



Introducing the All-New Amazon Fire 7: Faster Processor, 2x the Storage, and Alexa Hands-Free—Still Only £49.99

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Fire 7 is built for entertainment now with more room for the movies, books, songs, and games you love—at home and on-the-go

Ask Alexa to play a song, watch a video, listen to an Audible book, get the news, or make a video call on Fire 7 to your Alexa contacts, now using just your voice

Fire 7 is available in Black, plus three brand new colours: Twilight Blue, Plum, and Sage

LUXEMBOURG—16 May, 2019—Amazon today announced the next generation of its best-selling Fire 7 tablet, built from the ground up for entertainment. The all-new Fire 7 features a faster processor; 16 GB or 32 GB of internal storage so you can enjoy even more videos, music, games, and books on-the-go; and hands-free access to Alexa. Fire 7 still starts at only £49.99 and is available in Black and 3 new colours: Twilight Blue, Plum and Sage.

“Fire 7 is our best-selling tablet with tens of millions sold worldwide,” said Eric Saarnio, Head of Amazon Devices EU. “For under £50, we’re making it even better for customers with a faster processor and 2x the base storage, so customers can enjoy even more of their favourite entertainment at home and on-the-go. And, with the addition of hands-free access to Alexa on Fire 7, it’s never been easier to get the news, call an Alexa contact, find a recipe, play music, and more.”

The all-new Fire 7 includes:

- **Faster processor** —With a quad-core 1.3 GHz processor, quickly and easily switch between apps, stream movies, and browse the web.
- **2x the base storage** —Fire 7 is now available with 16 GB or 32 GB of internal storage, plus support for up to 512 GB of expandable storage via microSD card.
- **Alexa hands-free** —When connected to Wi-Fi, simply ask Alexa to check sports scores, get a recipe, watch a movie, and more – using just your voice, even when your screen is on standby. Easily toggle Alexa on or off in your device settings.
- **Crisp and vivid display** —Amazon’s lightest tablet features a high quality 7” IPS display for accurate colour reproduction that looks great at all angles.
- **Durability** —As measured in tumble tests, Fire 7 is 2x as durable as iPad mini (2019), and stands up against drops, tumbles, spills, and everyday wear and tear.
- **Battery life** —Delivers up to 7 hours of reading, listening to music, watching TV shows or movies, and browsing the web.
- **Front- and rear-facing cameras** —Video chat with friends and family with the HD 720p upgraded 2 MP front-facing camera. Take and share photos with the 2 MP rear-facing camera and save them for later with unlimited cloud storage at no additional cost.
- **Fast Wi-Fi connectivity** —Dual-band Wi-Fi support for seamless video streaming.
- **Amazon-exclusive features** —ASAP, For You, X-Ray, Second Screen, Amazon Fire for Kids, Family Library, Blue Shade, On Deck, Prime Video downloads, and more. For more information, [click here](#).
- **Screen Sharing** —Let an Amazon expert guide you remotely through any feature on your screen, available 24x7, 365 days a year— at no additional cost.

Even Better with Prime

Fire 7 is even better with Amazon Prime. Prime members can:

- Watch award-winning movies and TV shows, including Amazon Originals like *Tom Clancy’s Jack Ryan*, *The Marvelous Mrs. Maisel*, and the forthcoming *Good Omens*, and live sports including *US Open Tennis*, *ATP Tour Tennis* events and *NFL Thursday Night Football* with Prime Video.
- Listen to more than 2 million songs, and thousands of hand-curated playlists and stations with Prime Music. To get started, just ask, “Alexa, play music.”

- Enjoy unlimited access to more than 1,000 books and magazines with Prime Reading.
- Get unlimited photo storage with anywhere access with Prime Photos.
- Enjoy bonus game content, in-game loot, Twitch subscriptions and more with Twitch Prime.

To sign up or start a 30-day free trial of Amazon Prime, visit www.amazon.co.uk/prime.

Availability

The all-new Fire 7 comes in Black, Twilight Blue, Plum, and Sage. Still only £49.99, Fire 7 is available today for pre-order at www.amazon.co.uk/fire7 and will begin shipping 6 June. Fire 7 will also be available in stores and online at Argos, Dixons, John Lewis & Partners, Tesco, very.co.uk and littlewoods.co.uk. Fire 7 cases are available in Charcoal Black, Sage, Plum, Twilight Blue, and Desert Orange and can stand in both landscape and portrait orientations—only £24.99.

In addition to the Fire 7, Amazon today introduced the all-new Fire 7 Kids Edition, available for pre-order today for £99.99. More information is available at www.amazon.co.uk/Fire7-Kids-Edition.

About Amazon

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