



Xiaomi India, Amazon join hands to bring latest Fire TV built-in and 4K viewing experience with Redmi Smart Fire TV 4K 108cm

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- *Redmi smart Fire TV 4K 108cm delivers an immersive, true-to-life viewing experience with 4K Ultra HD resolution along with HDR support*
- *Dolby Audio™ DTS: Virtual:X and DTS-HD® technology brings cinematic at-home surround sound - democratizing a true Smart TV experience*
- *With Fire TV built-in, users can access 12,000+ apps, stream more than a million movies and TV show episodes, and watch free/ad-supported content on miniTV*

Bengaluru, September 15th, 2023: Xiaomi India, the country's most loved Smartphone X AIoT brand, has launched the latest Redmi Smart Fire TV 4K variant today. Designed to transform the 4K viewing experience, Redmi's latest smart TV with Fire TV built-in is available in 108cm and brings together the technological prowess of Xiaomi India and seamless streaming experience of Amazon's Fire TV. Customers can enjoy the content-forward experience of Fire TV that integrates live TV channels from the set-top box and content from Over-The-top (OTT) apps on the home screen, –and control it all effortlessly with the Redmi Voice Remote with Alexa.

Featuring **4K Ultra-High Definition** along with **HDR 10 and HLG support**, the Redmi Smart Fire TV 4K 108cm also comes with **Dolby Audio™** and **24W speaker** along with **DTS-Virtual:X** and **DTS-HD®** technology, bringing an immersive and cinematic viewing and audio experience to consumers in their homes. The elegant metal bezel-less design with balanced aesthetics further enhances the overall full-screen experience.

Anuj Sharma, Chief Marketing Officer at Xiaomi India, said, "The 4K 108cm smart TVs are one of the fastest growing smart TV segments in India. Building on the foundation our successful collaboration with Amazon for the Redmi Smart Fire TV 81cm, we are not only introducing the Redmi Smart Fire TV 4K in a 108cm variant, but ushering in the era of '4K Smart TVs for everyone.' As more and more platforms start delivering content in 4K resolution, this will be one of the most sought out features for customers in the coming days."

Ranjit Babu, Director, Wireless & Home Entertainment at Amazon India said, "At Amazon, we remain laser-focused on providing our customers with a wide portfolio of televisions at great value along with the convenience of quick and safe delivery. The new Redmi Smart Fire TV is a significant addition to the Amazon.in marketplace because it gives customers the ease of switching from DTH to OTT content seamlessly, giving them ample entertainment options. Xiaomi televisions are much loved by our customers, and with the integration of Fire TV, we are certain that this product will become the TV of choice for upgrades to 4K."

Parag Gupta, Director and Country Manager for Amazon Devices India adds, "The Redmi Smart Fire TV 81cm received a great response from customers, and became a bestseller on Amazon.in within a few days of its launch. We are excited to introduce the new 108cm variant for customers to enjoy millions of movies, originals and TV shows in theater-like experience with 4K ultra-HD and at-home surround sound. Fire TV's content-forward experience, lag-free performance, universal voice search through Alexa, innovative smart connected home features, and more will help elevate the TV viewing experience this cricket and festive season. I look forward to hearing customer feedback."

Fire TV Experience

With Fire TV's seamless streaming experience, customers can get 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 Alexa that allows consumers to easily switch channels, launch apps, search for titles, play music, and control smart home devices with their voice.

• **Thousands of entertainment options**

The newly launched smart TV features Amazon's Fire TV built-in that allows customers to stream more than a million movies and TV show episodes across 12,000+ apps including Prime Video, Netflix, Disney+ Hotstar, Jio Cinema, Zee5 etc. (subscription may be required). Customers can also stream Amazon miniTV, and popular live channels such as Aaj Tak, Zee News, India Today, and more for free via Zee5, DD National via nexGTV, Kids First, Red Bull TV and more. With the Live tab and On Now row, customers can easily access TV serials, live news or browse the channel guide, all in one place.

• **Integrated LiveTV from DTH set-top-box**

Redmi Smart Fire TV 4K 108cm 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 by just asking Alexa, 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 casting from Apple and Android smartphones respectively.

• **Voice-Search & Control Playback with Alexa**

Through the power of Alexa and the discovery-focused experience of Fire TV, consumers can use Redmi Voice Remote with Alexa to quickly find shows, movies, and games. With simple voice commands to Alexa in English, Hindi, and Hinglish, consumers can also search information, play music, control smart home appliances or watch the live-feed of

security cameras.

- **Delightful Experiences Beyond Streaming**

Redmi Smart Fire TV 4K 108cm features Picture-in-Picture technology, allowing customers to view feed from their Alexa-compatible security cameras on the TV in full screen or Picture-in-Picture on top of their content. Without having to pause their content, customers can say, “*Alexa, show me the front door*” or “*Alexa, show me the baby monitor*” to get the live view from their Alexa compatible security cameras.

4K Visual Experience

The consumers get to experience stunning clarity and astounding picture with **4K Ultra HD resolution** on the Redmi Smart Fire TV 108cm, which also supports **HDR10 and HLG to bring to life**, the most realistic colour and contrast just as the content creator intended.

Xiaomi India's proprietary, next-generation **Vivid Picture Engine** has been optimised to meet the taste of Indian users that offers lifelike pictures with improved colors, contrast, saturation and brightness across multiple color gamuts and standards.

Xiaomi India's proprietary MEMC engine - **Reality Flow** also analyses picture frames and interpolates frames that ensure smooth and blur-free visuals when watching fast-paced content.

Elevate the Audio Experience

The new television features a powerful **24-Watt speaker system** with support for **Dolby Audio, DTS: Virtual X** and **DTS-HD®** technology that allows consumer's senses to discover new levels of detail, clarity, and depth across a wider sound stage.

Connectivity and Speedy Experience

The Redmi Smart Fire TV 4K 108cm is powered by a Quad Core A55 Processor that enables jitter-free and seamless consumption of content. It also supports Dual-Band Wi-Fi, Bluetooth 5.0 connectivity, Optical port; and comes with 3 HDMI ports, 2 USB ports and an AV and earphone port for uncompromised connectivity options.

All-in-One Remote

The television also comes with an all-new 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.

Price and Availability

The Redmi Smart Fire TV 4K 108cm will be available for a special launch price of **INR 24,999** on [Mi.com](https://www.mi.com) and [Amazon.in](https://www.amazon.in). Additionally, consumers can avail launch offer of free 1-year extended warranty.