

# 8 top products Amazon showcased at its Fall 2022 Hardware Event

Article



**Amazon product news roundup:** At its Fall 2022 Hardware Event last week, **Amazon** showed off its status as a technology creator versus an online retailer. Here are the latest product announcements:

**Sleep tracker:**

- Amazon's most novel offering is the **Halo Rise**, a bedside device with three purposes: a clock, a light, and a tracker that assesses sleep quality based on breathing rhythms.
- Unlike a wearable, the Halo Rise monitors sleep from a distance, sending sleep optimization tips to an app.
- The light feature also slowly brightens to match sleep-wake cycles.

### E-reader:

- Amazon announced its next generation entry-level **Kindle** in September, and now it's showcasing a **Scribe** e-reader.
- Instead of only downloading e-books and reading them, **Scribe lets you write on the device with an included pen.**
- The most obvious purpose of this is to take notes about books, but it could also be used for editing documents, list-making, and journaling.

### Home security:

- The tech giant made two additions to its **Ring** security camera series: The **Spotlight Cam Plus** and **Spotlight Cam Pro.**
- The Plus is an outdoor security camera with an integrated spotlight. It can be solar- or battery-powered, hardwired, or plugged in.
- The **Pro** adds improved audio quality and radar-powered 3D motion detection, as well as a **bird's-eye view feature that provides an aerial view of a property.**

### Connected TV (CTV):

- Amazon announced its **Fire TV Omni QLED** line as a premium upgrade in its **Omni Series.**
- One of the biggest changes is an **"ambient experience" feature that uses sensors to automatically turn the TV on or off** when someone enters or leaves a room.
- The new models also offer quantum dots for better color, LED backlights, 96 local dimming zones, and support for advanced HDR formats.

### Other notable products:

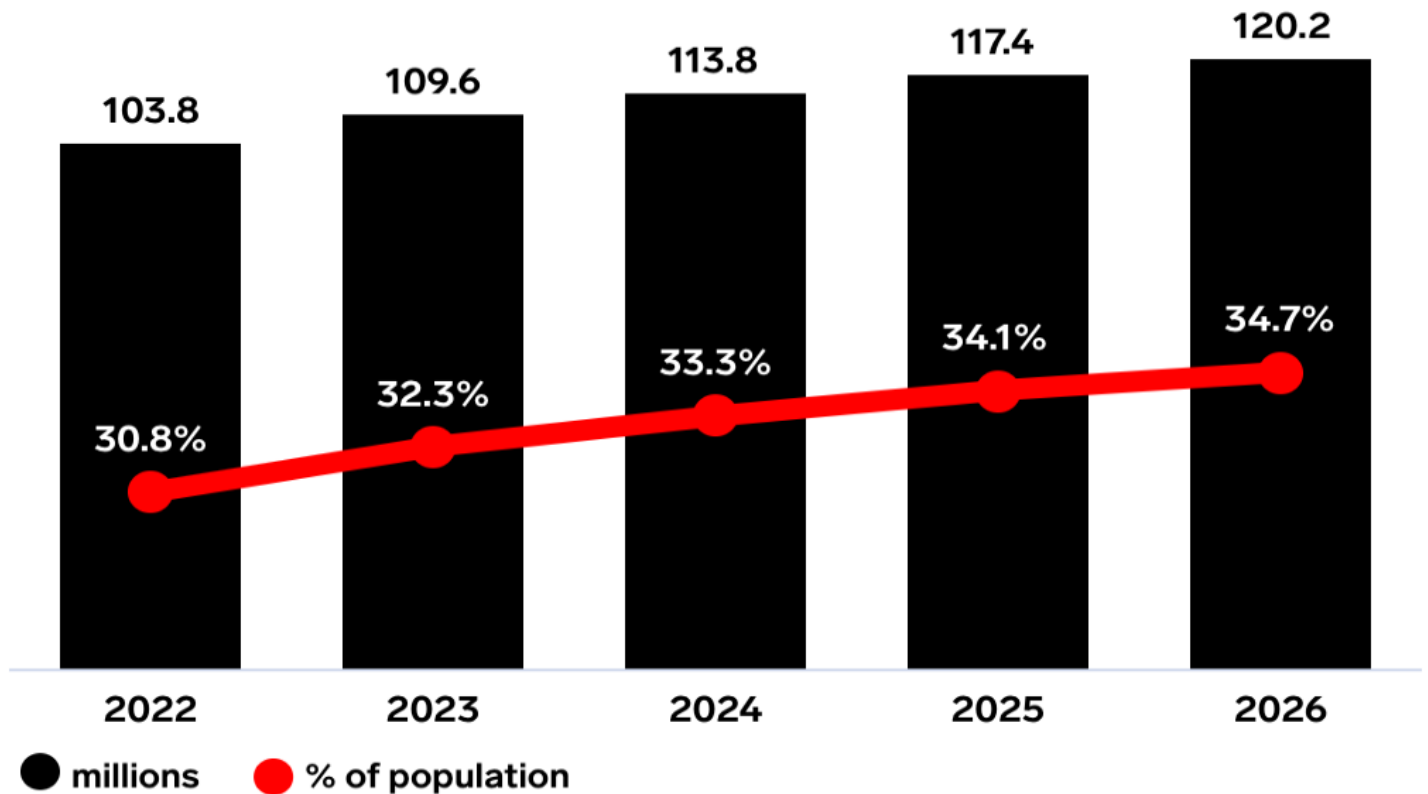
- The fifth-generation **Echo Dot**, with a temperature sensor and upgraded display to show more content.
- The **Echo Auto**, enabling Alexa capabilities for vehicles.
- An **Echo Dot Kids** device with child-focused content governed by parental controls.
- The **Alexa Together**, a service that helps families monitor loved ones.

**Bezos at bedtime, and at all times:** While other tech companies want to take consumers to virtual worlds, Amazon is taking another path, including with its pending acquisition of **iRobot**—maker of the home-mapping **Roomba**.

- It wants to be a perpetual and pervasive presence in consumers' everyday lives, especially in their homes.
- We might also see this expand to other real-world spheres like the workplace and even the doctor's office.
- **It's part of Amazon's push for "ambient intelligence" that renders IoT more invisible and interoperable in the background** while it anticipates and responds to people's needs—even as they sleep or journal.
- The strategy is solid given decades of consumer conditioning for ambient intelligence through sci-fi films and books.
- Yet mounting security and privacy concerns about Amazon's desire to get personal with the public is bound to trigger more action by lawmakers and the FCC.

## Amazon Fire TV Users

US, 2022-2026



Note: individuals of any age who use the internet through an Amazon Fire TV at least once per month; includes boxes, sticks and smart TVs with a licensed operating system

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eMarketer | InsiderIntelligence.com

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