



Amazon puts gamers in Prime position to enjoy EGX 2016

September 15, 2016

Amazon Scan and Buy technology will enable fans to buy and pre-order games and hardware at EGX

Amazon Prime members will be able to use the Prime Now ultra-fast delivery service to order a selection of products to be delivered direct to a Prime Now Pick-Up Point at the event

London, UK – 15 September 2016 – With one week to go until the start of EGX 2016, Amazon, EGX's new official retail partner, has today revealed how its mobile technology will allow gaming fans to instantly purchase and pre-order games and hardware from this year's EGX show more conveniently than ever before.

Gamers downloading the Amazon App to their phones will be able to use Amazon's innovative Scan and Buy mobile camera technology to scan, buy and pre-order the latest games, consoles and accessories – direct from the show floor. Details on how to use the Amazon App can be found at www.amazon.co.uk/app.

Attendees who are Amazon Prime members will also be able to use the [Prime Now app](#) to purchase a selection of products from a range of publishers and have them delivered to the EGX event. Using the ultra-fast delivery service, Prime Now customers will be able to get their order delivered same day within a two-hour delivery window direct to a Prime Now pick-up point at the event. The Prime Now selection includes the recently announced PS4 Slim 500GB console and the Xbox One S 500GB FIFA 17 console which enables gamers to play up to 10 hours of FIFA 17 before the games release.

EGX attendees will also be able to find Twitch live-streams and in depth information on all the products being showcased at the event at www.amazon.co.uk/egx.

"We're delighted to be working with EGX to give fans access to games and products as quickly and easily as possible," said Russell Jones, Video Games & Software Category Leader, Amazon.co.uk. "Using the ultra-fast Prime Now delivery service, Prime members will be able to order from a selection of products and pick them up at a special delivery point at a convenient time."

Prime Now launched in the UK in 2015 and enables Prime members in urban areas across the UK one and two-hour delivery on more than 15,000 items using [the Prime Now app](#). Prime Now is now available to more than 30% of the UK population and available in selected postcodes in London, Hertfordshire, Surrey, Birmingham, Newcastle, Manchester, Leeds, Liverpool, Portsmouth, South Yorkshire and Glasgow. Prime members can choose delivery within one hour of ordering for £6.99, or free delivery within a choice of two-hour, same-day delivery slots between 8am and midnight, seven days a week.

Now entering its ninth year, EGX has cemented its status as the number one venue for publishers and developers to exhibit their pre-release games in the UK, who this year include Sony (PlayStation VR), Warner Bros (Lego Dimensions) and Bethesda (Dishonored 2). In recent years the event has grown to encompass all aspects of gaming culture including eSports, VR, YouTube talent, indie games, cosplay and retro gaming.

Syndicate and the Yogscast will be amongst the array of leading YouTube gaming talent who attendees can meet and EGX 2016 will be the first place that UK gamers can get hands-on and experience Call of Duty: Infinite Warfare, The Last Guardian, Dishonored 2, PS VR and Final Fantasy XV.

"There's only one week to go until EGX 2016 and it's shaping up to be the best show yet," said Rupert Loman, CEO of EGX's parent company Gamer Network. "Over 200 games and new hardware will be playable at the show including some exciting global first-plays. Thanks to Amazon our attendees will be able to get them delivered to the show or to their homes quickly, reliably and at great prices."

80,000 gamers are expected to fill the NEC in Birmingham from September 22nd to 25th for the biggest and best EGX yet, for which Saturday tickets and super passes have already sold out. Fans now only have a week to purchase the last remaining tickets for the Thursday, Friday and Sunday. For full details on EGX please check out the official website at www.egx.net/egx/.

A mobile app guide for EGX 2016 is now available to download (for iOS and Android), with features including maps for the show floor, a full list of games, a schedule of events and lots more. Users are able to create to-do lists, personalised schedules and rate every game from the show floor.

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About EGX

EGX is the UK's largest video games consumer, trade and careers event. Produced by Gamer Network, EGX (and its indie games-focussed sibling EGX Rezzed) features playable pre-release games on both PC and console, developer sessions by well-known games designers and the opportunity to chat with developers on the show floor. Additional features include eSports, cosplay, indie games, tabletop games and more. For those interested in joining the video games industry, the GamesIndustry.biz Career Fair provides a major platform for educators, employers and recruiters to demonstrate the value of and path to a highly rewarding career. For more information visit www.egx.net/egx.

About Amazon Prime

Amazon Prime membership grew 51% last year, including 47% growth in the U.S. and even faster internationally – there are now millions of members

in the UK and tens of millions of members worldwide.

Amazon Prime members enjoy unlimited One-Day Delivery on millions of items, thousands of movies and TV episodes through Prime Video, streaming more than a million songs available to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive, access to a million Kindle books to borrow, and early access to select Lightning Deals on amazon.co.uk — all available for a monthly membership of £7.99/month, or a best value annual membership of just £79/year. Amazon customers who are not already members can start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime.

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 tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about.