



For the First Time Ever, X-Ray for Movies and TV Shows Now Available Directly on Your TV — Answer the Classic Movie-Watching Question “Who’s That Guy?” with Your Amazon Fire TV

X-Ray for Movies and TV Shows is available exclusively on Amazon Instant Video and is powered by IMDb—the #1 movie website in the world, with a database of more than 180 million data items, plus over 200 million unique monthly visitors worldwide

Get instant access to actor biographies, trivia, soundtracks, and more on tens of thousands of movies and TV episodes

SEATTLE—April 16, 2015 -- Have you ever watched a movie or TV show and wondered, “Who’s that guy?”, “What’s she been in?”, or “What is that song?” Never have that problem again. Amazon today announced that X-Ray—a customer-favorite feature since it launched on Fire tablets—is now available directly on your TV screen using Amazon Fire TV and Fire TV Stick. Exclusive to Amazon Instant Video, X-Ray for Movies and TV Shows is powered by IMDb—the #1 movie website in the world, with a database of more than 180 million data items, plus over 200 million unique monthly visitors worldwide.

“The quality of the movie was excellent and I like the X-ray feature that provides backstory and information about the scenes.”

“We’ve all been there: you’re sitting on the couch, watching a favorite movie or TV show, and a familiar face enters the scene—but you can’t for the life of you remember who he is, or what other movies he’s been in,” said Peter Larsen, Vice President Amazon Devices. “X-Ray solves this—it integrates the vast database of IMDb right into the viewing experience, so you can easily see trivia, actor information and soundtrack music behind TV shows and movies. We think Amazon Fire TV customers are going to love this elegant experience on the big screen at home, and it’s just one simple click of the remote away.”

With just a click of the remote, Amazon Fire TV users can:

- **Quickly answer “What else is that actor in?”** Binging on the Amazon Original Series, *Bosch*, and know you recognize the lead actor—Titus Welliver—but can’t quite figure out where you’ve seen

him before? Click “up” on your Fire TV or Fire TV Stick remote and find out that he was in *Lost*, *White Collar*, *The Good Wife* and *Sons of Anarchy*.

- **Dive deeper into your movie and TV-watching experience:** Ever wonder about the backstory behind your favorite lead character in a TV show? View background information about the show or lead characters through a simple click of the remote.
- **Find fun-facts from your favorite movies or TV shows:** Did you know that *Jurassic Park* has the most IMDb trivia and goofs captured? With a quick click on your Fire TV remote, you can view movie and TV show trivia and goofs as well as the background music playing in the scene.

Amazon customers already love X-Ray on Fire tablets—here’s what they’re saying about the feature:

- “X-RAY: This could be one of the most underrated features...It's like watching a DVD with narration on, only much less annoying and much smarter.”
- “I'm one to ask myself, 'who was that in that one movie?' and now I don't even have to look up who it is because it [X-Ray] tells you. It will also let you know what song is playing if there's an actual song and not just background piano/violin music...A great, great feature.”
- “I love the perks of streaming from my Prime account and having the X-Ray feature as I’m watching a rerun of *Frasier* or a movie and wondering who a particular actor or actress is. Very clever touch as I’m always checking out my IMDb app on my iPhone.”
- “X-Ray: Awesome!!!! It gives the actors CURRENTLY in the scene. Can learn more about them, other movies they are in, songs in the show/movie, etc.”
- “I also love the X-ray feature when I'm watching movies. Having that info come up during the movie really makes me enjoy the experience of watching it, especially with giving me factoids about movies I've watched over and over for years.”
- “The quality of the movie was excellent and I like the X-ray feature that provides backstory and information about the scenes.”

X-Ray is now available on tens of thousands of titles including Amazon's lineup of award-winning original series like *Transparent*, *Mozart In the Jungle*, *Bosch* and *Alpha House*,—and on popular Prime member-only exclusives like *Orphan Black*, *The Americans*, *White Queen*, *Vikings*, *Hannibal*, *Mr. Selfridge* and *Suits*.

X-Ray for Fire TV will be delivered to all Amazon Fire TV and Fire TV Stick devices via a free, over-the-air software update starting today. In just one year, Amazon Fire TV has grown selection to over 1,400 apps and games. It offers incredibly accurate voice search, 3x the processing power and 4x the memory of Apple TV and Roku 3, a dedicated GPU, Dolby Digital Plus surround sound, and exclusive Amazon features like ASAP, captive portal support, X-Ray for Movies and TV Shows, and Amazon FreeTime. Learn more about the new X-Ray for Fire TV at www.amazon.com/firetv.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

About Amazon Instant Video

Amazon Instant Video offers customers new release movies like *Gone Girl*, *Boyhood* and *Birdman*, and now *Star Wars*, along with in-season shows like *The Walking Dead*, *Scandal* and *Better Call Saul* to rent or purchase. With Prime, customers have instant access to stream tens of thousands of movies and TV episodes, including award-winning Amazon Original Series, at no additional cost.

Prime members can enjoy binge-worthy TV shows including Amazon Original Series' such as multi-Golden Globe winning series, *Transparent*, the hour-long drama, *Bosch*, based on Michael Connelly's best-selling books, the Roman Coppola and Jason Schwartzman comedy, *Mozart in the Jungle* and the political comedy starring John Goodman, *Alpha House*, in addition to HBO favorites like *The Sopranos*, *True Blood* and *Six Feet Under*, and popular primetime series including *24*, *Covert Affairs*, *Downton Abbey*, *Extant*, *Falling Skies*, *Grimm*, *Hannibal*, *Justified*, *Orphan Black*, *Teen Wolf*, *The Americans*, *Under the Dome* and *Veronica Mars*. Prime members also have access to an exclusive collection of kids shows now airing including Emmy Award-nominated Amazon Original Series' *Annedroids*, *Gortimer Gibbon's Life on Normal Street* and the Emmy, Annie and Annecy International Animated Film Festival Award-winning *Tumble Leaf*, as well as popular shows from Nickelodeon and Nick Jr. including *SpongeBob SquarePants*, *Dora the Explorer*, *Team Umizoomi*, *Blue's Clues* and *The Bubble Guppies*.

Customers can watch shows and movies with the Amazon Instant Video app. The Amazon Instant Video app is available on hundreds of devices including connected TVs, Amazon Fire TV, Roku, Xbox and PlayStation, as well as on mobile devices like Fire phone, Fire tablets, iPhones, iPads, and Android devices. Customers can also watch online at Amazon.com/PIV. Prime Instant Video is also the only U.S. online-only subscription streaming service that enables offline viewing—on a plane, on vacation, and anywhere else where you may not have Wi-Fi.

In addition to tens of thousands of titles to instantly stream, the Amazon Prime membership (www.amazon.com/prime) includes one million songs and hundreds of playlists with Prime Music, unlimited Free Two-Day Shipping on millions of items, early access to select Lightning Deals, unlimited photo storage, and access to more than 800,000 books, all for \$99 a year.

Comprehensive cast and crew information, including bios and filmographies, is available on Amazon's IMDb (www.imdb.com).

Contacts

Amazon.com, Inc.

Media Hotline, 206-266-7180

Amazon-pr@amazon.com

www.amazon.com/pr