



INTRODUCING Stick Up Cam Plug-In

Goes everywhere. Sees everything.

RETAIL TRAINING REFERENCE



Ring Stick Up Cam Plug-In

Get non-stop power for non-stop peace of mind with a motion-activated camera that goes anywhere, indoors or out. It installs in minutes and plugs into standard power sockets, so you'll never have to worry about charging a battery. Place it on a flat surface for flexibility or on a wall for a secure mount. Wherever you are, Stick Up Cam Plug-In lets you check in on home at anytime.

HD Video & Two-Way Talk, Indoor/Outdoor, Plug-In Power, Motion- Activated Notifications, Night Vision, Easy Installation.

Works with [Alexa](#).

Combine Ring with [Alexa](#) for hands-free home monitoring. When anyone triggers Ring's built-in motion sensors, your [Echo](#) device will illuminate and make an announcement, so you'll always know when someone's there. And if you have an [Echo Show](#) or [Echo Spot](#), you can also see, hear and speak to anyone captured on camera.



Daily use cases

Stick it up anywhere you need it

Customer Benefit: Outside above your driveway. Inside on a wall. Or anywhere on a flat surface. Place the all-new Stick Up Cam Plug-In where you need it, move it when you need to, or mount it when you need something permanent.

Smarter security in just minutes

Customer Benefit: Install your Stick Up Cam Plug-In almost anywhere with the included toolkit, packed with everything you need to set it up in minutes. Then use the adjustable mounting bracket to find your ideal setting.

Peace of mind with non-stop power

Customer Benefit: Stick Up Cam Plug-In plugs into standard power sockets, so you'll never have to worry about charging a battery. Non-stop power means your camera is always connected, giving you quick peace of mind when you need it.

Reasons to believe

- **Ring's Mission: To make neighbourhoods safer.** This mission drives our team and strategy throughout every decision. It's the statement we live by when we design and engineer not only the products you see today, but the future features and innovations that we will deliver for a long time to come. It also makes the late nights and seemingly impossible tasks more bearable as we know our hard work will create happy customers and make a positive impact on our homes, our communities, and the world.
- **Theft Protection.** If your Ring Video Doorbell or Security Cam is stolen at any time after your purchase, Ring Inc. will replace your Ring Video Doorbell at no charge to you. Any claim based on theft of your Ring Doorbell or Cam must be submitted within fifteen (15) days of the theft and include the original sales receipt, and a copy of a police report evidencing that you reported the theft to the police.

Which Ring device is right for me?

Each device can be positioned for different use cases, however unlike traditional device selling, the right solution may include a combination of multiple devices, instead of upselling from one to another.

- **Ring Indoor Cam:** Small-footprint indoor camera that allows you to affordably monitor the inside of your home.
- **Ring Stick Up Cam Plug-In:** Stick Up Cam Plug-In is an indoor/outdoor camera that plugs into any socket for non-stop power, allowing you to seamlessly monitor your entire home.
- **RingStick Up Cam Battery:** Versatile, battery powered camera that works inside and out, monitoring your home from any vantage.

Comparing Ring Security Cams.

How customers intend to use and interact with their device will drive the conversation around which device(s) is right for them. Review the chart below to understand the key differences to help find the right solution for your customer.



Ring Indoor Cam

Ring Stick Up Cam Plug-In

Ring Stick Up Cam Battery

	Ring Indoor Cam	Ring Stick Up Cam Plug-In	Ring Stick Up Cam Battery
VIDEO	1080p HD	1080p HD	1080p HD
POWER	AC Power	AC Power	Quick Release Battery
CONNECTIVITY	2.4 GHz	2.4 GHz & 5 GHz	2.4 GHz
TWO-WAY TALK	Yes	Yes	Yes
APPLICATION	Indoor Only	Indoor / Outdoor	Indoor / Outdoor

QUALIFYING QUESTIONS

WHY WE ASK?

- | | |
|---|--|
| • Do you need indoor cameras you can access at anytime? | Since the Stick Up Cam Plug-In can be placed any mounted anywhere around your home, in or out, it's the perfect solution for keeping track of activity in your home. Access all of your cameras from anywhere using the free Ring App. |
| • Are you in the market for home security? | Knowing if a customer is in the market for home security allows us to educate them on the entire Ring product line-up, thereby highlighting the ways that Ring provides peace of mind for homeowners. Stick Up Cam Plug-In is a versatile indoor/outdoor security cam. |
| • Do you want to keep an eye on the inside of your home? | Stick Up Cam Plug-In is a security camera that has many use cases for inside and outside a customers home. Use it as a baby monitor, safeguard important areas inside your home and check on family members coming home. |
| • Do you have good Wi-Fi at your home? | All Ring products require Wi-Fi in order to work. A customer will not be able to use Ring without it. For optimal performance, we recommend a 2mbps upload speed at the site on physical installation. |