



Amazon Luna Cloud Gaming Service Now Available to Customers in the UK

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All customers in the UK can game with Amazon Luna on supported devices they already own, including Fire TV

Prime members can enjoy Luna titles every month at no additional cost

Luna Controller with Cloud Direct technology provides low-latency control and effortless play across multiple screens

LUXEMBOURG - 14:00 GMT March 22, 2023 - Amazon today announced its Luna cloud gaming service and Luna Controller are now available in the UK. Using Luna, customers will have instant access to stream console-quality games on devices they already own and Prime members can stream a rotating selection of games at no additional cost. The Luna game catalogue includes games across three different subscription services mentioned below, with a wide array of titles to suit all gamers. Luna is powered by Amazon Web Services (AWS), making it easy to stream games without lengthy downloads or updates, expensive consoles, or complicated setup.

The Luna Controller is designed and optimised for cloud gaming, connecting directly to the cloud via Wi-Fi or Bluetooth to effortlessly control your game and reduce gameplay latency. Thanks to Luna Controller's technology, gamers can seamlessly switch between screens—such as Fire TV to mobile phone—without additional pairing or configuration changes.

“With Amazon Luna, we’re making gaming easier and more convenient by offering instant access to console-quality games on devices customers already own,” said Eric Saarnio, vice president, Amazon Devices International. “Gamers in the U.S. have been enjoying Luna for the past year so we’re thrilled to now expand the service to customers in Canada, Germany, and the United Kingdom.”

Gaming on Luna

Luna offers a selection of games to choose from for different types of gamers. Whether it's casual games, retro classics, or AAA titles, there is always something interesting to play.

Prime members can play a rotating selection of games on Luna every month at no additional cost. This month Amazon is offering retro games like Mega Man 11 from Capcom and next month casual games like Jackbox Party Pack 3 will be included. Prime members and Luna+ subscribers can also link their Ubisoft Connect account to Luna and play select Ubisoft PC games they already own on their Fire TV or any other supported device.

To play even more titles in the Luna catalogue, customers can choose from three different monthly subscription options. Subscriptions available today are:

- **Luna+:** Luna+ gives customers access to a growing collection of games from across genres—action, adventure, classics, and more. Our largest and most diverse collection of games, Luna+ features fan-favourite titles such as Beach Buggy Racing 2: Hot Wheels Edition, Spongebob: Battle for Bikini Bottom – Rehydrated and Resident Evil 2. The Luna+ library includes family favourites, appropriate and approachable for gamers of all ages and a retro selection of beloved classics from publishers like Capcom and SNK. Luna+ is available for £8.99 per month.
- **Ubisoft+ Multi Access:** Ubisoft's subscription service includes access to fan-favourite AAA titles including the *Assassin's Creed*, *Watch Dogs*, *Tom Clancy*, and *Far Cry* franchises for £14.99 per month.
- **Jackbox Games:** Only available on Luna, the Jackbox Games subscription includes popular hits like *Quiplash*, *Trivia Murder Party*, and *Drawful*. Jackbox Games is available for £3.99 per month.

Enhanced Gameplay

Luna frequently delivers new features and content, and offers several unique features that make it easy to play and engage with friends, family, and communities:

- **Luna Phone Controller:** Luna Phone Controller allows customers to play Luna on Fire TV using just your iPhone or Android phone as the controller through the Luna Controller app, available as a free download in the iOS and Android app stores. The on-screen controller is an option for new or casual gamers without a controller who want to check out side-scrollers, turn-based RPGs, trivia titles, and more.
- **Luna Couch:** Enjoy playing local co-op games together with friends on Luna, even when you're physically apart. The most popular games with Luna Couch among U.S. players are *Overcooked!*, *Pile Up*, *Death Squared*, *the Contra Anniversary Collection* and the *Jackbox Party Pack*.

Live Broadcasting to Twitch: Anyone can be a Twitch broadcaster with Luna on PC, Mac, and Fire TV with just a few clicks. Stream gameplay live with a camera feed overlaid on-screen using the broadcast button, which provides a simple way to broadcast to the Twitch community. For those on Fire TV devices, simply use a QR code to connect your phone as a webcam and mic.

Pricing and Availability

Starting today, Luna is available to everyone in the UK on compatible devices including Fire TV, Fire Tablets, Windows PCs, Chromebooks, Macs, iPhones, iPads, and Android phones. To start playing, download the Luna Controller app, use a compatible third-party controller, or purchase the Luna Controller. Luna Controller is available for £59.99.

A Luna+ subscription costs £8.99 per month. Jackbox Games is available for £3.99 per month, and Ubisoft+ Multi Access is available for £14.99 per month. For more details on Luna and Prime gaming, visit amazon.co.uk/playluna and gaming.amazon.co.uk.

About Amazon

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