectivity.



Video Doorbell Pro 2



















Delivering non-stop power and protection with an extra dimension, with 3D Motion Detection and an expanded perspective of 1536p HD Head to Toe Video.



Video Doorbell Elite

A professional-grade, flush-mount smart doorbell hardwired with Power over Ethernet with a choice between two customisable faceplates.

Ring Video Doorbell Lineup

								
	Video Doorbell 2nd Generation	Video Doorbell 3	Video Doorbell 3 Plus	Door View Cam	Video Doorbell Wired	Video Doorbell Pro	Video Doorbell Pro 2	Video Doorbell Elite
Product	Ease of use and the most affordable.	Our most popular video doorbell.	Premium and Pre-roll enabled video.	Homeowners/renters with a peep hole door.	Convenience, slim and affordable.	Advanced round the clock protection.	Premium performance and non-stop power.	Most advanced professional security.
 Installation	DIY	DIY	DIY	DIY	DIY or Professional	DIY or Professional	DIY or Professional	Professional
 Wifi	2.4 GHz	2.4 GHz / 5.0 GHz	2.4 GHz / 5.0 GHz	2.4 GHz	2.4 GHz	2.4 GHz / 5.0 GHz	2.4 GHz / 5.0 GHz	2.4 GHz / 5.0 GHz
 Power	Rechargeable Battery or Hardwired	Rechargeable Battery or Hardwired	Rechargeable Battery or Hardwired	Rechargeable Battery or Hardwired	Hardwired or Plug-in Power	Hardwired or Plug-in Power	Hardwired or Plug-in Power	Hardwired or PoE
 Works With Solar Power	✓	✓	✓					
 1080p HD Video and Two Way Talk	✓	✓	✓	✓	✓	✓	1536p HD Video	✓
 Advanced Motion Detection	✓	✓	✓	✓	✓	✓	3D Motion Detection	✓
 Knock Detection				✓				
 Head to Toe Video							✓	
 Works With Alexa	✓	✓	✓	✓	✓	✓	✓	✓
 Advanced Video Capture				Pre-roll	Advanced Pre-roll *	Advanced Pre-roll *	Advanced Pre-roll *	Advanced Pre-roll *
Privacy Settings	✓	✓	✓	✓	✓	✓	✓	✓
Bird's Eye View							✓	
Interchangeable Faceplates		✓	✓		✓	✓	✓	✓
Available Colours	Satin Nickel or Venetian	Satin Nickel or Venetian	Satin Nickel or Venetian	Satin Nickel	Satin Nickel, Cream, Venetian or Black	Satin Nickel, Cream, Venetian or Black	Satin Nickel	Satin Nickel, Cream, Venetian or Black

* Feature available with Ring Protect Plan.





Security Cams

Smart security here, there, everywhere. Ring's versatile range of security cams means you can cover every corner of your customer's home. Up high, down low, inside or outside, and with several power choices and countless placement options, there are endless possibilities.



Stick Up Cam Elite

Enjoy non-stop power and a more reliable connection. Connect it to the router with the included PoE adapter, and your customer will never have to worry about Wi-Fi dead zones or charging a battery.



Spotlight Cam

Featuring HD Video, Two-Way Talk, built-in LED spotlights and a remote-activated security siren, this is the outdoor security solution for non-stop peace of mind, even in the dark.



Floodlight Cam

Protect the home with a motion-activated security camera with built-in floodlights, a siren alarm and two-way audio, so your customer can see, hear and speak to anyone on their property.

Ring Security Cam Lineup



Stick Up Cam



Spotlight Cam



Indoor Cam



Stick Up Cam Elite



Floodlight Cam

Best For	Add security anywhere – inside or out – with the versatile Stick Up Cam Battery.	A motion-activated security camera with LED spotlights and a siren alarm.	A compact camera that brings smart security inside.	Endless mounting options means peace of mind anywhere you need it – inside or out.	Lights and starts recording as soon as motion is detected.
Installation	DIY	DIY	DIY	DIY	Professional
Wifi	2.4 GHz / 5.0 GHz	2.4 GHz / 5.0 GHz	2.4 GHz / 5.0 GHz	2.4 GHz / 5.0 GHz	2.4 GHz
Power	Quick Release Battery*	Rechargeable Battery*	Plug in Power	Plug-in Power or PoE	Hardwired
Works With Solar Power	✓	✓			
1080p HD Video and Two Way Talk	✓	✓	✓	✓	✓
Advanced Motion Detection	✓	✓	✓	✓	✓
Knock Detection					
Head to Toe Video	✓	✓	✓	✓	✓
Works With Alexa	✓	✓	✓	✓	✓
Advanced Video Capture	✓	✓	✓	✓	✓
Privacy Settings	✓	✓	✓	✓	✓
Bird's Eye View		✓			✓
Interchangeable Faceplates					
Available Colours	Black or White	Black or White	Black or White	Black or White	Black or White

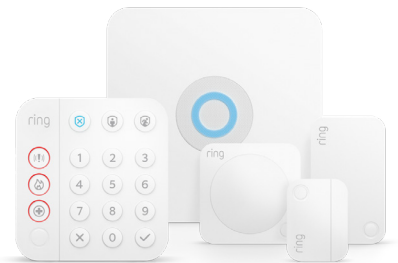
* + Can also be wired

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Ring Alarm

Welcome to the safer, smarter home. Ring Alarm easily expands to fit to your customer's needs, on their terms. Install the Ring Base Station, connect the components, connect their account in the Ring app and control the Ring Alarm all with the Keypad or from the Ring app. Everything you need to get started is in the box, and contains all the pieces for peace of mind.



Alarm Security Kit, 5 piece

With a new look and the same great protection, Alarm Security 5 Piece Kit is an ideal way to get started in whole-home protection. Easy to use and completely customisable to fit any home.

The 5 piece kit includes: Base Station, Keypad, 1 Contact Sensor, 1 Motion Detector and 1 Range Extender.



A Smarter Home

Connect your Ring of Security

Create custom groups and commands in the app to make their security work better together. If one device detects motion, it can activate the entire Ring of Security.

“Alexa, show me my front door.”

Enjoy hands-free convenience with select Alexa-enabled devices. Hear custom notifications and use two-way talk with Echo Dot, launch video with Echo Show and more.

Turn on the lights when someone’s at the door.

With Alexa Routines, set up smart home automation by asking Alexa to turn on compatible smart lights or make custom announcements when someone’s at the door.

Deep Integration

As well as Amazon’s Alexa, Ring devices can also integrate seamlessly with other systems such as Lutron and Savant.

Complete Control with the Ring App.

Always in the know

With Linked Devices, you'll never miss a moment. Connect all your Ring devices in the Ring app, and experience how they work together as a team to keep you protected around the clock.

Instant Notifications

Receive instant notifications on your phone or tablet, whether you're on the sofa, at the gym or in the office.

Live View

See, hear and speak to whoever's at your front door or on your property with real-time video and audio.





Ring Protect

Never miss a moment.

Get more out of all your Ring devices with Protect, a comprehensive service that lets you review what you missed and get help when you need it most. Whether you're home or away, busy with work, or just not near your phone, you'll have protection at your side all the time.

Record and Capture

Record your videos and capture photos to review, save and share the moments you missed at any time.

People Only Mode

With People Only Mode enabled, your device will only send notifications when it spots a person.

Rich Notifications

See exactly what triggered an alert with a photo preview right in the notification without opening the Ring App.

With **Ring Protect Basic**, you can activate video recording for individual devices to see, save and share videos for £2.50/month per device, or with **Ring Protect Plus**, get the complete Ring experience to cover all the Ring doorbells and cameras in your entire home for £8/month.

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For more information, visit:

ring.com/professionalprogramme