



Amazon Announces Next-Generation Fire TV Stick, Fire TV Stick Lite, and Redesigned User Experience

September 24, 2020

Best-selling Fire TV Stick is now 50% more powerful with full-HD streaming, HDR support and Dolby Atmos—also includes Alexa Voice Remote for easy TV power and volume controls

Fire TV Stick Lite is our most affordable Fire TV Stick ever—features full-HD streaming, HDR support, and Alexa Voice Remote Lite

Redesigned Fire TV experience provides new content-discovery features, enhanced Alexa voice integration, and user profiles for personalized recommendations for movies, TV shows, and more

BENGALURU—Sept. 24, 2020—With more than 100 million devices sold globally, Fire TV customers are streaming billions of hours every month. Today, Amazon made Fire TV even better, with the next-generation Fire TV Stick, the all-new Fire TV Stick Lite, and a reimagined Fire TV experience that is more personal and customised.

"Millions of Fire TV customers in India will now experience an even better and faster streaming experience with this launch. TV at home has become the mainstay for movies, shows, kids' entertainment and latest news during these uncertain times. Customers can now get the most out of their TVs with the next-generation Fire TV Stick and Fire TV Stick Lite. It offers a more powerful and affordable streaming experience with better voice integration with Alexa," said **Parag Gupta, Head of Amazon Devices, India.**

Best-Selling Fire TV Stick Now 50% More Powerful with HDR and Dolby Atmos Support—INR 3,999

The all-new Fire TV Stick features an enhanced 1.7 GHz quad-core processor that makes it 50% more powerful than the previous generation. The new Fire TV Stick delivers faster streaming in 1080p at 60fps with HDR compatibility. The dual-band, dual-antenna WiFi supports 5 GHz networks for more stable streaming and fewer dropped connections. Fire TV Stick also supports Dolby Atmos for immersive sound with compatible content and speakers, and an Alexa Voice Remote with dedicated power, volume, and mute buttons for easy control of TVs, soundbars, and A/V receivers. The all-new Fire TV Stick delivers improved performance while consuming 50% less power than the previous generation.

Fire TV Stick Lite—Affordable, Full-HD Streaming on Fire TV—INR 2,999

Fire TV Stick Lite is a new, even more affordable way to begin streaming in full HD. Fire TV Stick Lite is 50% more powerful than the previous-generation Fire TV Stick. It features HDR support and comes with Alexa Voice Remote Lite, a new remote that allows you to use voice to find, launch, and control content.

All-New Personalized Fire TV Experience

Fire TV's most significant experience update is redesigned to offer a more intuitive, simple, and customized experience. The Main Menu is at the center of your screen and makes it easy to find what you're looking for. You can now jump into your favorite streaming service directly, or scroll over supported apps to quickly peek at what's inside and begin playback. A brand new Find experience makes it easier than ever to discover great movies, TV shows, and more, with browsing capabilities that allow for broad and specific searches based on genre (e.g. comedies, action), helpful categories (e.g. free, sports, Live TV), and more.

Alexa is at the core of the new Fire TV experience, featuring improved voice controls that give you greater control of your entertainment. Just say "Alexa, go to Library" to browse shows. With user profiles, Fire TV now delivers a personalized experience for up to six members of a household, providing individual content recommendations, viewing history, watch lists, preferred settings, and more. Changing user profiles is simple by saying "Alexa, switch to my profile." After initial set up, Alexa will automatically recognize the voice and switch to your profile.

Alexa is getting smarter every day, and the redesigned Fire TV experience features a dedicated Alexa Explore destination, which displays popular Alexa features and helps you discover new recipes, view stocks, and more. You can also see and control connected smart devices in your home

Availability

The all-new Fire TV Stick is INR 3999 in India and customers can begin pre-ordering today at <http://www.amazon.in/firetvstick>.

Fire TV Stick Lite is INR 2999 in India and customers in India can begin pre-ordering today at <http://www.amazon.in/firetvsticklite>.

The redesigned Fire TV experience will begin rolling out globally later this year, starting with the all new Fire TV Stick and Fire TV Stick Lite. Some features will vary by country.

###

About Amazon

Amazon 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 aboutamazon.in/ and follow [@AmazonNews_IN](https://twitter.com/AmazonNews_IN).