



For Immediate Release

LifeShield Enhances DIY Smart Home Security Offering with New HD Video Doorbell Camera

New Doorbell Camera Provides Homeowners with Greater Visibility and Peace of Mind

LANGHORNE, PA (July 10, 2019) – [LifeShield](#), an ADT Company, is adding the **LifeShield HD Video Doorbell** to its lineup of easy-to-install and professionally monitored smart home security products. The new Wi-Fi-connected HD video doorbell complements the brand's flexible "Build Your Own Set" package, making it easy to tailor a security system to your smart home needs.

"A brazen 34 percent of burglars enter through the front door¹, and online shopping has made the front porch thieves' new favorite place to shop. The LifeShield HD Video Doorbell was designed specifically for owners seeking increased visibility around their front doors," said John Owens, President of DIY at ADT. "The addition of the LifeShield HD Video Doorbell to our existing lineup makes LifeShield one of the most complete DIY home security systems on the market today."

Key Features

The LifeShield HD Video Doorbell pairs directly with the LifeShield home security system, giving owners the freedom to record, store, and watch live and on-demand video. Features include:

- Two-way audio support - the LifeShield mobile app and security touchpad can give visitors the impression someone is home, even if they are not.
- People detection technology - distinguishing between people and other objects, preventing unneeded notifications and recordings.
- Crystal clear video from its 1080p HD resolution, 170° wide lens and night vision.
- Notifications and video previews of the live event can be viewed on the LifeShield mobile app or security touchpad.

In addition, the new LifeShield HD Video Doorbell provides custom detection in specific zones. To learn about additional features, visit: <https://www.lifeshield.com/doorbell-camera-with-hd-video/>.

Smart Home Integration and Pricing

The LifeShield HD Video Doorbell integrates with a number of other smart home devices using [IFTTT \(If This Then That\)](#). The new Wi-Fi-connected video doorbell complements the brand's flexible "Build Your Own Set" package, making it easy to tailor a security

system to your smart home security needs. The new LifeShield HD Video Doorbell can be purchased at LifeShield.com for \$199.99.

[For more information please visit www.LifeShield.com.](http://www.LifeShield.com)

¹ According to a survey by the International Association of Certified Home Inspectors.

About LifeShield by ADT

LifeShield, an ADT company, is a pioneer in nationally distributed, professional grade and professionally monitored wireless home security systems. Using an easy to set up “plug and protect” process, LifeShield provides more comprehensive home protection and is a great value in total home security. LifeShield’s exclusive design incorporates multiple layers of protection through high-speed Internet, cellular signal, text and landline phone that delivers fast response times. To learn more about LifeShield, visit www.LifeShield.com, or call 1-877-529-1765.

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