

Reuters: Amazon Invests Further in Smart Home

Written by Marco Attard
30. 09. 2014

According to Reuters Amazon plans to expand its Lab126 hardware division with a \$55 million investment, as CEO Jeff Bezos is set to "double down" on the retailer's hardware ambitions with smart home devices.



Such investment takes place despite investor criticism of spending on "highly experimental projects," Reuters continues.

The Lab126 division is the one behind the Amazon Kindle devices and the Fire smartphone. Apparently its workforce will be expanded to 3757 people by 2019, up from around 3000 in 2013.

Unnamed sources say the hardware division is testing a "simple wifi device" allowing users to order products the press of a button, as well as smart home equipment-- meaning it will take on Google (Nest) and Apple (HomeKit) in the war for the connected home of the future.

It is also said to be interested in wearables, although the sources insist such devices might never see light outside of Lab 126 Sunnyvale and Cupertino facilities.

Amazon neither confirms nor denies the news story but does tell Reuters "we will continue to invent and create new features, services and products, and to support this innovation. Lab 126 is also growing very quickly."

Reuters: Amazon Invests Further in Smart Home

Written by Marco Attard
30. 09. 2014

Go [Amazon Tests Smart Home Gadgets, Expands Hardware Lab \(Reuters\)](#)