



Thinner, Lighter, and Faster: Amazon Introduces the All-New Fire HD 8 Tablets Built for Entertainment

September 21, 2022

All-new Fire HD 8 features an 8-inch HD display, 30% faster performance, and up to 13 hours of battery life with USB-C charging for £99.99

Fire HD 8 Plus delivers even more with 3GB RAM, easy wireless charging, and improved 5MP rear-facing camera for £119.99

Fire HD 8 Kids and Fire HD 8 Kids Pro come with one year of Amazon Kids+, providing access to unlimited hours of age-appropriate fun and educational content, a case built for kids, a two-year worry-free guarantee, and robust parental controls for £149.99

LUXEMBOURG—September 21, 2022—Amazon (NASDAQ: AMZN) today announced the next generation of Fire HD 8 tablets, launching four new models: Fire HD 8, Fire HD 8 Plus, Fire HD 8 Kids Pro and Fire HD 8 Kids. The all-new Fire HD 8, powered by a 30% faster processor than the previous generation and longer battery life, provides customers with a premier entertainment experience and ability to get more things done at home or on the go. The new Fire HD 8 tablets are available for pre-order today and will begin shipping next month. Learn more at www.amazon.co.uk/firehd8.

"The all-new Fire HD 8 tablets are faster, lighter, and powered by a longer battery life, delivering great entertainment for the whole family," said Eric Saarnio, Vice President, Amazon Devices International. "For a complete kids tablet experience, the all-new Fire Kids tablets include one year of Amazon Kids+, providing unlimited access to educational and entertainment content designed just for kids, a kid-friendly case, a two-year worry-free guarantee, and easy-to-use parental controls."

The All-New Fire HD 8 and Fire HD 8 Plus Include:

- **Enhanced performance**—With a 30% faster hexa-core processor, customers can do more, from web browsing to watching videos— or both at the same time. Enjoy picture-in-picture videos with apps like Prime Video and utilise the split-screen feature to send an email while joining a Zoom call, or look up a recipe while watching your favourite series.
- **Sleek and durable display**—Featuring an 8-inch, vibrant HD display made with strengthened aluminosilicate glass, Fire HD 8 is thinner, lighter, and even stronger than before, testing twice as durable as the iPad mini (2021) in tumble tests.
- **Longer battery life** —Up to 13 hours of battery life for watching content, browsing the web, listening to music, and more. Fire HD 8 fully charges in five hours with the included USB-C cable and 5W power adapter.
- **Accessibility:** New to Amazon tablets, [Tap to Alexa](#) is now available and compatible with Switch Access controllers for customers who want to interact with Alexa through touch instead of voice, and also features Text to Speech so customers can type out phrases and have them spoken out loud. Also new, the display size feature enlarges all elements on the screen to help improve device accessibility for customers with low or impaired vision. It can also be used to make everything smaller on your device if you prefer more space to do more on your display. With features like VoiceView screen reader, screen magnifier, closed captioning, font size, high-contrast text, colour inversion, colour correction, and convert stereo to mono audio, Fire HD 8 was built with accessibility in mind. You can learn more about our [accessibility features](#) available on Fire tablets [here](#).
- **Engaging entertainment** —Films, games, and web content look and sound amazing in vivid HD with Dolby Atmos. With screen mirroring, customers can project video, browsers, apps, photos, and more on larger screens compatible with Miracast technology, including select Samsung, Sony, LG, and Phillips TVs as well as select Smart TVs with Fire TV Built-In.
- **Better with Prime** —Fire HD 8 powers unlimited hours of entertainment for Prime members, including thousands of popular films and TV series with Prime Video, exclusive Amazon Originals, and millions of songs and podcasts with Amazon Music. Plus, with Amazon Photos, Prime members get free, unlimited, full-resolution photo storage and 5GB video storage.
- **Plenty of storage** —With 32GB and 64GB options, and support for up to 1TB of expandable storage via microSD, customers can download and enjoy a variety of books, videos, and games.
- **Wide selection of content** —Enjoy millions of films, TV series, songs, books, magazines, apps, and games. Stream or watch downloaded videos with Prime Video, Disney+, or Netflix subscriptions.
- **Always-ready, hands-free Alexa** — Ask Alexa to make a video call to keep in touch with family and friends, play a song, start an Audible book, play a game, find your favourite films, show your calendar, and more — using only your voice.
- **Climate Pledge Friendly** —Designed with sustainability in mind, Fire HD tablets are part of the growing list of Amazon devices that are reducing their carbon footprint year after year. Fire HD 8's device packaging is made of 95% wood fibre-based materials from responsibly managed forests or recycled sources.

- **Personalised Display Sizes** —The new display size feature can either magnify all on-screen elements for customers with low or impaired vision, or reduce the elements' size to provide extra space to do more on the display.

For only £20 more, the new Fire HD 8 Plus adds:

- **Multi-tasking** – With 3GB RAM, you can do even more multi-tasking and switch seamlessly between apps on Fire HD 8 Plus, whether you're checking off your to-do list, reading a book, or watching your favourite series.
- **Faster USB-C charging** – Fire HD 8 Plus fully charges in approximately three hours with the included 9W power adapter.
- **Hassle-free wireless charging** – Fire HD 8 Plus is also compatible with Qi-certified wireless chargers, and when paired with the wireless charging dock (sold separately), you can seamlessly transition Fire HD 8 Plus from a portable tablet experience to a countertop smart display with hands-free Alexa access in Show Mode.
- **Sharper images** – Featuring a 5MP rear-facing camera, customers can capture vivid video and images.

All-New Fire HD 8 Kids and Fire Kids Pro—Entertainment and Education for Kids, Control for Parents

The all-new Fire HD 8 Kids Pro is designed for school-aged kids, 6-12, and comes bundled with a kid-friendly case, two-year worry-free guarantee, and a one-year subscription to Amazon Kids+ with fun and educational content from brands like Marvel, Star Wars, Lego and National Geographic. In addition to Amazon Kids+ content, Fire Kids Pro tablets come with access to a digital store, where kids can discover and ask parents to purchase eBooks and apps, or add their favourite games like Roblox and Minecraft.

Pricing and Availability

The all-new Fire HD 8 is available for pre-order today, starting at £99.99 in Black, Denim, and Rose colours. Fire HD 8 Plus comes in a dimpled finish in Grey and is available starting at £119.99. Both tablets come in 32GB or 64GB, and premium fabric covers are available for Fire HD 8 and Fire HD 8 Plus tablets in Black, Denim, Grey, and Rose colours for £32.99.

Fire HD 8 Kids is available for pre-order today starting at £149.99 in Black with 32GB of storage and a Red, Blue or Purple kid-proof case featuring an adjustable kickstand that doubles as a handle. Fire HD 8 Kids Pro comes with 32GB of storage at £149.99 with a kid-friendly case in Arcade Hero, Rainbow Universe, and Hello Teal. Both tablets come with a one-year subscription to Amazon Kids+ and customers can continue their subscription on a monthly basis, including at £3.99 per month for Prime members. Customers can use the same Amazon Kids+ subscription across any compatible device to access even more kid-friendly content, including Fire TV, Kindle, Echo, iOS, Chromebook, or Android devices.

About Amazon

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