

## Amazon Takes on 4K Streaming With Fire TV Cube

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Amazon combines 4K streaming with Alexa voice-based control as it launches the Fire TV Cube-- a shiny cube-shaped sequel to the Fire TV box featuring a built-in Echo Dot speaker and IR blasters.



The Fire TV Cube carries x8 far-field microphones laid in a front-facing pattern, allowing users to call out controls just as with any Echo device. However it does not handle any communications, meaning no texting, messaging or video calling from the TV. However it does handle most of the other Alexa "skills," allowing for smart home control, and can even play music (if poorly, with the same audio quality as the Echo Dot).

Once connected to the TV the Fire TV Cube operates similarly to the touchscreen-equipped Echo Show. It can display weather graphics, map directions and even flash news briefings complete with video. HDMI-CEC support allows it to control TVs, while the built-in IR blasters extend said control to cable boxes, soundbars and AVRs.

The Fire TV Cube is available from June 2018.

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