



## Amazon Unveils Its Smartest, Most Powerful Fire TV Sticks

20/09/2023

*All-new Fire TV Stick 4K Max adds more power, support for Wi-Fi 6E, and the Fire TV Ambient Experience—delivering the smartest most powerful Fire TV Stick experience yet*

*All-new Fire TV Stick 4K delivers Fire TV's best performance for under £60, with nearly 30% more power than the previous generation, plus support for Wi-Fi 6*

*Fire TV Ambient Experience upgraded with hundreds of new pieces of free, gallery-quality artwork*

LUXEMBOURG—September 20, 2023—Today, Amazon announced a range of updates to its popular Fire TV family, introducing the most powerful Fire TV Sticks yet—the all-new Fire TV Stick 4K Max, now with the Fire TV Ambient Experience, and the all-new Fire TV Stick 4K.

“Our mission at Fire TV is to reinvent what customers can expect from a smart TV experience. That’s why the Fire TV Ambient Experience has resonated with so many customers—it’s made their TVs smarter, more useful, and added creativity and beauty to their homes,” said Emma Gilmartin, Director of Fire TV and Fire Tablets Europe. “Today, we’re thrilled to bring the Ambient Experience to more customers in the United Kingdom with the new Fire TV Stick 4K Max, the industry’s first streaming stick to include support for Wi-Fi 6E. We’re also excited to deliver Fire TV’s best-ever 4K experience for under £60 with the new Fire TV Stick 4K.”

### **All-New Fire TV Stick 4K Max—Now with the Fire TV Ambient Experience, plus more power, speed, and storage, for £69.99**

The new Fire TV Stick 4K Max (2<sup>nd</sup> Gen) is the first streaming media player to come with the Fire TV Ambient Experience, and features an upgraded 2.0 GHz quad-core processor, making it Amazon’s smartest and most powerful streaming stick yet. The Fire TV Stick 4K Max is the industry’s first streaming stick to include support for Wi-Fi 6E, meaning customers with a compatible router can enjoy the smoothest streaming experience with lower latency, faster speeds, and less interference from other Wi-Fi-enabled devices in the home. With ultra-cinematic, vibrant 4K Ultra HD, and support for Dolby Vision, HDR, HDR10+, and immersive Dolby Atmos audio, the new Fire TV Stick 4K Max delivers Fire TV Stick’s best visual and audio experience yet.

Fire TV Stick 4K Max features 16GB of storage, doubling the previous generation’s capacity, and enabling customers to store even more apps and games directly on the device. It is also the first Fire TV Stick to come with the Alexa Voice Remote Enhanced, giving customers dedicated channel buttons and a “Recents” button for one-touch, instant access to their most recently used app or channel.

### **Fire TV Ambient Experience—Now available on the all-new Fire TV Stick 4K Max, and upgraded with hundreds of new pieces of free artwork**

Previously only available on the Fire TV Omni QLED Series, the Fire TV Ambient Experience transforms the TV into a beautiful, always-smart display, and is now available to more customers for just £69.99 with the launch of the all-new Fire TV Stick 4K Max.

The Ambient Experience can turn your TV into an in-home art gallery, with no monthly subscription required. Simply ask Alexa or hold down the “Home” or “Alexa” buttons on the remote when not streaming to replace blank TV screens with beautiful artwork. Today, Amazon added hundreds of new images to a collection of more than 2,000 free, gallery-quality pieces of artwork, and expanded its collection to include artists from France, Spain, Italy, Japan, and Australia with art from notable institutions including Musée d’Orsay in Paris, Museo del Prado in Madrid, and Galleria d’Arte Moderna in Florence. Customers can also choose from motion graphics, landscape art, personalised and always-evolving dynamic art, and personal photos.

With the Fire TV Ambient Experience, customers can also see glance-able information like their schedule with Calendars and Reminders, leave Sticky Notes for family members, control smart devices like cameras, lights, or a Ring doorbell, play audio from services like Amazon Music, and Spotify.

### **All-New Fire TV Stick 4K—Faster, more fluid 4K streaming for under £60**

The new Fire TV Stick 4K (2<sup>nd</sup> Gen) delivers Fire TV Stick’s best performance yet for under £60. It introduces support for Wi-Fi 6 and features an updated 1.7 GHz quad-core processor, making it nearly 30% more powerful than the previous generation. Customers can enjoy vibrant 4K Ultra HD picture quality and immersive Dolby Atmos audio with support for Dolby Vision, HDR, HLG, and HDR10+. Plus, with Alexa Home Theatre, customers can wirelessly connect compatible Echo devices, for audio across multiple speakers and inputs.

### **Sustainable Design**

The all-new Fire TV Stick 4K Max and Fire TV Stick 4K both carry the Climate Pledge Friendly badge by achieving the Carbon Trust’s Reducing CO2 certifications, indicating their carbon footprints have been reduced year over year. Both devices use sustainable materials and implement a design that reduces their overall lifetime energy consumption. 99% of the devices’ packaging is made of wood-fibre-based materials from responsibly managed forests or recycled sources. Both devices also include Low Power Mode, which conserves energy when a device goes to sleep due to inactivity.

### **Pricing and Availability**

This [Fire TV Stick 4K Max](#) is available for pre-order today for £69.99. The all-new [Fire TV Stick 4K](#) is available for pre-order today for £59.99.

**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. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](https://amazon.co.uk/about) and follow @AmazonNewsUK.

Please download press imagery [here](#).