



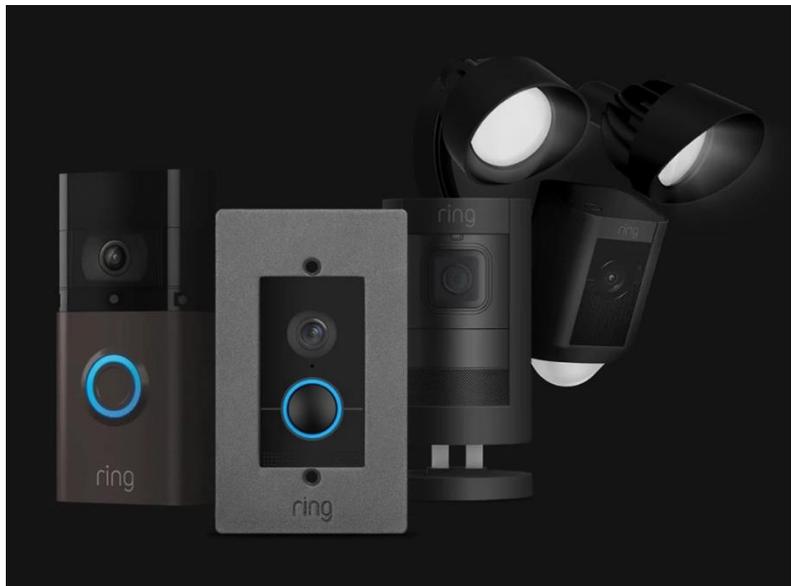
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## **SnapAV Adds Ring Products, Strengthens Mission to be the Pros' One-Stop Shop**

*Industry-leading distributor adds 56 Ring SKUs at both online and Local Pro Stores.*

**CHARLOTTE, NC, March 26, 2021** – Reinforcing its commitment to be a one-stop shop where pros can buy everything they need for custom integration jobs, SnapAV recently announced it is now carrying core Ring products, including the pro-focused “X Line”, on [SnapAV.com](https://www.snapav.com) and in SnapAV Local Pro Stores for U.S.-based SnapAV partners. The addition of the Ring X Line highlights the distributor’s focus on providing the best, most in-demand products from both in-house SnapAV brands and third-party manufacturers.

“The vision of SnapAV is to provide our pros choices whenever and wherever they need it,” said SnapAV Vice President of Product Management, Jason Winchester. “If they need a product like Ring for a same-day installation, our Local Pro Stores are ready to serve with in-stock availability. If they need to outfit an entire smart home, everything they need can be ordered at SnapAV.com or procured at the local stores. Offering leading third-party solutions like Ring makes sense to us because our job is to support installation partners and their clients with the products they want when they want them. We understand that every project is different, and our commitment of offering the very best in category solutions enables them to offer the right product for the job.”



While Ring is a well-known DIY brand, the company has also released the “X Line” of installer-only products with additional features, making them ideal for upselling in custom projects. X Line bundles include additional features like a Ring Protect Lifetime Basic Plan limited to the useful lifetime of device and a three-year limited warranty, and certain X Line SKUs are compatible with Power over Ethernet. Other products feature either hardwired, battery, or solar-powered options for added convenience.

Andrew Vloyanetes, GM of Installed Solutions at Ring said, “We’re looking forward to bringing Ring products, including Ring X Line, to SnapAV Pro Stores and SnapAV.com so dealers can continue bringing their customers intuitive solutions that make their homes work harder for them.”

The full list of Ring products – available at SnapAV’s local branches and through its award-winning eCommerce platform – includes Ring Video Doorbells and in-home Chimes, Surveillance Cams, Ring Smart Lighting, X Line, and Ring Alarm, as well as compatible sensors like a Panic Button, Smoke/CO Listener, and Flood & Freeze Sensor.

Using the Ring app, customers are notified when the Ring Alarm is triggered and can view what’s happening at home through their Ring Doorbells and Cams.

“This new product offering helps SnapAV partners satisfy their clients’ needs and provides a gateway opportunity to educate homeowners on the expansive possibilities of home technologies while demonstrating the skill and professionalism involved in custom integration projects,” Winchester added.

To download images, [click here](#).

### **About SnapAV**

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, security, control, networking and remote management products for professional integrators. An industry leader in the pro-install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today’s most popular brands, SnapAV is the premier choice for professional installers across the globe. With 23 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at [www.snapav.com](http://www.snapav.com).

### **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, 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](http://www.ring.com). With Ring, you're always home.

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