

Amazon's Fire Stick streams Netflix, Hulu and others

NEW YORK, USA: Amazon has unveiled a new media stick allowing users to stream content to television sets, challenging Google's Chromecast device released last year.



Amazon's streaming device, the Fire Stick is being sold for \$39 seeking to gain market share that offers a wide number of devices for streaming services already. Image: [iClarified](#)

The plug-in Fire TV Stick, a device the size of a pack of gum, provides access to Amazon Instant Video as well as other services including Netflix, Hulu Plus, WatchESPN and NBA Game Time.

The dongle is being sold in the US for \$39, or \$19 to customers who subscribe to Amazon Prime, which gives customers free shipping and access to music, videos and other online content.

The new stick appeared to be a challenge to Chromecast, which has sold millions since Google unveiled it a year ago.

Amazon said the Fire TV Stick has 50 percent more processing power and twice the memory of Chromecast, adding it also has six times the power of the Roku Streaming Stick, allowing it to deliver faster video.

Streaming devices coming out fast

The new device includes Amazon's advanced streaming and prediction algorithm, which anticipates movies and TV episodes might viewers want to watch and then buffers them for faster playback.

Like the other devices, Fire TV Stick can "mirror" content on a tablet or smartphone to stream for viewing on a TV set.

"Fire TV Stick is not a gadget, it's a seamlessly integrated service that brings together the features customers expect from the company," Amazon said in statement.

Microsoft earlier this year introduced its Wireless Display Adaptor, a similar thumb-drive-size device that plugs into HDMI and USB ports in televisions, and then wirelessly connects with tablets, computers or smartphones running Miracast software.

Several companies already make Miracast plug-in devices for television sets.

Amazon this year launched a \$99 Fire TV streaming media box, which offers some additional features for gaming and other services.

Source: AFP via I-Net Bridge



Google's Chromecast, launched some time ago, has gained market share despite a number of other manufacturers producing similar devices as streaming service gain popularity among viewers. Image: [CNET](#)