



## Amazon Announces New Kindle Kids Edition and Fire HD 10 Kids Edition, Providing Access to Kid-Friendly Content in More Places

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*Introducing Kindle Kids Edition—a first ever dedicated reading experience built just for kids, includes the latest Kindle with a battery that lasts weeks, not days; access to over a thousand premium e-books with Amazon Fire for Kids Unlimited; a kid-friendly case; and a 2-year worry-free guarantee—just £99.99*

*Next generation Fire HD 10 Kids Edition tablet offers faster performance, longer battery life, and faster charging, plus all the content kids love with one year of Amazon Fire for Kids Unlimited, a kid-proof case, and a 2-year worry-free guarantee—only £199.99*

LUXEMBOURG—7TH October 2019—Amazon today announced the expansion of Amazon Fire for Kids and Fire for Kids Unlimited to the new Kindle Kids Edition, Amazon's first dedicated reading experience built for kids, and the next generation Fire HD 10 Kids Edition. With these new devices, families can enjoy premium, kid-friendly content through their Fire for Kids Unlimited subscription, all wrapped with easy-to-use parental controls.

"We build kids products from the ground up with three ideas in mind: first, kids want a device experience designed just for them; second, parents don't want to worry about the content their kids are viewing; and third, parents want tools they can trust to help manage their kids' device usage," said Eric Saarnio, Head of Amazon Devices, EU. "Fire for Kids Unlimited provides the perfect balance between giving kids access to the content they love within a place that's theirs, while providing parents with peace of mind knowing what their kids are enjoying is appropriate. Whether immersed in a good book, playing a game, or watching a movie, kids can enjoy fun content in an experience built just for them."

### First Dedicated Reading Experience Built Just for Kids

Kindle Kids Edition is a new reading experience designed just for kids—now young readers can leave the heavy books at home and carry a library full of books (plus a dictionary!) on one lightweight device. And like all Kindle devices, it offers a sanctuary reading experience with no distractions. Kindle Kids Edition comes with the latest Kindle, a kid-friendly case, one year of Amazon Fire for Kids Unlimited, and a 2-year worry-free guarantee—if anything happens to it, send it back and Amazon will replace it.

Featuring a six-inch, 167 ppi e-ink display with an adjustable front light, Kindle Kids Edition makes it comfortable to read in a variety of places—whether outside in the sun or bedtime at night. Plus, with a battery that lasts weeks, not days, kids can enjoy reading as long as they like and parents can leave the charger at home.

With one year of Fire for Kids Unlimited included with the Kindle Kids Edition, kids have access to over a thousand kid-friendly books, including chapter books and award-winning titles like the complete *Harry Potter* book series, *Millions* by Frank Cottrell Boyce and Steven Lenton and *The Princess Diaries* by Meg Cabot. Coming soon, kids can listen to their favourite Audible books via headphones or a Bluetooth speaker. Plus, Kindle Kids Edition comes with features that encourage kids to build their skills as they go, including:

- **Achievement Badges** —kids can earn badges like Book Worm and Over Achiever when they make progress towards pre-defined goals.
- **Easy Discovery** —with enhanced browsing and search, kids can locate titles without the exact spelling. And with smart recommendations, kids can find books related to the genres, authors, and characters they love.
- **Word Wise** —kids are automatically provided short and simple definitions above difficult words, so they can keep reading with fewer interruptions.
- **Dictionary** —if kids come across a difficult word, they can select the word to look up the definition via the built-in Kindle dictionary.
- **Vocabulary Builder** —words looked up in dictionaries are automatically added to Vocabulary Builder and turned into flashcards for future review and learning.
- **Kid-friendly Wallpaper** —included are a unique set of lock screen wallpapers, specifically designed for kids.

"Kindle Kids Edition makes reading fun with achievement badges to help motivate readers to complete the next chapter, plus features like Word Wise and Vocabulary Builder are designed to help early readers build their reading and comprehension skills" said Eric Saarnio, Head of Amazon Devices, EU. "With unlimited access to over a thousand new and popular books in Fire for Kids Unlimited, kids can easily find books to match their interests and can bring a library of books with them wherever they go—all on a single, lightweight device."

The new Kindle Kids Edition is available for pre-order starting today for £99.99 [www.amazon.co.uk/kindlekidsedition](http://www.amazon.co.uk/kindlekidsedition) and starts shipping 30th October. Kid-friendly cases are available in either blue or pink.

### All-New Fire HD 10 Kids Edition, Amazon's Largest and Fastest Kids Tablet

The all-new Fire HD 10 Kids Edition is the next generation of Amazon's largest and fastest kids tablet. It includes a Fire HD 10 tablet, featuring a vivid 10.1" 1080p Full HD display, 32 GB of storage with up to 512 GB of expandable storage via microSD, up to 12 hours of mixed-use battery life, and USB-C for interchangeable cable charging that's easier for kids to plug in. It also comes bundled with a year of Amazon Fire for Kids Unlimited, a

kid-proof case with a new adjustable stand in blue, pink or purple, and a 2-year worry-free guarantee—all for £199.99.

With Fire for Kids Unlimited, kids have access to thousands of books, Audible books, videos, educational apps, and games that are hand-selected and are age-appropriate. Content includes new and popular titles like *The Octonauts and Whale Shark*, *National Geographic Kids Chapters*, *Fireman Sam – Season 11*, *Peter Pan*, and more. Plus, easy-to-use Fire for Kids parental controls give parents peace of mind with the ability to manage time limits by activity, set educational goals, adjust age filters, and more.

The all-new Fire HD 10 Kids Edition is available for pre-order today for £199.99 at [www.amazon.co.uk/kidstablet](http://www.amazon.co.uk/kidstablet) and starts shipping 30th October.

#### **Amazon Fire for Kids Unlimited—Content Kids Love**

Amazon Fire for Kids Unlimited provides access to thousands of kid-friendly titles on a variety of devices, including compatible Kindle devices and Fire tablets. Kindle Kids Edition and Fire Kids Edition tablets each come 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. The same Fire for Kids Unlimited subscription can be used on any compatible device but the content experience will vary based on device.

#### **Amazon Fire for Kids—Tools for Parents**

With Amazon Fire for Kids, parents have access to easy-to-use parental controls that encourage learning before play, and give parents the ability to manage their child's Fire for Kids settings. Parental controls vary by device but include the ability to manage daily goals, age filters, and time limits. Plus parents can set specific time limits by weekdays and weekends, and can use parental controls to choose which content kids have access to, or choose to add additional content.

Additionally, parents can access Parent Dashboard ([parents.amazon.co.uk](http://parents.amazon.co.uk)) to view daily activity reports of the digital content their kids are using in Fire for Kids. Plus, with remote parental controls in Parent Dashboard, parents can easily adjust their child's Fire for Kids settings from any web browser, whether they're on a mobile device or computer.

#### **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 [amazon.com/about](http://amazon.com/about) and follow [@AmazonNews](https://twitter.com/AmazonNews).

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