



## Introducing the All-New Fire HD 8 Kids Edition

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*The all-new Fire HD 8 Kids Edition includes a Fire HD 8 tablet with a stunning 8" HD display, 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 £129.99 (total value of over £225)*

*New Amazon Fire for Kids design offers dedicated rows based on content type so that kids can more easily discover their favourite books, videos, educational apps, and games-and, coming soon, Audible books-all included in Fire for Kids Unlimited*

LUXEMBOURG-6 September, 2018-Amazon today announced the next generation of its award-winning 8-inch kids' tablet: the all-new Fire HD 8 Kids Edition. The Fire HD 8 Kids Edition is built from the ground-up for kids with three ideas in mind:

1. **Kids want a real tablet, not a toy** - Fire HD 8 Kids Edition offers a stunning 8" HD display, 32 GB of storage with up to 400 GB of expandable storage via a microSD card slot, and up to 10 hours of battery life. Fire tablets support up to two adult profiles (accessible with a PIN) and four child profiles that can be customised for each member of the family.
2. **Parents don't want to worry about the content their kids are viewing** - Fire HD 8 Kids Edition includes a year of Amazon Fire for Kids Unlimited, which offers more than 5,000 age-appropriate premium books, videos, educational apps, and games - and, coming soon, Audible books - plus access to tens of thousands of hand-selected websites and web videos as well as parental controls-at no additional cost.
3. **Despite best intentions, kids break things** - Fire HD 8 Kids Edition comes with a kid-proof case available in blue, pink, or yellow, and a two-year worry-free guarantee-if they break it, return it and we'll replace it. No questions asked.

"Fire Kids Edition tablets are built from the ground up to offer the content kids love and the award-winning parental controls parents trust. We're thrilled that customers have chosen our tablets to be the #1 best-selling kids tablets in the UK," said Kurt Beidler, Director of Kids & Family, Amazon. "Now, we're excited to make our award-winning 8-inch kids tablet even better. The all-new Fire HD 8 Kids Edition offers all the features families love, plus adds kid-friendly Audible books and a new Fire for Kids design that makes it even easier for kids to discover and enjoy new content."

### Even More Content Kids Love, Now Even Easier to Discover

The all-new Fire HD 8 Kids Edition introduces a new design in Fire for Kids with dedicated rows based on content type, making it even easier for kids to find their favourite titles. With Amazon Fire for Kids Unlimited, kids have access to premium, age-appropriate books, videos, educational apps, and games, including new and popular titles, such as Harry Potter and the Philosopher's Stone, Star Wars Puzzle Droids, Paddington, Tumble Leaf, CBBC - Danger Mouse Ultimate, and more, from brands like Disney, Nickelodeon, BBC Kids, HarperCollins, Pottermore, and more. All of the content is kid-friendly, age-appropriate, and hand-selected by the Amazon Fire for Kids team with new titles added regularly.

Amazon Fire for Kids Unlimited is also expanding to include kid-friendly Audible audiobooks, including popular titles such as Peter Pan, Rapunzel, The Reluctant Dragon and The Snow Queen. The new Audible books in Fire for Kids Unlimited will be available on Fire Kids Edition tablets and compatible Fire tablets-coming soon. On Fire tablets, parents are already able to also add additional Audible books to their child's Fire for Kids profile via the settings on their child's devices, or remotely via Parent Dashboard.

### Tools Parents Can Trust

Over 10 million kids (and their parents) globally have enjoyed Amazon Fire for Kids service, 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. Fire for Kids offers easy-to-use parental controls that encourage learning before play, and give parents the ability to manage their child's Fire for Kids settings, including:

- **Bedtime**- parents can control when Fire for Kids shuts down for the day and turns back on the next morning.
- **Learn First** - parents can set daily goals for educational content, and block access to entertainment content until after educational goals are met each day.
- **Screen time by category** - parents can restrict certain categories, such as apps and videos, while leaving unlimited time for reading.
- **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 settings to tailor the Fire for Kids experience for each child and ensure the content their kids are viewing is age-appropriate for them.
- **Weekday and weekend settings** - parents can set time limits by weekdays and weekends.
- **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, parents can use Parent Dashboard ([parents.amazon.co.uk](https://parents.amazon.co.uk)) to connect with their kids over digital content. With Parent Dashboard, parents can view weekly activity reports of the digital content their kids are using in Fire for Kids and determine how to manage time limits and educational goals. Plus, remote parental controls in Parent Dashboard make it easy for parents to adjust their child's Fire for Kids settings remotely from any web browser. Parents can control bedtime settings, set daily goals and time limits, adjust age filters, lock and unlock the device for a set amount of time, and enable the web browser-all without touching their child's device. Parents can also remotely add new books, videos, and apps to their child's Fire for Kids profile.

#### **Availability**

The all-new Fire HD 8 Kids Edition is available for pre-order today for £129.99 at <http://www.amazon.co.uk/FireHD8KidsEdition> and starts shipping 4 October. Additionally, Fire HD 8 Kids Edition tablets will be available in a multi-pack option. Buy any two Fire HD 8 Kids Edition tablets and save £50. It is available in three fun colour options: blue, pink, and yellow. Fire HD 8 Kids Edition will also be available in stores or online at Argos, Currys PC World, John Lewis, [very.co.uk](https://www.very.co.uk) and [littlewoods.com](https://www.littlewoods.com).

Fire HD 8 Kids Edition comes with a year of Amazon Fire for Kids Unlimited. After the first year, customers can continue their subscription starting at £1.99 per month for Prime members and £3.99 per month for customers who are not yet Prime members.

In addition to the Fire HD 8 Kids Edition, Amazon has also introduced the all-new Fire HD 8, available for pre-order today starting at £79.99. More information can be found at [www.amazon.co.uk/FireHD8](https://www.amazon.co.uk/FireHD8).

#### **About Amazon**

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