



Fire TV Stick—Amazon’s fastest-selling device ever in the UK—starts shipping today

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Fire TV Stick combines powerful hardware with a vast selection of the most popular video and music services, including Prime Instant Video, Netflix, BBC iPlayer, Sky News, Demand 5, YouTube.com, Spotify, X-Ray for Movies & TV Shows, and more

Luxembourg-15th April, 2015-Amazon today announced that Fire TV Stick has become Amazon’s fastest-selling UK device ever in the week after going on sale. The device has now started shipping to UK customers, and is available from www.amazon.co.uk/firetvstick.

“We expected Fire TV Stick to be popular, but the customer response has just blown us away,” said Jorrit Van der Meulen, Vice President, Amazon Devices EU. “For just £35, Fire TV Stick delivers powerful performance and access to a vast selection of content, apps and games. The phenomenal demand has made Fire TV Stick our fastest-selling device ever in the UK in the first week after going on sale, and we think our customers are going to love it.”

Fire TV Stick delivers easy access to a vast selection of content, including the most popular streaming and catch-up services such as Prime Instant Video, Netflix, BBC iPlayer, BBC News, BBC Sport, Sky News, Curzon Home Cinema, STV Player and more. Customers can also rent or buy over 50,000 popular movies and TV episodes from Amazon Instant Video, including new releases and blockbusters. Plus, Prime members enjoy unlimited streaming of over 15,000 popular movies and TV shows such as *Divergent*, *Pompeii*, *Vikings*, *Ripper Street*, *Alpha House*, *Bosch*, *Outlander* and Golden Globe winner *Transparent*. It also offers easy access to music, photos, and games.

Fire TV Stick features a dual-core processor; 2x the memory of Chromecast; dual-band, dual-antenna (MIMO) Wi-Fi; and exclusive features like Advanced Streaming and Prediction (ASAP), which learns what Amazon movies and TV episodes you want to watch and buffers them for playback before you hit play. Support for captive portal makes it easy to connect to hotel or university campus Wi-Fi that requires web authentication, and Fire TV Stick also comes with a remote control for simple and easy navigation. You can also use the free Fire TV Remote App for Fire phone, iPhone and Android phones to search using just your voice.

Fire TV Stick also includes X-Ray for Movies & TV Shows. With just a simple click of the remote control, X-Ray for Movies & TV Shows means customers can access IMDb’s unrivalled content database and get answers to questions such as “Who’s that actor?”, “What else were they in?”, “What song is that?”-directly on their TV screen. Customers can also view background information about the show or lead characters, and get fun, informative, and interesting trivia in context with the action on the screen.

Fire TV Stick is just £35-customers can order at www.amazon.co.uk/firetvstick. Fire TV Stick is also available at Argos, John Lewis and Tesco.

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Notes to Editors

For product images please visit www.amazon.co.uk/pr.

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, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.