



X-Ray for Movies and TV Shows now available on Amazon Fire TV and Fire TV Stick - answer the classic movie-watching question "Who's that guy?" on your TV for the first time ever

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X-Ray for Movies and TV Shows is available exclusively on Prime Instant Video and Amazon Instant Video and is powered by IMDb—the number one movie website in the world, with a database of more than 180 million data items, plus over 200 million unique monthly visitors worldwide

Get instant access to actor biographies, trivia, soundtracks, and more on thousands of movies and TV episodes

Luxembourg, 13th April 2015 —Have you ever watched a movie or TV show and wondered, “*Whos that guy?*”, “*Whats she been in?*”, or “*What is that song?*” Never have that problem again. Amazon today announced that X-Ray—a customer-favourite feature since it launched on Fire tablets—is now available directly on TV screens in the UK using Amazon Fire TV, and will also be available on Fire TV Stick when it ships in the UK this week. Exclusive to Amazon Instant Video and Prime Instant Video, X-Ray for Movies and TV Shows is powered by IMDb—the number one movie website in the world, with a database of more than 180 million data items, plus over 200 million unique monthly visitors worldwide.

“We’ve all been there: you’re sitting on the sofa, watching a favourite movie or TV show, and a familiar face enters the scene—but you can’t for the life of you remember who he is, or what other movies he’s been in,” said Peter Larsen, Vice President Amazon Devices. “X-Ray solves this—it integrates the vast database of IMDb right into the viewing experience, so you can easily see trivia, actor information and soundtrack music behind TV shows and movies. We think Amazon Fire TV customers are going to love this elegant experience on the big screen at home, and it’s just one simple click of the remote away.”

With just a click of the remote, X-Ray means that Amazon Fire TV and Fire TV Stick users in the UK will be able to:

- Quickly answer “What else is that actor in?” Binging on the Amazon Original Series, *Bosch*, and know you recognise the lead actor—Titus Welliver—but can’t quite figure out where you’ve seen him before? Click “up” on your Amazon Fire TV or Fire TV Stick remote and find out that he was in *Lost*, *White Collar*, *The Good Wife* and *Sons of Anarchy*.
- Dive deeper into your movie and TV-watching experience: Ever wonder about the backstory behind your favourite lead character in a TV show? View background information about the show or lead characters through a simple click of the remote.
- Find fun-facts from your favourite movies or TV shows: Did you know that *Jurassic Park* has the most IMDb trivia and bloopers captured? With a quick click on your Amazon Fire TV remote, you can view movie and TV show trivia and bloopers as well as the background music playing in the scene.

Amazon customers already love X-Ray on Fire tablets—here’s what they’re saying about the feature:

- “X-RAY: This could be one of the most underrated features...It's like watching a DVD with narration

on, only much less annoying and much smarter.”

- “I’m one to ask myself, “who was that in that one movie?” and now I don’t even have to look up who it is because it [X-Ray] tells you. It will also let you know what song is playing if there’s an actual song and not just background piano/violin music...A great, great feature.”
- “I love the perks of streaming from my Prime account and having the X-Ray feature as I’m watching a rerun of *Frasier* or a movie and wondering who a particular actor or actress is. Very clever touch as I’m always checking out my IMDb app on my iPhone.”
- “X-Ray: Awesome!!!! It gives the actors CURRENTLY in the scene. Can learn more about them, other movies they are in, songs in the show/movie, etc.”
- “I also love the X-ray feature when I’m watching movies. Having that info come up during the movie really makes me enjoy the experience of watching it, especially with giving me factoids about movies I’ve watched over and over for years.”
- “The quality of the movie was excellent and I like the X-ray feature that provides backstory and information about the scenes.”

X-Ray is now available on thousands of titles including Amazon’s line-up of award-winning original series, including *Transparent*, *Mozart In the Jungle*, *Bosch* and *Alpha House*—and on popular exclusives like *Outlander*, *Black Sails* and *Vikings*.

X-Ray for Fire TV will be delivered to all Amazon Fire TV devices via a free, over-the-air software update starting today. In just seven months, selection for Amazon Fire TV has grown by 2x to over 1,300 apps and games. It offers incredibly accurate voice search, 3x the processing power and 4x the memory of Apple TV, a dedicated GPU, Dolby Digital Plus surround sound, and exclusive Amazon features like ASAP (Advanced Streaming and Prediction). The over-the-air software update will also be available to Fire TV Stick users receiving their pre-orders this week.

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About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

About Prime Instant Video

Amazon Prime Instant Video is the UK’s largest online video streaming service, offering subscriber’s unlimited access to over 15,000 popular movies and TV episodes. As well as exclusive TV and film content, such as *The Walking Dead*, *Vikings*, *Argo* and *Django Unchained*, Amazon Prime Instant Video is the only place to watch critically acclaimed Amazon Original shows, such as 2015 Golden Globe winning TV Series *Transparent* and critically acclaimed *Mozart in the Jungle* and *Ripper Street Season 3*. Amazon Prime Instant Video also offers customers unprecedented picture clarity with Amazon Original shows available for unlimited streaming in Ultra HD at no extra cost on compatible Sony, Samsung and LG Ultra HD smart TVs.

Amazon Prime Instant Video is available on more than 400 devices, including Fire tablets, iPad, iPhone, Xbox, PlayStation, Wii and Wii U, amongst others and is accessible both on-the-go and from the comfort of customers’ homes, through [Amazon Fire Phone](#) and on [Amazon Fire TV](#), as well as Android phones, Android tablets and the Amazon Fire Stick when released on 15th April. Amazon Prime Instant Video is available at no extra cost to Prime members, who also benefit from unlimited One-Day Delivery on over 9 million items, unlimited photo storage in Amazon Cloud Drive and access to 800,000 Kindle books to borrow. Customers

who are not already members can start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime. For more information about Prime Instant Video, visit www.amazon.co.uk/PIV.

Amazon also offers all customers more than 50,000 popular movies and TV episodes available to digitally rent or buy through Amazon Instant Video, including latest releases like *The Hunger Games: Mockingjay Part 1*, *Horrible Bosses 2* and *Penguins of Madagascar*, and now the complete *Star Wars Saga*.