



All-new Amazon Fire TV Stick arrives in the UK as Alexa starts rolling out to all Fire TV devices

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All-new Fire TV Stick with Alexa Voice Remote ships to UK customers today

*Alexa now rolling out to all Fire TV devices in the UK, including the first-generation of Fire TV Stick—
Amazon's fastest-selling UK device ever*

Luxembourg—6th April 2017—Amazon today announced the all-new Fire TV Stick—the first model to come with an Alexa Voice Remote—is shipping to customers in the UK for the first time. 30 per cent faster than the previous best-selling version, the all-new Fire TV Stick has been completely redesigned, with a quad-core processor and the fastest Wi-Fi of any streaming media stick. It also comes with an all-new Fire TV UI that makes finding movies and TV shows easy, and has Alexa integrated—all for just £39.99.

In addition, Amazon also announced a free Fire TV software update that will bring Alexa to all Fire TV devices in the UK—including first generations of both Fire TV and Fire TV Stick, as well as the Fire TV with 4K UHD. The update will make Alexa available to the millions of UK customers with Fire TV devices already in their homes, and upgrades every existing Fire TV Voice Remote to an Alexa Voice Remote. Customers without a voice remote can use the Fire TV app for iOS and Android to access Alexa, in the same way they do today with Voice Search. The same software update also upgrades previous generation Fire TV and Fire TV Stick devices to the new, cinematic UI.

"This is a big day for Fire TV customers," said Jorrit Van der Meulen, Vice President, Amazon Devices International. "Not only are we shipping a new Fire TV Stick—a faster and more powerful successor to our fastest-selling UK device ever—we're also rolling Alexa out to every single Fire TV device in the UK. This will allow millions more customers to access Alexa, meaning they can get answers to questions, use Alexa skills, manage their smart home, or even find things to watch and control playback, just by asking."

All-new Fire TV experience—with Alexa built in

The all-new Fire TV experience makes finding what to watch even easier and more enjoyable. The new Fire TV UI offers a cinematic experience, delivering video trailers and content screenshots to help customers access the content they want—without the need to open and close multiple apps. Customers can choose from over 7,000 channels, apps, and Alexa skills, and access to thousands of movies and TV episodes—making it easy to find great content from popular services like Netflix, BBC iPlayer, ITV Hub, All 4, My5, Curzon Home Cinema, DisneyLife, BBC News and BBC Sport, as well as Prime Video, Amazon Video and many more.

Alexa is the cloud-based voice service that powers devices like Amazon Echo, Echo Dot and now Fire TV. Alexa is always getting smarter and developers continue building new experiences, with thousands of skills already available and tens of thousands of developers globally building more. With Alexa integrated into Fire TV and Fire TV Stick, customers easily control video playback through voice, ask to get the news and weather, check their commute, get sports scores, create shopping lists, play music, order a car from Uber or takeaway from Just Eat, and much more. Fast, accurate voice search powered by Alexa also allows customers to search quickly for apps, and content across different services.

The all-new Fire TV Stick with Alexa Voice Remote is available today for £39.99 from www.amazon.co.uk/firetvstick. The update bringing Alexa to existing Fire TV devices will roll out to customers over the coming weeks.

The all-new Fire TV Stick with Alexa Voice Remote is also available at Dixons Carphone, Argos, John Lewis, Tesco, Maplin and Shop Direct.

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