



Introducing Amazon Fire TV Stick 4K and the All-New Alexa Voice Remote with Device Control

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Fire TV Stick 4K is the most powerful streaming stick available and the first to support Dolby Vision and HDR10+—only £49.99

All-new Alexa Voice Remote now features dedicated power, volume, and mute buttons so you can easily control your compatible TV, soundbar and receiver with a single remote

LUXEMBOURG – 3 October, 2018 – Today, Amazon announced the Fire TV Stick 4K, the most powerful streaming stick available, plus an all-new Alexa Voice Remote, available together for £49.99. The all-new Alexa Voice Remote will also be available as a single remote for £29.99.

"We've listened to our customers and pushed to deliver the complete 4K solution they are looking for, all within a compact stick form factor," said Eric Saarnio, Head of Amazon Devices, Europe. "Our new quad-core processor delivers a fast and fluid experience, and support for Dolby Vision and HDR10+ provides an amazing picture. Plus, the all-new Alexa Voice Remote lets you control your entertainment experience and use your voice to quickly find the content you want. Just say 'Find 4K movies'. The team also invented an entirely new antenna technology and combined that with a powerful 802.11ac Wi-Fi chip that optimises for a more seamless 4K UHD streaming experience."

Most powerful 4K stick, under £50

Over 80 percent more powerful than the best-selling Fire TV Stick, Fire TV Stick 4K features a new quad core, 1.7GHz processor, delivering a fast streaming experience, quicker load times, and brilliant picture quality. Plus, Fire TV Stick 4K gives you access to the vast catalog of content currently available on Fire TV including thousands of 4K Ultra HD, Dolby Vision, and HDR10+ titles.

Brilliant 4K picture and immersive sound

Fire TV Stick 4K is the first streaming stick available with Dolby Vision and Dolby Atmos support. Finding 4K content has never been easier on Fire TV—just say "Alexa, find 4K TV shows" or "Alexa, watch Tom Clancy's *Jack Ryan*." With a growing catalog of Dolby Atmos content, customers can also enjoy 3D surround sound when connected to compatible home audio systems.

"Together Amazon and Dolby are making best-in-class imaging and audio experiences more accessible," said John Couling, Senior Vice President, Commercial Partnerships, Dolby Laboratories. "Fire TV Stick 4K will allow more people to enjoy their favourite entertainment to the fullest extent, through Dolby Vision and Dolby Atmos."

Get all the content you love

Fire TV Stick 4K also gives you access to over 10,000 channels, apps, and Alexa skills, as well as over 200,000 movies and TV episodes. Enjoy favourites from Prime Video, BBC, Netflix, ITV, Channel 4, Disney, and others. With Firefox or Amazon Silk browsers, visit millions of websites like YouTube, Facebook, and more. Listen to songs, playlists, live radio stations, and podcasts through services like Amazon Music, Spotify, and TuneIn.

Far-field voice recognition

Pair Fire TV Stick 4K with your favourite Echo device and Alexa will control your content hands-free using far-field voice recognition. Getting started is easy: if you have only one Fire TV, your Echo device will pair as soon as you ask Alexa a question that includes Fire TV, for example "Alexa, watch *The Grand Tour* on Fire TV."

Do more with the all-new Alexa Voice Remote

Combining Bluetooth, multidirectional infrared technology, and powered by our cloud-based service, the all-new Alexa Voice Remote allows you to power on your compatible TVs, soundbars and receivers. Plus, the all-new Alexa Voice Remote gives you even more control with dedicated power, volume, and mute buttons, along with the ability to use voice commands to find and control content. The all-new Alexa Voice Remote is compatible with the latest generations of Fire TV streaming media players. For more information on device compatibility, visit: amazon.co.uk/alexavoiceremote.

Availability

Fire TV Stick 4K (amazon.co.uk/firetvstick4k) is available for pre-order on Amazon for £49.99 and will start shipping on 14 November. Fire TV Stick 4K will also be available in stores and online at Argos, Dixons, John Lewis & Partners, littlewoods.com and very.co.uk. The all-new Alexa Voice Remote (amazon.co.uk/alexavoiceremote) is available for pre-order as a standalone remote for £29.99 and will start shipping on 14 November.

Customers can pre-order the Fire TV Stick 4K and the all-new Echo Dot together for £79.98—a £20 saving. Customers can pre-order two Fire TV Stick 4K devices for £89.98—a £10 saving. For more information, visit amazon.com/firetvstick4k.

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