Xiaomi India launches Redmi Smart Fire TV
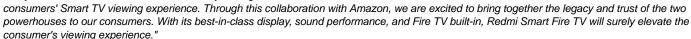
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- Brings new user Experience with Fire TV built-in and voice-control powered by Alexa
- Available in the 32" variant, the television offers best-in-class entertainment and resolution with industry-leading technologies
- Available for sale on Mi.com and also on Amazon.in starting 21 March 2023

Bengaluru, India, 14 March 2023: Xiaomi India, the country's No.1 Smart TV brand unveiled the latest addition to their TV portfolio with the launch of Redmi Smart Fire TV. With the aim to reinvent the Smart TV viewing experience for consumers, the new television brings together the technological prowess of Xiaomi India and Amazon. Designed to offer a seamless streaming experience with Fire TV built-in, Redmi Smart Fire TV features Vivid Picture Engine, and Dolby Audio for the best entertainment experience in its class.

Sporting an elegant and metal bezel-less design with a balanced aesthetic, the Redmi Smart Fire TV elevates the home décor. The device delivers High Definition-Ready (HD-Ready) display, powered by Vivid Picture Engine technology for an immersive and true-to-life viewing experience. Featuring powerful 20W speakers, Dolby Audio™, DTS-HD and DTS: Virtual X technology, the television offers complete entertainment at home.

With Fire TV's seamless streaming experience, consumers get to experience quick and convenient access to a wide variety of entertainment and content on their home screen. The smart TV also comes with Redmi Voice Remote with Amazon Alexa that allows consumers to easily switch channels, launch apps, search for titles, play music, and control smart home devices with their voice.

Sudeep Sahu, Deputy Head of Product at Xiaomi India, commented on the announcement," *Keeping true to our promise of "Innovation for Everyone", we at Xiaomi India are consistently aiming to reinvent consumers' Smart TV viewing experience. Through this collaboration with Amazon, we are excited to bring together the legacy and trust of the two powerhouses to our consumers. With its best-in-class display, sound performance, and Fire TV built-in, Redmi Smart Fire TV will surely elevate the consumer's viewing experience."*

He further added, "*With this addition to our portfolio, we hope to build the momentum of providing our consumers* with *the best hardware and software to provide high-quality, innovative and affordable smart TV experiences, with the power of choice at their fingertips."*

Anish Unnikrishnan, General Manager - Fire TV & Kindle, Amazon India, adds *"The Redmi Smart Fire TV offers a superior viewing experience that can be voice-controlled with Alexa to take the home entertainment experience several notches higher. We are excited to join forces with Xiaomi on this new journey, and look forward to bringing new viewing experiences to Indian viewers. Whether it is live cricket matches, movies on demand, TV shows, or live news channels, customers can access their favourite content seamlessly. I can't wait for them to enjoy the best of audio and video specs from Xiaomi combined with the vast selection of content enabled by Fire TV in their homes."*

Xiaomi India offers consumers high-quality content and viewing experience along with the intelligence of Alexa to deliver a truly smart TV experience with Redmi Smart Fire TV.

New User Experience with Fire TV Built-in
The newly launched smart TV features Amazon's Fire OS 7, which lets consumers enjoy a world of entertainment with over 12,000 apps from the Fire TV app store including Prime Video, Netflix, Disney+ Hotstar, Zee5, SonyLiv, YouTube and more. Consumers can stream Amazon miniTV, and 70+ live channels such as Aaj Tak, Zee News, India Today, DD National and more for free with Zee5, nexGTV, Kids First and others.

Redmi Smart Fire TV integrates live TV from customers' DTH set-top-box on the home screen allowing them to switch between DTH TV channels and OTT apps seamlessly, eliminating the need to switch TV inputs, use set-top-box remote control, or connect additional IR cables. The new television also supports Apple Airplay and Miracast allowing direct mirroring from Apple and Android smartphones respectively.

Display for Visual Delight
Along with the perfection in design, the smart television features an HD-ready display that offers the perfect balance of contrast and brightness to ensure authentic colour reproduction and brilliant clarity. With over 16 million colours, excellent depth, saturation and brightness across multiple colour gamut and standards, Redmi Smart Fire TV features an in-house image-processing algorithm, Vivid Picture Engine (VPE).

Elevating the Audio Experience
Redmi Smart Fire TV allows users' senses to get enveloped in the immersive sound and discover new levels of detail, clarity, and depth with the best in-home audio standard today with support for Dolby Audio. Supporting a crisp audio system for an immersive experience, the Redmi Smart Fire TV comes with powerful 20 Watt speakers. Further elevating the audio experience, the TV comes with support for DTS-HD and DTS: Virtual X Technology.

All-in-One Remote
The Redmi Smart TV also comes with an all-new remote, the Redmi Voice Remote with Alexa – a sleek, minimalistic remote that ensures ease of usage across a wide range of functions and control. There are buttons like TV Guide, Play Back controls, Channel up/down, mute and shortcut to popular apps. One can easily switch channels, launch apps, and search for titles by pressing & holding the dedicated Alexa button and giving a voice command.

Hub for connected smart home
Customers can ask Alexa to play music, check the weather, control compatible smart home devices including bulbs, ACs, and fans, and watch the live feed from compatible security cameras, by just asking "Alexa, show me my smart home dashboard", "Alexa, turn on the lights", "Alexa, show my security camera feed" etc.

Premium Metal Bezel-less Design
Elevating the overall home décor with its premium aesthetic and bezel-less design, Redmi Smart Fire TV offers an immersive movie experience with a 95.72% screen-to-body ratio. Featuring an exquisite metallic frame, the new television comes in 32".

Smoother Performance
Taking it a notch higher, Redmi Smart Fire TV is powered by a 64-bit Quad Core Processor coupled with Mali G31 MP2 graphics that enables jitter-free and seamless consumption of content.

Easy Connectivity
The Redmi Smart Fire TV supports Dual-Band Wi-Fi, AirPlay, Miracast and Bluetooth 5.0 connectivity. In addition to 2 HDMI ports (ARC x 1), it also comes with 2 USB ports and an AV and earphone port for uncompromised connectivity options.

Price and Availability
The Redmi Smart Fire TV 32" will be available for a price of INR 13,999 on Mi.com and Amazon.in. For a limited time, consumers will be able to purchase the unit at an introductory price of INR 11,999, that includes an additional offer of INR 1,000 on Mi.com and Amazon.in.

For more details, click here - https://www.amazon.in/l/66761890031