



Amazon Announces Collaborations to Bring the First Fire TV Edition Smart TVs and Soundbar to the United Kingdom

September 4, 2019

Amazon and Dixons Carphone announce JVC Fire TV Edition Smart 4K Ultra HD HDR LED TVs – the first Fire TV Edition smart TVs in the United Kingdom, sold at Currys PC World and on Amazon.co.uk

Amazon and Anker Innovations announce the Nebula Soundbar – Fire TV Edition, delivering a cinematic entertainment experience with the Fire TV experience built-in

LUXEMBOURG – 4 September, 2019 – Amazon, in collaboration with several of the industry's most recognisable brands, today introduced Fire TV Edition products for UK customers, including the first Fire TV Edition smart TVs from JVC and the first-ever Fire TV Edition soundbar from Anker Innovations.

"This month marks the 5 year anniversary of Fire TV and we continue to innovate on behalf of our customers to make it easier for them to find the content they want to watch," said Jorrit Van der Meulen, VP Amazon Devices International. "With the launch of the first Fire TV Edition smart TVs and soundbar in the United Kingdom, we are excited to be delivering new ways for customers to discover their next favourite show. We can't wait to get these new devices into customers' hands."

Fire TV Edition devices come with the Fire TV experience built-in and continue to improve even after your purchase, with new Alexa skills, software features, and applications added regularly. There are tens of thousands of Alexa skills already accessible today, giving you amazing entertainment experiences, and letting you view and control your compatible smart home connected cameras, lighting, security systems, and more. You can also pair Fire TV Edition products with an Echo device for hands-free control of your device—just ask, and Alexa will start a show, help you find a good movie to watch, control playback, and more.

Fire TV Edition Smart TVs coming to the United Kingdom

Following the growth of Fire TV Edition in the United States and Canada, Amazon is announcing a collaboration with Dixons Carphone to bring the next generation of Fire TV Edition smart TVs to customers in the United Kingdom.

JVC Fire TV Edition Smart TVs with Dixons Carphone

Amazon and Dixons Carphone, parent company of Currys PC World, have joined forces to launch JVC Fire TV Edition Smart 4K Ultra HD HDR LED TVs, the first Fire TV Edition smart TVs in the United Kingdom — sold at Currys PC World and by Currys PC World as a third party seller on Amazon.co.uk. Available in three models—40", 49" and 55"—each supports HDR10 and Dolby Vision, providing an expanded contrast range and superior brightness, as well as over 8 million pixels for stunning clarity and vivid colours. Fire TV Edition smart televisions bring together live TV and all your streaming channels on the home screen. Users can watch live TV through a Freeview aerial TV connection and streaming apps including ITV Hub, All 4, My5 and more. Plus, Prime members can subscribe to Prime Video Channels with an add on subscription such as Eurosport Player and ITV Hub+ to stream even more of their favourite live TV. In addition, choose from a vast catalogue of streaming movies and TV shows from apps including Netflix, Prime Video, YouTube, Disney Life, Curzon, Hayu, and more. Fire TV Edition smart TVs from JVC come with a Voice Remote with Alexa, which lets you control your entertainment, manage compatible smart home devices, switch inputs, and more, using just your voice. To learn more about JVC Fire TV Edition Smart 4K Ultra HD HDR LED TVs, visit: www.amazon.co.uk/JVC-FireTVEdition and currys.co.uk.

Category Director for Consumer Electronics at Dixons Carphone, Dean Kramer, comments: "We are looking forward to bringing to the UK, this October, the first TV with built-in Fire TV technology. As customers increasingly look for devices that provide them quick and convenient access to the latest content services, the new JVC Fire TV Edition is the perfect solution to get the most out of their viewing experience."

Introducing the First-Ever Fire TV Edition Soundbar

Amazon is announcing an entirely new category of products—the Fire TV Edition soundbar. With this device, the Fire TV experience is integrated directly into the soundbar system, delivering a complete home cinema experience with video streaming and superior sound in a single device. You can even add your Fire TV Edition soundbar to a multi-room music group in the Alexa mobile app, letting you stream from Amazon Music and others throughout your home as part of that group.

Fire TV Edition Soundbar with Anker Innovations

The first expansion of Fire TV Edition beyond smart TVs is from Anker Innovations and Amazon, who have teamed up to launch the Nebula Soundbar – Fire TV Edition, which turns any TV into a cinematic smart TV experience. Featuring support for 4K Ultra HD, a unified smart TV user interface, near-field Alexa voice control, Dolby Vision pass through, and more, the Nebula Soundbar – Fire TV Edition gives you a cohesive entertainment experience with rich sounds that will fill any room. You can use the included Voice Remote with Alexa to easily navigate the Fire TV experience, turn your compatible TV on and off, and control soundbar functions like power, volume, and mute. To learn more, visit the product [detail page](#).

Pricing and Availability

JVC Fire TV Edition Smart 4K Ultra HD HDR LED TVs will be available in 40", 49" and 55" models, starting at just £349.99, and are sold at Currys PC World and by Currys PC World as a third party seller on Amazon.co.uk. Starting today, customers can sign up at Currys.co.uk or at www.amazon.co.uk/JVC-FireTVEdition to be notified when they are available.

The Nebula Soundbar – Fire TV Edition is available for pre-order on Amazon.co.uk for £179.99 and will begin shipping on 21st October.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about and follow @AmazonNews.

###