



Introducing the All-New Fire HD 10 Kids Edition: Amazon's Largest and Fastest Kids Tablet

June 28, 2018

Fire HD 10 Kids Edition comes with a Fire HD 10 tablet, featuring a brilliant 10.1" 1080p Full HD screen, a powerful processor, 32 GB of storage, and up to 10 hours of battery life, plus a year of Amazon Fire for Kids Unlimited, a kid-proof case, and a 2-year worry-free guarantee—only £199.99

Amazon Fire for Kids Unlimited offers over 5,000 age-appropriate books, videos, educational apps, and games; kids also have access to tens of thousands of curated, kid-friendly websites and YouTube videos

Provides tools just for parents, including Parent Dashboard, Discussion Cards, and Amazon Fire for Kids parental controls that give parents the ability to manage time limits by activity, set educational goals, adjust age filters, set a Bedtime for when Fire for Kids shuts down for the day, and more



LUXEMBOURG—28 June, 2018 —Amazon today announced the newest addition to its award-winning Fire tablet lineup: the all-new Fire HD 10 Kids Edition—Amazon's largest and fastest tablet built from the ground up for kids. Fire HD 10 Kids Edition is built around three ideas:

- **Kids want a real tablet, not a toy** — Fire HD 10 Kids Edition offers a 10.1" 1080p Full HD display, a powerful quad-core processor, 32 GB of storage with up to 256 GB of expandable storage via a microSD card slot, and up to 10 hours of battery life. Kids can enjoy the Full HD videos they love and play games with the fast performance they want.
- **Parents don't want to worry about the content their kids are viewing** —Includes a year of Amazon Fire for Kids Unlimited, which offers over 5,000 books, videos, educational apps, and games that have been curated for age-appropriateness, plus access to tens of thousands of hand-selected websites and YouTube videos and easy-to-use parental controls.
- **Despite best intentions, kids break things** —Fire Kids Edition tablets come with a kid-proof case available in blue or pink, and a two-year worry-free guarantee—if they break it, return it and we'll replace it. No questions asked.

"Our Fire Kids Edition tablets provide the perfect balance of offering age-appropriate content kids love and tools parents trust, and we're thrilled that customers have made us the #1 best-selling kids tablets in the UK," said Kurt Beidler, Director of Kids & Family, Amazon. "Our latest kids tablet, the all-new Fire HD 10 Kids Edition, is the largest and fastest kids tablet we've ever offered, with a beautiful 10.1" 1080p Full HD display, powerful processor, and thousands of books, videos, apps and games — we think families are going to love it."

The Content Kids Love, Available on the Go

Fire HD 10 Kids Edition includes a year of Amazon Fire for Kids Unlimited, an all-in-one subscription service that gives kids ages 3-12 unlimited access to over 5,000 age-appropriate books, videos, educational apps, and games with new titles added regularly. Kids can enjoy new and popular titles, like Crossy Road, Fruit Ninja, Scarlet and Ivy, Lost in Oz, LEGO Batman: Beyond Gotham, Star Wars: Puzzle Droid, Monument Valley 2, and more—available from popular brands like Disney, Nickelodeon, Amazon Studios, Sesame Street, HarperCollins, and more. Parents can also add content they own, like Netflix or Minecraft, into their child's Fire for Kids profile. Amazon Fire for Kids also includes a kid-friendly web browser that provides kids with controlled access to tens of thousands of YouTube videos and websites—parents can also add more websites if they choose to. All of the content is kid-friendly, age-appropriate, and curated by the Amazon Fire for Kids team.

Kids can also download Fire for Kids Unlimited content for viewing offline, such as while in the car or on an airplane, by simply long-pressing the titles they want downloaded while connected to Wi-Fi. Fire for Kids will automatically start Offline Mode when the tablet is disconnected from Wi-Fi or put into Airplane Mode, at which point only the downloaded content will be visible in Fire for Kids. Once a Wi-Fi connection has been re-established, the full Fire for Kids Unlimited catalogue will return.

The Tools Parents Want, When They Want Them

Over 10 million kids (and their parents) globally have enjoyed Amazon Fire for Kids, which provides the perfect balance between giving kids the freedom of choice and unlimited access to the content they love, while providing parents peace of mind knowing that what their kids are viewing on their device is age-appropriate. Amazon Fire for Kids offers easy-to-use parental controls that encourage learning before play, and give parents the ability to adjust their child's Fire for Kids settings, including:

- **Weekday and weekend settings**—parents can choose to set different settings for weekdays and weekends.
- **Bedtime**—parents can control when Fire for Kids shuts down for the day and turns back on the next morning.
- **Educational goals and time limits**—parents can set daily limits or restrict certain categories, such as apps and games, while leaving unlimited time for reading.
- **Learn First**—parents can block access to entertainment content until after educational goals are met each day.
- **Total screen time**—parents can choose a set amount of total screen time per day, after which the tablet will shut down for the day.
- **Age filters**—parents can adjust age filter settings to tailor the Fire for Kids experience for each child and ensure the content their kids are viewing is age-appropriate for them.
- **Add or remove content**—parents can add titles from their own content library into Fire for Kids, or choose to remove unwanted Fire for Kids Unlimited content.
- **Enable the web browser**—parents can choose to enable or disable the kid-friendly web browser within Fire for Kids.

Additionally, Parent Dashboard continues to provide new ways for parents to manage their child's screen time and connect with them over the digital content they're viewing in Fire for Kids. With Parent Dashboard, parents simply log-in to parents.amazon.co.uk to access:

- **Daily activity reports**—parents can view the digital content their kids are using in Fire for Kids and determine how to manage time limits and educational goals.
- **Remote Parental Controls**—parents have the ability to adjust their child's Fire for Kids settings remotely from any web browser, including adding content from their personal library, setting daily goals and time limits, enabling the web browser, pausing the device, and more—all without tracking down their child's device.
- **Discussion Cards**—similar to a family book club, parents can access summaries and sample questions based on the books, videos, educational apps and websites that are viewed within Amazon Fire for Kids. Discussion Cards also provide ideas for ways to connect online experiences with real-world activities, such as “volunteer at the local animal shelter to help homeless dogs and cats.”

“We hear from parents how important it is to have the tools they need to make decisions about their child's screen time,” said Kurt Beidler, Director of Kids & Family, Amazon. “We work hard to provide parents with those tools so they can stay connected to their child's digital experience, including Fire for Kids parental controls and Parent Dashboard, which make it easy for parents to participate in their child's activity and adjust tablet settings remotely.”

Availability

The all-new Fire HD 10 Kids Edition is available for pre-order starting today for £199.99 (a total value of over £280) at amazon.co.uk/fire-kids-edition-hd10 and starts shipping 11 July. It is available in two fun colour options: blue and pink. Fire HD 10 will also be available in stores or online at Argos, Currys PC World, John Lewis, very.co.uk and littlenwoods.com.

Additionally, Fire HD 10 Kids Edition tablets will be available in a multi-pack option—so every member of the family can enjoy one. Buy any two Fire HD 10 Kids Edition tablets and save 25 percent.

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