



Introducing Discussion Cards and Parent Dashboard—New Ways for Families to Discover, Share, and Connect Through Amazon Fire for Kids

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Discussion Cards let parents share in their kids' digital experience through short summaries of the books, videos, educational apps and games their kids are using in Amazon Fire for Kids, and connect with their kids through suggested questions and family activities designed to encourage dinner table conversation



Luxembourg—12th April, 2017—Amazon today announced Discussion Cards, a new feature for its popular Amazon Fire for Kids service and a whole new way for parents and kids to connect over digital content. With Discussion Cards, parents can easily familiarise themselves with the Fire for Kids content their kids are viewing, such as books, videos, educational apps, and games to encourage discussion and engagement with their kids. Discussion Cards are found within the new Parent Dashboard, a mobile optimised website that also provides daily activity reports to help parents review the digital content their kids are using in Fire for Kids and determine how to manage time limits and educational goals. Parent Dashboard is available starting today at <http://parents.amazon.co.uk>.

Discussion Cards allow parents to tap into a specific Fire for Kids book, video, educational app or game title to get more detail, including a summary and sample questions they can ask their child. For example, when clicking on "Billionaire Boy," parents will see questions like, "why do you think it is so difficult for Joe to make friends?" or "why do you think people say that the "best things in life are free"?" This helps parents quickly become familiar and engage with their kids around the content they are viewing. Discussion Cards also provide ideas for real-world experiences for families— Billionaire Boy title suggests "come up with some fun ideas for new inventions, just like Mr Spud's toilet tissue in the book." If a parent finds that their child has a real interest in what they read or viewed, they can suggest doing something together as a family to help deepen their experience and build on their interest.

"As kids learn and play more independently with their tablets, we want to provide parents with more ways to join in that digital discovery," said Kurt Beidler, Director of Kids & Family, Amazon. "Discussion Cards equip parents with information about an Amazon Fire for Kids book, video, educational app, or game their child is enjoying, and provide open-ended questions that parents can ask kids to spark conversations—and avoid the dreaded one-word response. Discussion Cards also offer ideas for real-world activities families can do together, like participating in community service or working on an art project—all inspired by what kids are doing in Fire for Kids."

Discussion Cards are written by Amazon Content Editors and are available for videos, books, educational apps, and games within Fire for Kids, as well as many titles that are added into Fire for Kids by parents. Discussion Cards are already available for thousands of the most popular titles, with more cards being added every day.

Parents can find Discussion Cards within the new Parent Dashboard, which provides access to a daily activity report of their child's device usage while in their Fire for Kids profile. Reports include information like videos watched, books read, apps or games played, and websites visited, including how many minutes were spent on a particular title and how that usage may have changed over the week. This provides parents with more information to determine how to manage screen time, time limits, and daily education goals within the Fire for Kids child profile.

Over 10 million kids (and their parents) enjoy the award-winning Fire for Kids service, which provides the perfect balance between giving kids the freedom of choice and unlimited access to the content they love, while providing parents peace of mind that what their kids are viewing on their devices is age-appropriate. Parents have the ability to hand-select content, set educational goals and set screen time limits by content type, and the Fire for Kids web browser lets kids have access to tens of thousands of age-appropriate YouTube videos and websites that have been hand-curated

by the Fire for Kids team. Additionally, while in Fire for Kids, kids do not have access to social media and can't make in-app purchases. Fire for Kids is available as a free app or as a paid subscription option, Amazon Fire for Kids Unlimited, which offers unlimited access to popular content from Disney, Nickelodeon, BBC, HarperCollins, Simon & Schuster, and more.

Parents can learn more about Discussion Cards and Parent Dashboard at <http://parents.amazon.co.uk> Parents can learn more about Amazon Fire for Kids and Amazon Fire for Kids Unlimited, which is available exclusively on Fire tablets, including Fire Kids Edition, as well as on Kindle e-readers and Amazon Fire TV at www.amazon.co.uk/fireforkids.

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