

Amazon's Media Blaze Spreads with Fire TV

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Earlier this month, Amazon made it even more difficult for you to choose how to watch TV. Joining the Apple TV, Roku and Google's Chromecast, among many other media-streaming options, the online retail giant released Fire TV, whose [product page](#) boasts that it "combines all your favorite subscriptions and streaming services with Amazon's massive selection of digital content."



Amazon Fire TV: Impressive debut, with room to grow

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In an April 2nd press conference in New York, Amazon's Peter Larsen, Vice President of the Kindle--the company's best-selling e-reader--underscored the Fire TV's fast processor, claiming that the device has three times the power of similar gadgets. But Bloomberg's Businessweek points out that while Larsen's comment may be true, he

<https://storify.com/VivaKi/amazon-s-media-blaze-spreads-with-fire-tv>

was also vague in his explanation.

[Amazon's Fire TV Piles Into the Living Room - Businessweek](#)

Apr 2, 2014 ... Amazon's Fire TV Piles Into the Living Room. Photograph by Brea Souders for Bloomberg Businessweek. Technology companies have ...
WWW.BUSINESSWEEK.COM



[Amazon's New FireTV: It Feels Like... Plastic](#)

April 2 (Bloomberg) -- Bloomberg's Edmund Lee reports on an expected TV-viewing device from Amazon and how it plays into CEO Jeff Bezos's vision of the company's future. Lee speaks on Bloomberg Television's "Bloomberg West." (Source: Bloomberg)

[BUSINESSWEEK](#)

Regardless, every other TV-streaming device has its share of problems, Amazon's shopper feedback suggests, leading some critics to believe the Fire TV will scorch its competition. "Amazon doesn't have to guess what people want," says David Pierce of The Verge, "it just has to wait for others to get it wrong."

[The playbook: why Amazon's Fire TV is a guaranteed hit | The Verge](#)

Apr 2, 2014 ... Amazon is in the hits business. The company never reveals specific sales numbers for its Kindle and Kindle Fire products except in words like ...
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Retailed at \$99, and sold exclusively on Amazon's site, the Fire TV offers many of the same basic services as its competitors, including Netflix, Hulu Plus, Amazon Instant Video and YouTube, leaving other critics skeptical of the hype.

[Amazon Fire TV misses the same marks as Ouya, other media ...](#)

2 days ago ... According to Amazon, the Fire TV wasn't just another slightly differently shaped rectangular prism of plastic. Fire TV was no less than the ...
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So what exactly makes Fire TV stand out?

Many testers have praised the interface and usability, particularly the effective and unique voice-command functionality. A Gizmodo reviewer claims, "Voice search is impressive; it worked near-flawlessly every time I used it." And GeekWire echoes the sentiment: "The responsiveness of the box, the voice search, and the no-wait streaming are the best you'll find."



Amazon Fire TV Review: A Fast Ride That'll Cost You

Take your pick of streaming devices--there are already plenty out there. Amazon says its new Fire TV can best every Roku, Chromecast, and Apple TV in the land on speed, ease of use, and a treasure box of extras. In most cases, Fire TV delivers on those promises.

 [LESLIE HORN](#)

Review: Amazon's Fire TV sets a new bar for streaming boxes ...

2 days ago ... Does the world really need another streaming box? The answer is a resounding YES! Having just purchased the Amazon Fire TV and having ...

WWW.GEEKWIRE.COM

But the real area where Amazon hopes their device will rise above the rest is in games, in which Wired magazine's Chris Kohler believes the Fire TV will prove revolutionary.

Hands-On With Amazon's Fire TV, the Tiny Console That Could ...

1 day ago ... Hands-On With Amazon's Fire TV, the Tiny Console That Could Transform Gaming · Space Exploration and the iPad Are a Match Made in Gaming Heaven ... Navy's New 80-MPH Mini Combat Vehicle Can Drop From the Sky The fact that Kim Swift (Portal) and Clint Hocking (Far Cry 2) are now on the ...

 WWW.WIRED.COM

Amazon claims that more than a hundred games are currently available on the device, but that thousands more are in the works. It's also the first of its class to offer an optional [game controller](#), which you can grab for an additional \$40 to enhance your gameplay experience.

Here's the Amazon Fire TV game controller | Joystiq

Apr 2, 2014 ... Amazon has finally revealed the game controller for its new Fire TV video streaming device. Lo and behold, it looks exactly like the controller ...

WWW.JOYTIQ.COM

And while it may be too soon to expect many user critiques on social media sites, Twitter has been abuzz with professional testers, both positive...



The Amazon Fire TV has the potential to be the ultimate living-room device. Our review: on.mash.to/1HZQde pic.twitter.com/mUXuh5v6uK

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Amazon's Fire TV is sure cooking with gas. @TechHive's @sfsooz has the definitive review. hive.rs/1hDnMHd pic.twitter.com/cVx0eESzL1

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...and not so positive.



The frustrations of Fire TV MT @elgacd With reviews like this, I'm glad I bought @RokuPlayer arstechnica.com/gadgets/2014/0... pic.twitter.com/n7yB0Ub7P1

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But if Amazon's site in fact serves as an accurate assessment of how people shop, it's clear that the megastore has found new fuel to ignite another hot streak. With no intention of making money on the actual device, which is priced the same as the Apple and Roku products, Amazon instead expects to make money on the digital content Amazon sells. With little at stake, it's far from the first time Amazon predicted what shoppers want, even before they were aware.



News, opinion and aggregation on business, politics, entertainment, technology, global and national - The Wire

5,297 views Amazon is considering a new phase in its quest for global commerce domination. They're working a plan that would ship products to you before you even purchase them because Amazon knows what you want better than you do.

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