

Amazon unveils new Kindle Fire tablets

Amazon is refreshing its line-up of tablet computers with new devices called Kindle Fire HDX, which are significantly faster and lighter than the previous generation

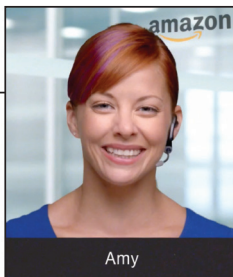
KINDLE FIRE HDX

► **Screen:** 7-inch and 8.9-inch versions have sharper, more colourful displays than older models, and both have more pixels per inch than latest iPad

► **Performance:** 2.2GHz quad-core Snapdragon 800 processor, claimed to be three times faster than older Kindle Fire. RAM boosted from 1GB to 2GB



“Mayday” button



► Brings up live video chat with customer service representative, who can tell users how to operate device or do it remotely

► Helper can speak to users but not see them, and can make on-screen scribbles to highlight menus

► Free service available 24/7 to HDX users, with maximum response time of 15 seconds



COMPARISON	HDX 7	HDX 8.9	iPad
Screen	7-inch	8.9-inch	9.7-inch
Resolution	323 PPI	339 PPI	264 PPI
Processor	2.2GHz quad-core	2.2GHz quad-core	1.4GHz dual-core
Size	186 x 128 x 9.0mm	240 x 164 x 8.8mm	241 x 186 x 9.4mm
Battery	11 hours	12 hours	10 hours
Camera	HD front	HD front, 8MP rear	HD front, 5MP rear
Storage	16, 32, 64GB	16, 32, 64GB	16, 32, 64, 128GB
Weight	303-311g	374-384g	652-662g
Price	From \$229	From \$379	From \$499