



Amazon PhotosPlus discontinuation

Page **Discussion**

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Amazon PhotosPlus was a subscription-based service that offered users the ability to display their chosen photos on their devices as the "primary content." Additionally, it provided 25 GB of Amazon Photos storage, and cost \$2 per month. Announced in October 2023,^[1] Amazon sent an email informing its users that it was discontinuing the service,^[2] cancelling it on September 12, 2024. This event has been described as having features which match the definition of a [retroactively amended purchase](#).^[3]

Background [edit | edit source]

The Amazon Echo Show 8 was a Digital Frame, which launched at \$149.99. For \$10 more, customers could get the Amazon Echo Show 8 Photos Edition, which included 6 months of PhotosPlus and the ability to display photos as the "primary" content. Amazon spokesperson Courtney Ramirez^[3] confirmed that "Occasionally, Alexa will provide content suggestions based on a customer's interest. However, photos will remain the primary content."

Features [edit | edit source]

The Photos Edition with a PhotosPlus subscription offered several specific features that made it stand out:

- Photos would rotate every 30 seconds indefinitely
- Photos remained primary content without switching to advertisements
- 25 GB of Amazon Photos storage included with the subscription
- The ability to remotely add new photos to the device

Discontinuation of service less than a year after release [edit | edit source]

In March 2024, Amazon discontinued the sale of the Echo Show 8 Photos Edition hardware.^[4] Five months later, in August 2024, Amazon announced the end of the PhotosPlus subscription service.

After Amazon cancelled the PhotosPlus service, the Amazon Echo Show 8 Photos Edition became functionally identical to the standard Amazon Echo Show 8,^[5] with users forced to view advertisements and promotional content after three hours of photo display.

Customer response [edit | edit source]

The discontinuation caused substantial customer backlash,^[6] particularly because:

- Customers had paid a premium (\$10) for hardware that would lose its primary distinguishing feature of avoiding ads
- The product lifecycle had lasted less than one year



Dear PhotosPlus customer,

We're writing to inform you that [starting on 09/23/2024](#), we will end support for the PhotosPlus subscription. PhotosPlus makes photos the primary home screen content you see on your Echo Show 8 and includes 25 GB of storage with Amazon Photos.

We will automatically cancel your PhotosPlus subscription [on 09/12/2024](#) — you do not need to take any action. You can continue enjoying the benefits of PhotosPlus [until 09/12/2024](#).

After your subscription period ends, photos will no longer be the primary home screen content on

- No refunds or compensation were offered for the hardware premium
- No alternative was provided for viewers wanting to avoid ads on their photo display

Workarounds [[edit](#) | [edit source](#)]

After discontinuation, Amazon suggested two alternatives for photo display, neither of which replicated the original functionality:

- Using the standard photo frame feature by saying, "Alexa, start Photo Frame"
- Accessing photos through Settings > Clock & Photo Display

While users kept access to their 25 GB of Amazon Photos storage, the devices defaulted to showing ads and promotions after three hours of photo display, which removed the primary reason customers had chosen the Photos Edition variant.

References [[edit](#) | [edit source](#)]

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no longer be the primary home screen content on your Echo Show 8. However, you can continue to use the 25GB of Amazon Photos storage.

To manage the content shown on your Echo Show 8 home screen, navigate to Settings > Home Content

Amazon's email notification to PhotosPlus customers announcing the service discontinuation, sent August 2024.

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