

Ring Introduces Ring Floodlight Cam Wired Pro, Its Most Advanced Floodlight Camera Yet Equipped with 3D Motion Detection and Bird's Eye View, Ring Floodlight Cam Wired Pro delivers more insight into motion events around customers' property.

SANTA MONICA, Calif.—April 7, 2021—[Ring](#), whose mission is to make neighborhoods safer, today announced Ring Floodlight Cam Wired Pro, its most advanced outdoor security camera equipped with 3D Motion Detection with radar and Bird's Eye View. The all-new Ring Floodlight Cam Wired Pro is a re-imagined floodlight that builds upon the features of the popular Ring Floodlight Cam to monitor outdoor spaces with motion-activated LED lights and HD video, providing homeowners more insight into what's happening around their property.

"Four years ago, we reinvented the ordinary floodlight with our original Ring Floodlight Cam, and now we're bringing more cutting-edge features to this device with Ring Floodlight Cam Wired Pro," said Jamie Siminoff, Ring's Founder and Chief Inventor. "By expanding our 3D Motion Detection technology and Bird's Eye View to Ring Floodlight Cam Wired Pro, we're giving customers greater insight about what's taking place on their property for additional peace of mind."

Ring Floodlight Cam Wired Pro

Now the most advanced outdoor camera in Ring's lineup, the newly re-designed Ring Floodlight Cam Wired Pro is equipped with Ring's new innovative features, 3D Motion Detection and Bird's Eye View, a 110db siren and color night vision. Additionally, new Audio+ helps users hear what's happening more distinctly, with crisp, clear sound thanks to an array microphone for enhanced audio and echo cancellation. Users can easily hardwire Ring Floodlight Cam Wired Pro to the outside of their home and connect to wifi for around-the-clock power. Ring Floodlight Cam Wired Pro enables customers to check in on their property anytime from anywhere from their mobile or Alexa-enabled device, and see and speak with visitors in real-time.

Designed with privacy and security in mind, Ring Floodlight Cam Wired Pro includes advanced features such as Customizable Motion Zones that trigger recordings, and Privacy Zones that exclude areas in the camera field of view from video recording. For an advanced security option, Ring Floodlight Cam Wired Pro also supports Ring's video [End-to-End Encryption](#), currently in technical preview.

Expanding 3D Motion Detection Around the Home

Committed to providing customers with new features that make their cameras work better for them, Ring is expanding its 3D Motion Detection technology to Ring Floodlight Cam Wired Pro to give customers more control of the motion alerts they receive.

With 3D Motion Detection technology, Ring Floodlight Cam Wired Pro allows homeowners to customize which areas of their property to monitor by selecting distance thresholds. The radar sensor determines when an object crosses the distance threshold by measuring its specific distance from the camera, and the camera then only activates once that threshold is crossed, sending homeowners a motion alert.

Powered by 3D Motion Detection, Bird's Eye View provides an aerial map view of the motion events in front of the floodlight camera and clearly shows the path visitors take when visiting the property. Also available on the Ring Video Doorbell Pro 2, this new feature creates a visual representation of the path traveled once a visitor crosses the selected threshold but before a motion alert is sent, so the homeowner has greater understanding of what's happening when viewing individual videos from each device in the Ring app.

Pricing and Availability

Ring Floodlight Cam Wired Pro is \$249.99 and is available for pre-order at [Ring.com](https://www.ring.com) and [Amazon.com](https://www.amazon.com). Ring Floodlight Cam Wired Pro will begin shipping to customers on May 6, 2021. Additionally, the original Ring Floodlight Cam is now available for an all-new low price of \$199.99 on [Ring.com](https://www.ring.com) and Amazon.com.

Media Assets

Click [here](#) for images and other media assets.

About Ring

Since its founding in 2013, Ring has been on a mission to make neighborhoods safer. From the [video doorbell](#), to [Ring Alarm](#), which was named #1 in Customer Satisfaction for DIY Home Security Systems by J.D. Power in 2020, Ring's smart home security product line, as well as the [Neighbors](#) app, offer users affordable whole-home and neighborhood security. At Ring, we are committed to making home and neighborhood security accessible and effective for everyone -- while working hard to bring communities together. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

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