



# Onelink

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## NEWS RELEASE

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### **Onelink 'Safe & Sound' by First Alert®, You'll Like the Sound of This**

*This Smoke and Carbon Monoxide Alarm is Also a Premium Home Speaker with Amazon Alexa*

**(Las Vegas – Sands Expo #40737)** Jan. 7, 2018 – Meet your family's new best friend at the Consumer Electronics Show (CES) 2018. The latest from First Alert will be on display – the new Onelink Safe & Sound. This innovative device is the first announced smoke and carbon monoxide (CO) alarm with a superior home speaker and has Amazon Alexa built-in, offering a host of features that puts it in a category of its own.

This innovation delivers added convenience and enjoyment to every household. The Onelink Safe & Sound makes life easier, from playing music with superior sound to offering simple hands-free commands with Alexa. At the same time, it continues to protect what matters most, a legacy First Alert has fostered for 60 years, with premium smoke, fire and carbon monoxide functionality.

“Since inventing the world's first residential smoke alarm, First Alert has been at the forefront of emerging technology aimed at helping protect what matters most to our consumers,” said Tom Russo, vice president of marketing and product development at First Alert, the most trusted brand in home safety\*. “The Onelink Safe & Sound builds upon this great legacy, but takes home safety to a place it's never been, with added entertainment and lifestyle features that enhance homeowners' daily routines, with added convenience and peace of mind.”

### **Intelligent Protection, by First Alert**

The new Onelink Safe & Sound provides intelligent smoke and carbon monoxide (CO) protection to help ensure that consumers, as well as their loved ones and homes, are protected. The alarm will alert you on your mobile phone in the event of a smoke or carbon monoxide emergency, whether home or away. The alarm features exclusive voice and location technology by First Alert, alerting users to the type of danger (smoke or CO) and its location within the home. In addition, the wireless interconnection alarm feature automatically activates other existing Onelink alarms in the home, sounding as one when an emergency is detected.

Unlike other smoke and CO alarms in the connected home space, the Onelink Safe & Sound is designed to work with many existing, interconnected hardwired alarms in the home, allowing consumers to maintain some alarms they currently have installed in their home. The installation process is easy – the Onelink Safe & Sound takes advantage of a home's existing wiring – and thanks to an integrated adaptor plug, no rewiring is required and the simple app guides the user through the set-up process.

Beyond its smart alarm capabilities, the Onelink Safe & Sound also features a customizable night light, allowing users to select the color tone and brightness to light the way at night for added safety and convenience.

## **Music to the Ears**

Further distinguishing the Onelink Safe & Sound from other smart alarm products are its superior audio capabilities. With its ceiling installation, the device provides consumers with a superior sound experience in their homes through a natural acoustic backdrop. Once installed, users can just ask Alexa to play songs from Spotify, Pandora, Amazon Music or personal libraries via Bluetooth to experience immersive, crisp sound, and the Onelink Safe & Sound will fill the room with music.

## **Talk to Amazon Alexa on Your Safe & Sound**

Need information? Just ask Alexa – the cloud-based voice service from Amazon is directly integrated into the new Onelink Safe & Sound by First Alert. Users can simply ask Alexa to play music, hear the news, check the weather, control other smart home devices, and more with the Onelink Safe & Sound. And because Alexa lives in the cloud, the service is always getting smarter. The Onelink Safe & Sound is an easy way to add Amazon Alexa throughout the home, while adding smart protection to it as well.

“In bringing Alexa support to their new product line, First Alert is offering peace of mind and making it easy to enjoy Alexa experiences in more areas of the home,” said Pete Thompson, Vice President, Amazon Alexa. “Now customers can simply use their voice to control smart home devices, listen to music, or use thousands of other Alexa skills in any room where a Onelink Safe & Sound is installed.”

“The Onelink Safe & Sound with Amazon Alexa takes our Onelink portfolio to the next level, with a 3-in-1 device offering Alexa, smart protection and a robust home speaker,” Russo added. “With these features, the Onelink Safe & Sound is a must-have device for families.”

The Onelink Safe & Sound Alarm with Amazon Alexa is just one of the latest innovations from the leader in home safety on display at the First Alert Booth (Sands Expo #40737) at CES 2018 in Las Vegas, Jan. 9-12, 2018.

*Editor’s Note:* To experience the Onelink Safe & Sound with Amazon Alexa firsthand, visit Amazon’s Treasure Truck on Jan. 10, 2018 for an immersive Onelink experience outside the Las Vegas Convention Center.

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*\*First Alert Brand Trust Survey, February 2017 – Results are based on the responses of 1,004 adults, ages 18 and older, living in the United States who completed a telephone survey, February 16-19, 2017. Results are accurate to +/- 3 percentage points with a 95 percent confidence level and can be generalized to the entire adult population in the United States within those statistical parameters. For more information or a copy of the complete survey and results, contact Tim Young at LCWA: 312/565-4628 or [tyoung@lcwa.com](mailto:tyoung@lcwa.com).*

### **About BRK Brands, Inc.**

BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For 60 years, BRK Brands, Inc. has been the manufacturer of First Alert®-branded home-safety products, the most trusted and recognized safety brand in America. BRK® Brands designs and develops innovative safety solutions including Tundra™ Fire Extinguishing Spray, Onelink by First Alert smart home products, a comprehensive line of smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders to protect what matters most. Such products are also marketed under the BRK Electronics® brand, The Professional Standard for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit <http://www.firstalert.com>, <http://www.brkelectronics.com> or <http://www.newellbrands.com>.

### **About Newell Brands**

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