



Introducing the All-New Amazon Fire 7 and Fire HD 8 with Amazon Alexa

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Fire 7, the next generation of Amazon's best-selling tablet, is now thinner and lighter with an improved 7" IPS display, longer battery life, and improved Wi-Fi connectivity—still only £49.99

Fire HD 8 offers a stunning 8" HD display with over 1 million pixels, up to 12 hours of battery life, and 16 GB of storage—now only £79.99

Introducing Alexa on Fire Tablets—just press and ask—Alexa provides quick access to the entertainment you want, including videos, music, games, audiobooks, and more

Luxembourg—17th May 2017—Amazon today announced two new additions to its Fire Tablet line-up—the all-new Fire 7 and all-new Fire HD 8. Amazon's best-selling tablet is now even better—Fire 7 features a thinner and lighter design, an improved 7" IPS display with higher contrast and sharper text, longer battery life with up to 8 hours of mixed use, 8 GB of storage with support for up to 256 GB of expandable storage, and better Wi-Fi connectivity, plus Alexa—all for only £49.99. The all-new Fire HD 8 offers a stunning 8" HD display with over 1 million pixels, a quad-core processor, up to 12 hours of battery life, 16 GB of storage with support for up to 256 GB more, plus Alexa—now only £79.99. Both Fire Tablets are available for pre-order starting today.

"We think customers should expect more from their tablet—better hardware, more features, access to tons of great content—but shouldn't have to pay a premium for it," said Kevin Keith, General Manager, Fire Tablets. "Our approach is to offer premium products at non-premium prices. The all-new Fire 7 is thinner and lighter, offers an improved display, longer battery life, and better Wi-Fi connectivity—while keeping the same low price of £49.99. For only £30 more, the all-new Fire HD 8 offers a vibrant 8" HD widescreen display, up to 12 hours of battery life, faster performance, and 16 GB of storage. Plus, both tablets include Alexa—it's an incredible value we think customers will love."

For less than £50, Fire 7 is thinner and lighter than the previous generation Fire. With an improved 7-inch IPS display, Fire 7 offers higher contrast and sharper text, making books, web content, videos and more look crisp and colourful. Fire 7 also offers improved battery life with support for up to 8 hours, and a choice of 8 GB or 16 GB of internal storage with up to 256 GB of expandable storage via microSD card, giving customers the ability to enjoy more videos, music, games, and photos—even while offline.

For only £30 more, Fire HD 8 offers a widescreen 8" 1280 x 800 HD display with over a million pixels for a bright, vivid picture. It also includes faster performance compared to the previous generation Fire HD 8, up to 12 hours of battery life for all-day power, and 16 GB or 32 GB of internal storage, plus up to 256 GB of expandable storage via microSD card.

Both of Amazon's latest Fire Tablets include:

- Alexa—Simply press and ask to launch apps, enjoy music, listen to audiobooks, ask questions, shop, find news, display the weather, and more on your Fire tablet.
- Quad-core 1.3 GHz processor—Quickly and easily switch between apps, stream movies, and browse the web without waiting for your tablet to catch up.
- Front- and rear-facing cameras—Video chat with friends and family with the front-facing camera; take and share photos, and save them for later with free, unlimited cloud storage for all photos taken on Fire devices.
- Fast Wi-Fi connectivity—dual-band Wi-Fi with support.
- Screen Sharing—let an Amazon expert guide you remotely through any feature on your screen, available 24x7, 365 days a year—for free.
- Amazon-exclusive features—Alexa, ASAP, X-Ray, Second Screen, Amazon Fire for Kids, Family Library, Blue Shade, On Deck, Prime Video downloads, and more.
- Massive content offering—Access to millions of movies, TV shows, songs, books, magazines, apps, and games—with free unlimited cloud storage for all Amazon content.
- New colour options—Black, Punch Red, Marine Blue, and Canary Yellow.

Introducing Alexa on Fire Tablets

It just got even easier to enjoy endless entertainment on your Fire Tablet with Alexa, the cloud-based voice service that is the brain behind Amazon Echo. When connected to Wi-Fi, simply long-press the home button and ask Alexa to play your favourite song, open a game or read you the latest audiobook—Alexa provides quick access to the entertainment you want. Plus, you can ask Alexa for the news, weather, jokes, questions, and more—Alexa provides natural-language responses, combined with on-screen information on the tablet's display. Third parties can publish Alexa skills, so you can ask Alexa to play music from services like RadioPlayer, and turn off the lights or adjust the temperature on compatible smart home devices.

Alexa will be available on the all-new Fire 7, all-new Fire HD 8, Fire, Fire HD 10, and past generation Fire HD 8 tablets via a free over-the-air software update in the coming weeks. Because Alexa is cloud-based, it gets smarter over time, meaning more Alexa capabilities for Fire Tablets will be delivered in subsequent updates.

Endless Entertainment

Premium Content for the Whole Family

Amazon offers access to millions of songs, movies, TV shows, books, apps, games, audiobooks, and magazines—including exclusive and original hit shows, like The Grand Tour, American Gods, The Man In The High Castle and Transparent, and all the biggest and best music from Amazon Music, like songs by Ed Sheeran, Little Mix and Rag'n'Bone Man. Fire devices offer free, unlimited cloud storage for all Amazon content, plus all of the exclusive features that customers love, such as ASAP, which helps you get to the movies and TV shows you want to watch even faster, or Blue Shade, which removes harmful blue light for a more comfortable night-time reading experience on a tablet. Parents can also take advantage of world-class parental controls with Amazon Fire for Kids, the service that encourages learning before play and gives parents the ability to set educational goals and screen time limits by content type, including innovative features like Learn First and Bedtime.

Ultimate Portability

Fire 7 and Fire HD 8 offer beautiful displays, up to 256 GB of expandable storage via microSD card, and long battery life, making them the perfect tablets for watching movies, playing games, reading books, listening to music, and much more whether jumping on a plane or heading out on a family trip. With support for offline downloads for Prime members, plus On Deck, which automatically downloads popular Prime movies, TV shows, and Amazon Original Series, customers never have to worry about being caught without entertainment.

Even Better with Prime

Fire Tablet customers that are Prime members have access to millions of songs, movies, TV episodes, books, and much more included as part of their member benefits. Amazon Prime members in the UK already enjoy unlimited One-Day Delivery on a million items, unlimited Same-Day Delivery and one or two hour delivery through Prime Now in select cities, tens of thousands of movies and TV episodes through Prime Video, more than two million songs and hundreds of curated playlists and stations to stream and download through Prime Music, unlimited secure photo storage with Prime Photos, borrowing great books at no additional cost through Prime Reading, 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. Visit www.amazon.co.uk/prime to find out more.

The Fire Family

Fire 7 is £49.99 and Fire HD 8 is £79.99 and available in black, punch red, marine blue and canary yellow—both devices will start shipping on 7th June. Order the new Fire 7 at www.amazon.co.uk/fire7; order the new Fire HD 8 at www.amazon.co.uk/firehd8. Fire 7 and Fire HD 8 will also be available from Argos, Currys PC World, John Lewis, Tesco and Shop Direct.

Protective covers are also available for Fire 7 and Fire HD 8 in multiple colours and can stand in both landscape and portrait orientations. Fire 7 protective covers are £19.99 and Fire HD 8 covers are £22.49.

In addition to Fire 7 and Fire HD 8, Amazon also today introduced the Fire 7 Kids Edition tablet and Fire HD 8 Kids Edition tablet. Both will also start shipping on 7th June —order at www.amazon.co.uk/fire7-kids-edition and www.amazon.co.uk/firehd8-kids-edition. Fire 7 Kids Edition will also be available from Argos, Currys PC World, John Lewis, Tesco and Shop Direct. Fire HD 8 Kids Edition will also be available from John Lewis. Both tablets will begin shipping on 7th June.

As a special introductory offer, Fire Tablets are available in a multi-pack option from Amazon.co.uk—so that every member of the family can enjoy one. Buy any three Fire Tablets—including the all-new Fire 7, Fire HD 8, Fire 7 Kids Edition, and Fire HD 8 Kids Edition—and save 20 percent.

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