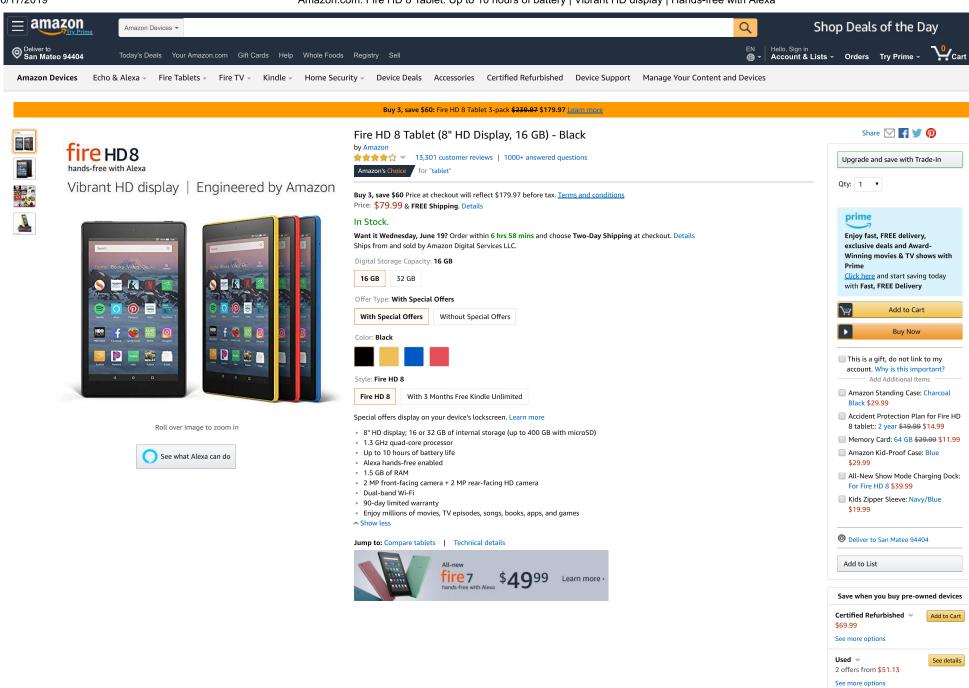
EXHIBIT 24





Engineered by Amazon







10-hour battery

Vibrant 8" HD display

Hands-free with Alexa

Tested over 50 different ways to stand up to everyday life

Fast and responsive

Enjoy your entertainment with a fast 1.3 GHz quad-core processor. Fire HD 8 offers 50% more RAM than Fire 7 for faster performance.

Vibrant HD display

Fire HD 8 features a 1280 x 800 high-definition display with over a million pixels (189 ppi) and a bright, vivid picture. Enjoy movies and games in a crisp, clear HD resolution, with less glare and more brightness thanks to a stunning IPS (in-plane-switching) LCD display.

No more worrying about storage space

With 2x more internal storage than Fire 7, Fire HD 8 comes standard with 16 GB. Expand your tablet's storage by up to 400 GB using a microSD card, and keep photos, movies, and compatible games and apps with you. Plus enjoy free unlimited cloud storage for all your Amazon content and photos taken with your Fire tablet.

Capture life's moments

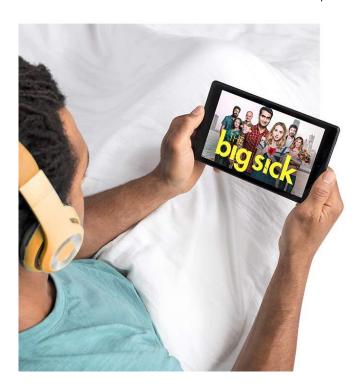
Fire HD 8 features a 2 MP rear-facing camera for taking photos or shooting 720p video.

Power when you need it

With up to 10 hours of mixed-use battery life, Fire HD 8 gives you the flexibility to go where the day takes you.

Stands up to everyday life

Amazon engineers Fire tablets to hold up against everyday life. We put the Fire HD 8 through over 50 tests to replicate drops, tumbles, spills, and other everyday wear and tear. As measured in tumble tests, Fire HD 8 is twice as durable as the iPad mini 4 (and costs a lot less too).



Designed for **entertainment**

Watch

Enjoy all your favorite movies and TV shows on Prime Video, Netflix, HBO NOW, Sling TV, and more (subscription fees may apply). Discover hundreds of thousands of TV episodes and movies, plus fling Prime Video content to your Fire TV using Second Screen. Enhance your video experience with features you only get from Amazon, including On Deck for watching videos anywhere, ASAP for fast video streaming, and X-Ray to go behind the scenes of your favorite movies and TV shows while you watch. Watch downloaded videos anywhere with a Prime membership, Netflix plan or SHOWTIME subscription—on a plane, on vacation, in the car, or wherever you don't have a wireless connection.

Read

Choose from millions of Kindle eBook and magazine titles that you won't be able to find anywhere else. Over 1 million titles are priced at \$2.99 or less. Or read as much as you want with a Kindle Unlimited subscription for just \$9.99 a month. Connect with the largest online community of book lovers on Goodreads. Read comfortably at night with Blue Shade, an exclusive Fire OS feature that automatically adjusts and optimizes the backlight for a more comfortable nighttime reading experience.

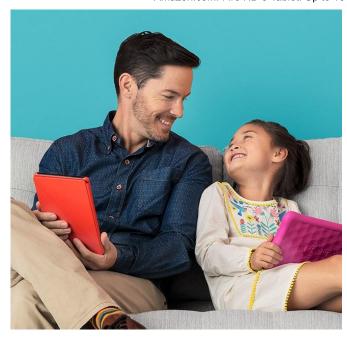
Listen

With millions of songs from thousands of artists, the Amazon Digital Music Store brings all your favorite music to your fingertips. Music you buy on your Fire tablet is saved to Your Music Library for free, and you can play or download it anytime. Unlock more music with Amazon Music Unlimited, just \$7.99 per month for Prime members (\$9.99 per month for non-Prime members). Audible offers more than 425,000 titles, including audiobooks, best sellers, romances, thrillers, and much more.

Play

Fire tablets feature instant access to over 570,000 of the most popular free and best-selling games, social media, premium TV and movie provider apps, and so much more. Choose from top titles including Candy Crush Saga, Township, Mobile Strike, and more.





Great for the entire family

Perfect for parents

Award-winning Amazon FreeTime is built from the ground up to help give parents peace of mind when it comes to tablet use. Easy-to-use parental controls allow parents to create a profile for each of their children, set time limits, and give kids access to age-appropriate and curated books, apps, games, and videos. Amazon FreeTime is free on every Fire tablet.

Over 20,000 kid-friendly titles with FreeTime Unlimited

Amazon FreeTime Unlimited is the first-ever an all-in-one subscription that brings together books, games, educational apps, movies, and TV shows—all the types of content that kids and parents love. From just \$2.99 per month, enjoy unlimited access to content including titles from Disney, Nickelodeon, Sesame Street, PBS, and

Compare Fire tablets





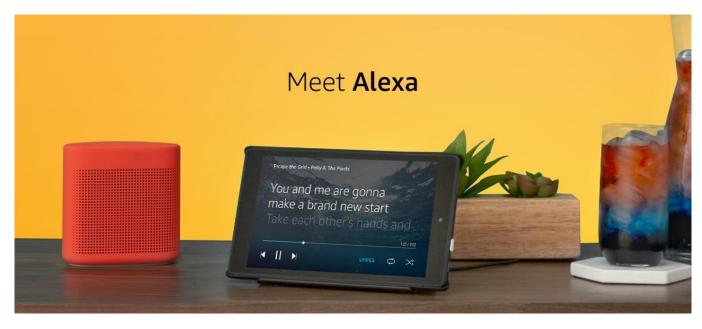






Price	From: \$49.99	From: \$79.99	From: \$149.99
Ratings	★★☆☆☆ (180)	★★★☆ (13,301)	★★☆☆☆(37,414)
Display	7"	8" HD	10.1" 1080p Full HD
Resolution	1024 x 600 (171 ppi)	1280 x 800 (189 ppi)	1920 x 1200 (224 ppi)
Storage	16 or 32 GB (expandable by up to 512 GB) + unlimited cloud storage for Amazon digital content purchases	16 or 32 GB (expandable by up to 400 GB) + unlimited cloud storage for Amazon digital content purchases	32 or 64 GB (expandable by up to 256 GB) + unlimited cloud storage for Amazon digital content purchases
CPU & RAM	Quad-Core 1.3 GHz with 1 GB of RAM	Quad-Core 1.3 GHz with 1.5 GB of RAM	Quad-Core up to 1.8 GHz with 2 GB of RAM
Battery life	Up to 7 hours of reading, browsing the web, watching video, and listening to music	Up to 10 hours of reading, browsing the web, watching video, and listening to music	Up to 10 hours of reading, browsing the web, watching video, and listening to music
Audio	Mono speaker, built-in microphone	Dolby Atmos, dual stereo speakers, built-in microphone	Dolby Atmos, dual stereo speakers, built-in microphone
Alexa enabled	Yes	Yes	Yes
Colors	Black, Twilight Blue, Plum, Sage	Black, Marine Blue, Punch Red, Canary Yellow	Black, Marine Blue, Punch Red
Content	Millions of movies, TV episodes, songs, books, apps, games, and more	Millions of movies, TV episodes, songs, books, apps, games, and more	Millions of movies, TV episodes, songs, books, apps, games, and more

Warranty and service	90-day limited warranty	90-day limited warranty	1-year limited warranty
Cover	Sold separately	Sold separately	Sold separately
Camera	2 MP front and rear-facing cameras with 720p HD video recording	2 MP front and rear-facing cameras with 720p HD video recording	VGA front-facing camera + 2 MP rear-facing camera with 720p HD video recording
Connectivity	Dual-band Wi-Fi	Dual-band Wi-Fi	Dual-band Wi-Fi
Weight	10.1 oz (286 g)	12.8 oz (363 g)	17.7 oz (500 g)
Dimensions	7.6" x 4.5" x 0.4" (192 mm x 115 mm x 9.6 mm)	8.4" x 5.0" x 0.4" (214 mm x 128 mm x 9.7 mm)	10.3" x 6.3" x 0.4" (262 mm x 159 mm x 9.8 mm)
Customer support	Screen Sharing + email, web, and phone	Screen Sharing + email, web, and phone	Screen Sharing + email, web, and phone



Alexa on Fire tablets

Alexa provides quick access to the entertainment you want, including music, games, audiobooks, and more. You can also ask Alexa questions, check your calendar, get news, find sports scores, and even control your smart home – just ask. When connected to Wi-Fi, simply say "Alexa." Alexa will respond to you—even when the tablet screen is on standby—and will show visual responses to certain questions. <u>Click here</u> for instructions on enabling handsfree mode.

Show Mode

Show Mode is a new, immersive hands-free Alexa experience for your Fire HD 8 that provides full-screen landscape visuals that complement voice responses from Alexa. Show Mode lets you ask Alexa to see trending news, make calls, check the weather, view camera feeds, and more—all glanceable whether you're up close or across the room. Show Mode is available with free software update. Learn more. Show Mode Dock sold separately.

Everyday made easier

Alexa on Fire tablets helps make every day easier. Ask to set alarms and timers, check traffic, your calendar, to-do or shopping

Be entertained

Whether you're looking for your favorite playlist or need a quick joke, you can ask Alexa. Ask for a song, artist or genre, and stream directly over Wi-Fi. Alexa also provides voice control for Amazon Music, Spotify, Pandora, iHeartRadio, Tuneln, and more.

Calling and Messaging

Ask Alexa to call almost any local number, message your contacts, or video call friends and family who have a Fire tablet, Echo Spot, Echo Show, or have installed the iOS or Android Alexa App. You can also instantly connect with family and friends by asking Alexa to drop in on enabled Echo devices or Fire tablets, when the tablet is in Show Mode. For example, you can drop in to ask what time dinner will be ready, see the baby's nursery, or check in with a close relative. Learn more

Voice control your smart home

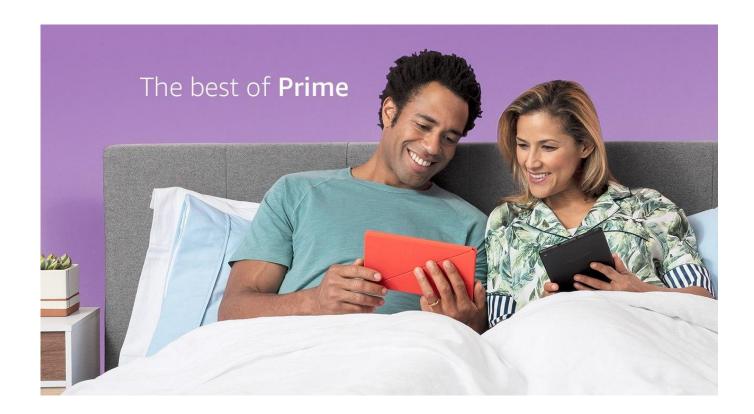
Alexa works with compatible devices such as smart cameras, lights, switches, thermostats and cooking tools from Arlo, Philips Hue, TP-Link, Ecobee, Rachio, GE Appliances, and more. Switch on the lamp before getting out of bed, change the temperature on your thermostat while reading in your favorite chair, or dim the lights from the couch to watch a movie—just ask.

lists, and more. You can order millions of items with your voice, such as household and personal care products.

Be together more

Alexa will connect you with the people who matter most. Make hands-free voice calls to almost any local number, message your contacts, or video call friends and family who have a Fire tablet, Echo Spot, Echo Show, or have installed the iOS or Android Alexa App. ou can also instantly connect with family and friends by asking Alexa to drop in on enabled Echo devices or Fire tablets, when the tablet is in Show Mode. For example, you can drop in to ask what time dinner will be ready, see the baby's nursery, or check in with a close relative.







Try Prime free for a month

If you haven't tried Amazon Prime in the past, we'll give you a 30-day free trial. Experience what millions of members already enjoy—unlimited streaming of thousands of hit movies and TV episodes, adfree access to over two million songs, over a thousand Kindle books, and Free Two-Day Shipping on millions of items. Learn more

Unlimited reading on any device

Prime Reading gives you unlimited access to over a thousand books, current magazines, comics, Kindle Singles, and more. With any device – including your phone, tablet, or Kindle – you can read however you want, whenever you want.

Stream thousands of movies and TV episodes with Prime Video

With Amazon Prime, members enjoy unlimited streaming of thousands of movies and TV episodes at no additional cost, including award-winning Amazon Original series like Jack Ryan and Sneaky Pete, and top HBO shows like True Blood, Girls, and Curb Your Enthusiasm.

No Wi-Fi, no problem—Prime Video downloads

Exclusive to Prime members, download thousands of Prime Video movies and TV episodes. Watch downloaded videos anywhere—on a plane, on vacation, in the car, or wherever you don't have a wireless connection. Prime Video offers offline viewing at no additional cost.

Over 2 million songs free with Prime Music

Prime Music is a benefit of your Amazon Prime Membership, featuring a growing selection of over two million songs, always adfree and on-demand. Unlock more music with Amazon Music Unlimited, just \$7.99 per month for Prime members. Learn more about Unlimited

Add HBO, SHOWTIME and more to Prime

With Prime Video Channels, Prime members can also subscribe to over 100 premium and specialty channels like HBO, SHOWTIME, and STARZ to add and stream—no cable or satellite subscription necessary. Prime members can subscribe to any or all of these channels with a free trial.





Protect your tablet

Made with premium fabric, our slim, form-fitting case designed by Amazon conveniently allows your Fire tablet to rest in either landscape or portrait orientation so you can enjoy your content hands-free

Easy to attach and remove, the cases are integrated with a magnetic closure to ensure your cover stays shut while on the go, and automatically puts your Fire tablet to sleep when it is closed and wakes it upon opening.

Perfect for using your all-new Fire HD 8 with hands-free with Alexa so you can pause while watching video, ask for measurements while cooking, control your smart home, and more.

Explore beyond our cases, and accessorize your device with a wide selection of memory cards, screen protectors, extended warranty services, and more. Learn more

Technical details

Fire HD 8

Display	8" high definition touchscreen; 1280 x 800 resolution at 189 ppi, HD video playback, with IPS (in-plane switching) technology and advanced polarizing filter
Size	8.4" x 5.0" x 0.4" (214 mm x 128 mm x 9.7 mm)
Weight	12.8 ounces (363 grams) Actual size and weight may vary by configuration and manufacturing process
CPU & RAM	Quad-Core 1.3 GHz with 1.5 GB of RAM
Storage	16 GB (9.6 GB available to user) or 32 GB (23.8 GB available to user) of internal storage. Add microSD card for up to 400 GB of additional storage for even more movies, TV shows, music, photos, personal videos, and apps. Some apps may require that they are installed on internal storage.
Battery life	Up to 10 hours of reading, browsing the web, watching video, and listening to music. Battery life will vary based on device settings, usage, and other factors such as web browsing and downloading content. Actual results may vary. Certain software features or apps may reduce battery life.
Charge time	Fully charges in under 6 hours using the micro-USB power adapter included in the box, or slightly longer with other micro-USB power adapters that you may already have
Wi-Fi connectivity	Single-antenna dual-band Wi-Fi. Supports public and private Wi-Fi networks or hotspots that use the dual-band 802.11a, 802.11b, 802.11g, or 802.11n standard with support for WEP, WPA, and WPA2 security using password authentication; does not support connecting to ad-hoc (or peer-to-peer) Wi-Fi networks
4G connectivity	N/A
Ports	USB 2.0 (micro-B connector) to connect to a PC/Macintosh computer, or to charge your device with the included power adapter; microSD slot for external storage

Audio	3.5 mm stereo jack and integrated speaker with Dolby Audio
Sensors	Accelerometer, ambient light sensor
Camera specs	2 MP front-facing camera + 2 MP rear-facing HD camera
Location services	Location-based services via Wi-Fi
Available colors	Black, Marine Blue, Punch Red, Canary Yellow
Additional features	External volume controls, built-in Bluetooth with support for A2DP compatible stereo headphones, speakers, microphone, and LE accessories support
Accessibility features	VoiceView screen reader enables access to the vast majority of Fire tablet features for users who are blind or visually impaired using text-to-speech or a connected refreshable braille display. Screen magnifier enables viewers to zoom in and out, and pan around the screen. Fire tablets also include accessibility settings for Closed Captioning, Font Size, High Contrast Text, Color Inversion, Color Correction, and Convert Stereo to Mono audio. (Captions are not available for all content.). Learn more.
Warranty and service	90-day Limited Warranty, and service included. Optional 1-year, 2-year, and 3-year Extended Warranty available for U.S. customers sold separately. Use of Fire HD 8 tablet is subject to Amazon's Conditions of Use and the terms found here.
Included in the box	Fire HD 8 tablet, USB 2.0 cable, 5W power adapter, and Quick Start Guide
Generation	8th generation - 2018 release

Customer Questions & Answers

See questions and answers

Sponsored products related to this item



Fire TV Stick 4K with Alexa Voice Remote, streaming media player ★★★★☆ 23,453 \$49.99 **vprime**





Insignia NS-24DF310NA19 24-inch 720p HD Smart LED TV- Fire TV Edition ★★★☆☆ 1,571

TOSHIBA | firety edition



TV - Fire TV Edition ** * 4,560 \$159.99



Toshiba 32LF221U19 32-inch 720p HD Smart LED Fire TV Recast, over-the-air DVR, 500 GB, 75 hours ★★★★☆ 1,537 \$229.99 **vprime**



Echo Dot (3rd Gen) - Smart speaker with Alexa -Charcoal ** ** ** ** 36,458 \$29.99 yprime



Echo Show (2nd Gen) vibrant 10.1" HD screen \$229.99 yprime

Ad feedback ___

13,302 customer reviews



By feature

Video quality	★★★★ 4.8
Screen quality	★★★★☆ 4.5
Touch Screen	食食食食 4.4

Customer images



See all customer images

Read reviews that mention

ŀ	pattery life	google play	fire tablet	easy to use	play store
r	ead books	show mode	new kindle	great tablet	user friendly

Amazon.com: Fire HD 8 Tablet. Up to 10 hours of battery | Vibrant HD display | Hands-free with Alexa

By customer groups & interests 🕝

Candy Crush Saga
Insurance

Kindle e-Readers

See more

Is this feature helpful? Yes No

Review this product

Share your thoughts with other customers

Write a customer review

Showing 1-8 of 13,302 reviews



October 20, 2018

12.11

Digital Storage Capacity: 16 | Offer Type: With Special Offers | Color: Black | Style: Fire HD 8 | Verified Purchase

This review is for those stuck between purchasing a Fire 7 or a Fire HD 8 Tablet:

Let me just get this off my chest first. I DO NOT RECOMMEND a Fire 7 AT ALL if your looking for a quality tablet that's small and inexpensive like I was. The only reasons I can see anyone buying a Fire 7 is if it's for a very, very young child as a starter tablet or if your an adult who will only use it to read books. Otherwise the Fire HD 8 is going to be your best bet.

The Fire HD 8 is great quality for it's size and yes even it's price. It's the perfect size unlike the Fire 7 which to me really isn't much larger in screen size than my IPhone 6+. The Fire HD 8 comes with an ample amount of storage to be able to handle whatever updates it throws at you upon setup, and that's just the 16GB. Anything below 16GB is not enough to handle device updates and allow for storage space for much of anything. There's not much money saved either in buying a Fire 7 8GB with a micro SD Card, been there, done that and I won't do it again!

Now onto the fun stuff. The Fire HD 8 is HD! It has a longer battery life, downloads faster, has better sound quality and video quality than the Fire 7. It's also easier to start up a game and actually play it than the Fire 7. Everything Read more

3,441 people found this helpful



October 6, 2018

Digital Storage Capacity: 32 | Offer Type: With Special Offers | Color: Marine Blue | Style: Fire HD 8 | Verified Purchase

I got my Fire HD 8 on release day and set up was a breeze. I side loaded the Google Play store (check Youtube, it's easy) and installed my favorite Google apps, Youtube, Google Play Music, Google 1, Google Drive, Google Docs and a slew of other apps I like from the Play Store that Amazon's app store does not provide and II loving the tablet. It's no speed demon but for the price I wasn't looking for cutting edge technology. I also bought the cover and the docking station and switch between the two easily as I retire to my bedroom for the night. I previously was using a Fire 6 tablet and a Samsung Galaxy tab 53. The Kindle Fire 6 was great for it's size and the Galaxy Tab was great (older now, less reliable battery Iife due to age) for the same reasons but this Kindle Fire HD 8 blends the best of both worlds for me regarding size. It's a nice companion to have near, lets me use the apps that I like, moderate gaming, lots of reading and now having both Amazon Music and Google Play Music, a slew of options for music. If you are looking for a workhorse you're better off with your iPad or mainstream Android tablet. If you are looking for a nice reliable multimedia hub, look no further than this tablet. The price is on point for the features it has provided thus far and I am happy with my purchase, it is a great middle of the road tablet and the price it can't be beat. I'm giving it 4 stars instead of 5 because there is nothing revolutionary about this tablet. It's not a must have by any means but it fits the casual niche perfectly.

1,391 people found this helpful

Helpful | Comment | Report abuse

★☆☆☆ Apps not compatible

October 5, 2018

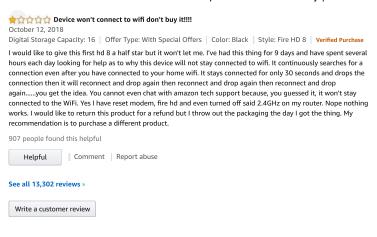
Digital Storage Capacity: 16 | Offer Type: With Special Offers | Color: Black | Style: Fire HD 8 | Verified Purchase

Got the new fire 8 last night and tried to set it up with the apps that I had used on my previous fire tablets. It appears that apps for EA are not longer available. They do not appear in my library nor in the appstore. A rep from Amazon told me that some apps that previously worked are not longer compatible with the new fire. When I commented about not being able to use an app that I got via Amazon and spent money in using Amazon coins, I was more or less told "oh well".

1,421 people found this helpful

Helpful | Comment | Report abuse

C. U.



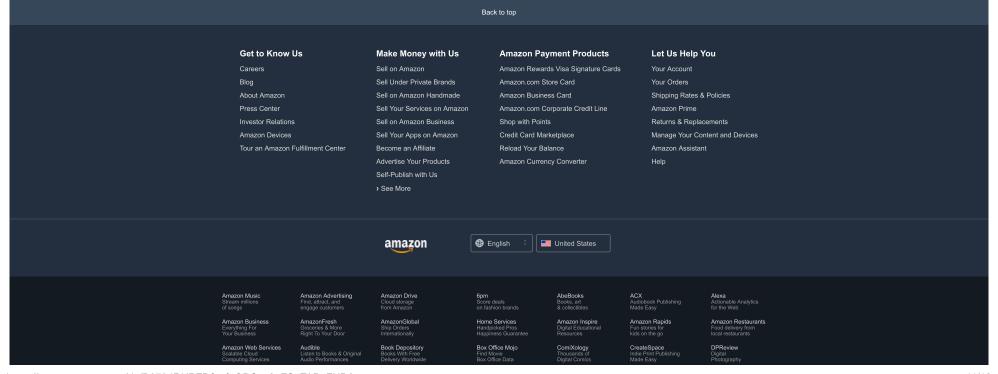
Set up an Amazon Giveaway



Amazon Giveaway allows you to run promotional giveaways in order to create buzz, reward your audience, and attract new followers and customers. Learn more about Amazon Giveaway

This item: Fire HD 8 Tablet (8" HD Display, 16 GB) - Black

Set up a giveaway



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Fashion
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