

## Amazon Preps STB, Calls it FireTube?

Written by Marco Attard  
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More news emerges from the Amazon STB front-- The Wall Street Journal reports the retailer plans to launch the device on the holiday season, while 9 to 5 Google points out Amazon recently trademarked the name "Firetube."



Of course, Firetube might be the name of the rumoured Amazon smartphone, but one has to admit it would make more sense attached to a piece of online video streaming equipment of some kind.

The WSJ does not mention the "Firetube" name, instead saying the STB is code-named "Cinnamon." Apparently it will not only push media content available on the Prime subscription service but also connect to competing services "for streaming video and music, as well as some games."

Wait, games? Game Informer and TechCrunch did report [Amazon is working on a games console](#) a few months ago...

"If Amazon can produce a box that will have a truly complete package of streaming sources, that would be very compelling," Wedbush Securities says. "This fits into their vision of dominating the competition in every area."

The Amazon hardware ambitions do not stop at STBs, mind-- the WSJ also says Amazon is working on "at least" 2 smartphones and an audio-only streaming device.

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Bloomberg first reported on the Amazon STB back in April 2013, with mentions of a [Roku/Boxee-style device](#) in development at the Lab126 hardware division.

Go [Amazon Readies STB for Holidays \(WSJ.com\)](#)

Go [Is Amazon Building a TV Product Called the "Firetube" \(9to5Google.com\)](#)