



## Amazon Launches Fire TV Cube in India— The Fastest and Most Powerful Fire TV Device Ever With Hands-Free Alexa Voice Control

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*Elevate your watching experience; use voice to control streaming, compatible TV, Smart Home devices, and DTH set top box*

**Bangalore, April 21, 2021** – Amazon today announced the all-new [Fire TV Cube](#), the hands-free, Alexa-enabled Fire TV experience, and the fastest and most powerful Fire TV ever at INR 12,999 in India. The all-new streaming media player features far-field voice control built into the device. This signature Fire TV device combines the capabilities of Amazon’s best-selling line of Fire TV streaming media players with the Alexa features. With Fire TV Cube, customers can voice control their entertainment system including compatible TV, Set Top Box, Smart Home devices, A/V receivers, etc.

“We are excited to introduce Fire TV Cube – our fastest and most powerful Fire TV device, developed after gathering a wealth of feedback about how customers use voice in the living room. We have combined the far field voice technology of Echo devices with the much loved Fire TV user experience so that customers can use the convenience of Alexa to control their entertainment. With its excellent picture quality and immersive sound experience, Fire TV Cube aims to deliver theater like experience at home.” said **Parag Gupta, Head of Amazon Devices, India**.

With Fire TV Cube, you can watch your favorites from Prime Video, Netflix, YouTube, Disney+ Hotstar, Zee5, SonyLiv, Voot, and others. Plus, tune to live TV channels with cable or set-top box providers. Fire TV Cube gives you access to tens of thousands of channels, apps, and Alexa skills. The vast Fire TV catalog combined with powerful voice control makes it easier than ever to enjoy TV. Simply say, “*Alexa, open Netflix*” or “*Alexa, find music videos on YouTube*” or “*Alexa, watch Pokemon on Voot Kids*”.

### ***The Fastest, Most Powerful Fire TV Ever***

Featuring an ultra-powerful hexa-core processor, the all-new Fire TV Cube delivers a fast, fluid experience, with instant access to Dolby Vision and 4K Ultra HD content at up to 60 frames per second. You will enjoy the brilliant color of Dolby Vision and HDR, and HDR 10+, as well as the audio clarity of Dolby Atmos on the all-new Fire TV Cube.

### ***Easy Control of All Your Entertainment***

Hands-free voice control means convenience. The all-new Fire TV Cube features cutting edge far-field voice recognition with eight microphones and advanced beamforming technology that combines signals from the individual microphones to suppress noise, reverberation, content currently playing, and even competing speech to make sure Alexa clearly hears your request when placed next to your TV. When combined with the powerful new processor, you can easily search and navigate content using just your voice, whether it’s through your cable or set-top boxes; streaming apps like Prime Video, YouTube, Netflix, Disney+ Hotstar, Zee5, SonyLiv and more. From across the room, just say, “*Alexa, switch on the TV*” or “*Alexa, watch Mirzapur*” and Alexa will respond to your request.

Fire TV Cube uses multi-directional infrared technology, cloud-based protocols, and HDMI CEC, that when combined with Alexa, lets you control your compatible TV, sound bar, A/V receiver, cable, [select set-top boxes](#), as well as other smart home devices. Fire TV Cube lets you dim the lights, check the weather, listen to the news, and more—even with the TV off with the built-in speaker.

### ***Always Getting Smarter***

The Alexa service is always getting smarter with new features, device control capabilities, and hands-free voice functionality currently supports enhanced in-app voice controls on Fire TV Cube, giving you more ways to use your voice while navigating through content.

### ***Pricing and Availability***

Fire TV Cube comes with an Ethernet adapter, Alexa Voice Remote, and IR extender cable and is available for customers in India at INR 12,999 starting today on Amazon.in and select Croma and Reliance outlets. To connect Fire TV Cube, customers can purchase an HDMI cable separately, which is available at no extra cost along with the device as an introductory offer. For more information visit [www.amazon.in/firetvcube](http://www.amazon.in/firetvcube).

### ***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, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire TV Stick, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [aboutamazon.in](http://aboutamazon.in) and follow [@AmazonNews\\_IN](https://twitter.com/AmazonNews_IN).

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