



Amazon Announces Next-Generation Fire TV Stick, Fire TV Stick Lite, and Redesigned User Experience

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Our best-selling Fire TV Stick is now 50% more powerful with HDR and Dolby Atmos support—also includes Alexa Voice Remote with AV device controls

Fire TV Stick Lite is our most affordable Fire TV Stick ever—features full-HD streaming, HDR support, and Alexa Voice Remote Lite

Redesigned Fire TV experience provides new content-discovery features, enhanced Alexa voice integration, and user profiles for personalized recommendations

LUXEMBOURG – Sept. 24, 2020—With more than 100 million devices sold globally, Fire TV customers are streaming billions of hours every month. Today, Amazon made Fire TV even better, with the next-generation Fire TV Stick, the all-new Fire TV Stick Lite, and a reimagined Fire TV experience that is more personal and customised.

“We are passionate about inventing on behalf of our customers to make it even easier to enjoy the best in entertainment,” said Eric Saarnio, Vice President Amazon Devices EU. “The redesigned Fire TV experience is tailored to each user and makes it even simpler to stream your favourite shows with our more powerful next-generation Fire TV Stick and our even more affordable Fire TV Stick Lite.”

Our best-Selling Fire TV Stick Now 50% More Powerful with HDR and Dolby Atmos Support—Just £39.99

The all-new Fire TV Stick features an enhanced 1.7 GHz quad-core processor that makes it 50% more powerful than the previous generation. The new Fire TV Stick delivers faster streaming in 1080p at 60fps with HDR compatibility. The dual-band, dual-antenna WiFi supports 5 GHz networks for more stable streaming and fewer dropped connections. Fire TV Stick also supports Dolby Atmos for immersive sound with compatible content and speakers, and an Alexa Voice Remote with dedicated power, volume, and mute buttons for easy control of compatible TVs, soundbars, and A/V receivers. The all-new Fire TV Stick delivers improved performance while consuming 50% less power than the previous generation.

Fire TV Stick Lite — Affordable, Full-HD Streaming on Fire TV—Just £29.99

Fire TV Stick Lite is a new, even more affordable way to begin streaming in full HD. It is 50% more powerful than the previous-generation Fire TV Stick and features HDR support. Fire TV Stick Lite comes with the Alexa Voice Remote Lite, a new remote that allows you to use voice to find, launch, and control content.

All-New Fire TV Experience

Fire TV’s most significant experience update is redesigned to offer a more intuitive, simple, and customised experience. The Main Menu is now at the centre of your screen and makes it easy to find what you’re looking for. You can now jump into your favourite streaming service directly, or scroll over supported apps to quickly peek at what’s inside and begin playback. A brand new Find experience makes it easier than ever to discover great movies, TV shows, and more, with browsing capabilities that allow for broad and specific searches based on genre (e.g. comedies, action), helpful categories (e.g. Kids & Family, apps), and more.

Alexa is at the core of the new Fire TV experience, featuring improved voice controls that give you greater control of your entertainment. Just say “Alexa, go to Library” to browse shows. With user profiles, Fire TV now delivers a personalised experience for up to six members of a household, providing individual content recommendations, viewing history, watch lists, preferred settings, and more. Changing user profiles is simple by saying “Alexa, switch to my profile.” After initial set up, Alexa will automatically recognise the voice and switch to your profile.

Alexa is getting smarter every day, and the redesigned Fire TV experience features a dedicated Alexa Explore destination, which displays popular Alexa features, and helps you check the weather, view stocks, and more. You can also see and control compatible connected smart devices in your home. With the new Fire TV experience, Fire TV Cube can be used for video calling with Alexa. Connect a compatible Logitech webcam to stay in touch with friends and family on the biggest screen in your home. Alexa video calling will be available later this year.

Availability

The all-new Fire TV Stick is £39.99 and begins shipping in the UK next week. Customers can begin pre-ordering today at www.amazon.co.uk/firetvstick. Fire TV Stick Lite is £29.99 and also begins shipping in the UK next week. Customers can begin pre-ordering today at www.amazon.co.uk/firetvsticklite. Both the all-new Fire TV Stick and the Fire TV Stick Lite will also be available from Argos, Currys PC World, very.co.uk, littlewood.com, and Tesco.

The redesigned Fire TV experience will begin rolling out globally later this year, starting with the new Fire TV Stick and Fire TV Stick Lite. Exact features will vary by country.

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