



Amazon Upgrades Fire TV with Third Generation Fire TV Cube and New Alexa Voice Remote Pro

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New Fire TV Cube with hands-free Alexa control is the most powerful Fire TV streaming player ever—20% more powerful than the previous generation—with HDMI input port and Wi-Fi 6E support

New premium Alexa Voice Remote Pro introduces Fire TV's first-ever Remote Finder feature, backlighting, and customisable buttons for personalised shortcuts

LUXEMBOURG—September 28, 2022—Amazon (NASDAQ: AMZN) today announced upgrades to its Fire TV family, including the next generation Fire TV Cube—Fire TV's most powerful streaming media player yet—and Alexa Voice Remote Pro, a premium remote with an all-new Remote Finder and customisable buttons.

"The all-new Fire TV Cube is a big step forward for Fire TV—in fact, it's the fastest, most powerful, and most versatile streaming media player we've ever made," said Eric Saarnio, Vice President of Amazon Devices International. "This Fire TV Cube's powerful processing and Wi-Fi 6E support deliver an incredibly smooth streaming experience, and HDMI input means you can instantly extend the simplicity of Fire TV and hands-free Alexa control to your home entertainment system. With Alexa Voice Remote Pro, we're making it easy to find a misplaced remote and get to the apps and content you love."

Fire TV Cube—Enhanced Power and Speed

The third generation of Fire TV Cube is Amazon's best Fire TV streaming media player yet, with a new octa-core 2.0 GHz processor that makes it 20% more powerful than the previous generation. The supercharged processor increases app launch speeds, making this Fire TV's smoothest and most fluid streaming media player experience to date. Fire TV Cube can be controlled entirely hands-free with Alexa and includes support for cinematic 4K Ultra HD, Dolby Vision, HDR, and immersive Dolby Atmos audio. Plus, it offers a range of new features, including an HDMI input port, Wi-Fi 6E support, and Super Resolution Upscaling.

Fire TV Cube is the first Fire TV streaming media player that includes an HDMI input port, giving customers the flexibility to bring their entertainment devices together by directly connecting supported set-top boxes, Blu-ray players, and more devices. With Fire TV Cube, customers can easily control live TV, supported set-top boxes, and on-demand streaming via Fire TV's Alexa Voice Remote or hands-free with Alexa. Fire TV Cube also features an additional USB port for easy connection to compatible webcams for video calling with Alexa Communications—connect with family or friends from the largest screen in the home by simply saying, "Alexa, call mum" for example.

Fire TV Cube is also the first Fire TV streaming media player with Wi-Fi 6E support, giving customers with a compatible router the ability to enjoy a smooth entertainment experience with less interference from other Wi-Fi devices in the home. It also features an Ethernet port if you need a wired network connection.

New to Fire TV Cube is Super Resolution Upscaling, which provides enhanced picture quality by seamlessly converting HD content into 4K for greater detail, contrast, and clarity. With Super Resolution Upscaling, content—from films originally made in HD to grainy family photos—will look sharper on a 4K display.

Alexa Voice Remote Pro—Remote Finder Feature, Customisable Buttons, and Backlighting

For customers who wish to use a remote, Alexa Voice Remote Pro is a new premium remote built to help customers spend more time streaming and less time searching for the remote. It introduces a Remote Finder feature to help customers find misplaced remotes more easily. Simply say, "Alexa, find my remote" or use the dedicated Remote Finder button in Fire TV app, and Alexa Voice Remote Pro's built-in speaker will emit an audible ring to attract your attention.

Two new customisable buttons on Alexa Voice Remote Pro make getting to your favourite content and Alexa commands quicker and easier. You can personalise your remote by programming these buttons to create one-touch shortcuts to favourite apps, channels, and anything that Alexa can do. For example, you could choose to program a button to have Alexa dim the lights, check the weather, or start an Alexa Routine for movie night. Alexa Voice Remote Pro also includes motion-activated backlighting that automatically illuminates buttons when the remote is picked up in dimly-lit rooms.

Alexa Voice Remote Pro is compatible with most Fire TV devices and other popular TVs, soundbars, and A/V receivers.

Accessible and Sustainable

Fire TV Cube supports Audio Streaming for Hearing Aids (ASHA), allowing customers to directly connect compatible Bluetooth hearing aids. Both Fire TV Cube and Alexa Voice Remote Pro's product and packaging are designed with sustainability in mind. As a part of Amazon's commitment to helping preserve the natural world, Fire TV Cube and Alexa Voice Remote Pro both qualified for the Climate Pledge Friendly badge by achieving the Carbon Trust's Reducing CO2 certifications, showing that their carbon footprints have been reduced year over year. To achieve this, both products used more sustainable materials and implemented design changes to reduce overall lifetime energy consumption. Additionally, 99% of Fire TV Cube's packaging and 96% of Alexa Voice Remote Pro's packaging are made of wood fibre-based materials from responsibly managed forests or recycled sources.

Pricing and Availability

The all-new Fire TV Cube is available for pre-order today for £139.99 at amazon.co.uk/firetvcube

Alexa Voice Remote Pro is available for pre-order today for only £34.99. To see which Fire TV devices are compatible with Alexa Voice Remote Pro, check the compatibility checker at amazon.co.uk/AlexavoiceremotePro

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