

Amazon New Product Memo

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Press release

Amazon Introduces Teleportation technology

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New mode of transportation to transfer you from one point to another without traversing the distance.

SEATTLE--(BUSINESS WIRE) --Dec. 8, 2018-- Today, Amazon (NASDAQ: AMZN), introduced a new mode of transportation called Teleportation technology to travel long distances around the globe in a few seconds, without travelling the physical distance. The Teleportation technology leverages Quantum entanglement between sending and receiving locations, called "TelePortals". Amazon licensed the technology from the Northeastern University's College of Engineering department's labs to commercialize the innovation and instantly transfers people. This Revolutionary technology is currently able to transfer only biological matter (like humans & animals), one entity at a time. No clothes, luggage or any kind of non-living matter can be teleported at this point of time. But the engineers at Northeastern University are working relentlessly on the new update where even non-biological matter will be able to teleport in the coming future.

The initial launch of Teleportation will connect the Seattle headquarter and the east coast HQ2 in New York. Prospective travelers will be able to "beam" between downtown Seattle and Manhattan in seconds. The TelePortals will be situated inside The Spheres in Seattle, where as the New York terminals will be placed in the 33rd street Manhattan office.

"Our Aim is to minimize the travel time across the world to just one second. You may wish to be at a place at one moment and you are there at the next moment, literally." said Amazon spokesperson, Adam Sedo. "We had only heard of or seen such technology in science fiction movies and TV shows so far. But we are very proud to have developed and bring it to the people for the very first time. This is going to change the world forever. As we expand the terminals to every major city in every country in the coming years, the technology will transform medical and travel industry in the coming future".

Since the teleportation technology is based on transferring quanta of biological matter, the price charged per visit will be based on the distance and mass of the entity being transferred. The base price per beam from Seattle to New York or vice-versa will be \$10 per lb. The cost of beaming is indifferent for animals and persons. Since the technology is not able to transfer non-biological matter, travelers will be given clothes from Amazon Fashion closet, free of charge. Tickets for teleportation will be on sale from 24th December 2018 and are subject to availability on Amazon.com/teleport and can be bought at least 24 hours before the time of travel.



About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

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FAQ

What is teleporting?

Teleporting is the new technology from Amazon, which provides a new mode of transportation to travel long distances around the globe in a few seconds, without travelling the physical distance. Travelers will be able to “beam” from one place to another, which may be miles away, in just a few seconds. Teleportation uses Quantum entanglement to transfer matter from the teleports pre

Is it safe for people?

Teleportation is safe for both human beings and animals. The Quantum Entanglement developed by Northeastern University ensures that any Living being who wishes to travel through teleportation is safe and secure.

How I am going to get my clothes at a destination?

Amazon will provide basic clothes including shirt, jeans, pant, skirts, shoes, socks and delicates free of charge upon arrival at the destination. The clothes are exclusively selected from the wide range of clothes on Amazon Fashion.

What about my luggage, laptop bag, phone, watch, etc?

Any Luggage, laptops, phone, watch or any kind of non-biological object cannot be teleported at this point of time. Various researchers and scientists at Amazon are working very closely with the great minds at Northeastern University to make this goal accomplished in the close future.

Where can I Teleport?

Amazon Teleportation is currently connecting Seattle and New York. The TelePortals will be placed inside the Amazon Headquarters in both the cities in downtown Seattle and Manhattan respectively.

What is the cost of Teleportation?

The base price of the ticket is based on the Distance and the Mass of the entity being teleported. Current cost of anyone being teleported from Seattle to New York or reverse, will be charged a base price of \$10 per lb.

Can my dog/cat be teleported?

Yes. Amazon Teleportation can safely and successfully teleport your animal or bird. Be it your Cat, Dog or your Owl, Amazon Teleportation teleports any living being from or to Seattle or New York.

What is the price to teleport my cat/dog?

The ticket for teleportation for humans and pets does not differ. As the teleportal transfers quanta of biological matter, the base price is based on the distance and mass of the entity being teleported, Humans and animals alike. Anyone being teleported will be charged a base price of \$10 per lb.

When can I travel?

Amazon Teleportation will be available from 25th of December 2018. Tickets will be available from 24th December, 2018. Tickets can be bought 24 hours in advance from amazon.com/teleport or from the TelePortal kiosks at Amazon Spheres, 2111 7th Avenue; Seattle, Washington, US and 450 West 33rd Street, New York, NY.

Appendix

1. Who are our initial customers?

Our first Initial customers will be frequent travelers, like marketers, sales persons, executives who travel often and long distances and must spend most of the time travelling for meetings. Teleporting will save them their better part of their day, that they usually spend in long cross-country flights and hauls at the airports.

The second set of initial customers will be organ receivers/patients. As organ donation is a very time sensitive matter, It would be very helpful for the medical industry to save time and lives.

2. Why those two cities will be connected first?

Amazon having headquarters in Seattle and New York, has plenty workforce and infrastructure to support the technological challenges for Teleportation. Moreover, being in the two opposite coasts, the east-west travel is the most time-consuming air travel in the US. That is why these two cities were selected for placing the initial TelePortals.

3. Why those specific teleport terminal locations in those cities?

Having the “TelePortals” in the Amazon offices for the first phase Teleportation, right now ensures safety and security of passengers. The Amazon headquarters being present, right in the center of these 2 cities, is also a major factor for choosing the location, as they will be easily accessible by everyone who lives in the city and around. Also, as mentioned above, Having the TelePortals in the Amazon campus, will be provided with infrastructural support from Amazon Teleportation department all the time.

4. How did we arrive at this ticket pricing?

The minimum cost of the ticket was calculated keeping in mind that we are transferring matter of living entities (humans and animals) using their mass. This cost was decided as fair price, because the TelePortal, using Quantum entanglement, sends quanta of genetic data of the living entity across the portals. So, more the genetic data, more will be their bodily mass, and thus the price will be fair depending how much genetic quantum data you are sending across and how much Energy is the TelePortal consuming.

Now we also had to keep in mind, about the existing solutions which is air travel. The cost of air ticket between Seattle and New York typically cost between \$300-\$1000 depending on the day of booking the flight and the day of flight. To get a competitive edge, we took the average weight (150 lbs) of person as the deciding criteria. It would cost \$5 per lb by air travel. Considering the costs of infrastructure upkeep, Teleportation and the competition, we had to keep the Price Floor to be \$10 to get the minimum profit.

5. How we will handle transfer of customer belongings and how much it will cost us?

Due to current technological drawbacks, as we cannot Teleport non-biological matter, we have come up with alternate solutions with the customer belongings.

First, the original belongings of the traveler will be kept in the locker, the cost for which will be included in the Ticket.

For Clothes, Amazon Fashion will provide renewable basic clothes like shirt, pants and delicates produced by Amazon Basic. This will cost the least as the production of basic is with Amazon. It will also promote Amazon brand of clothing line.

For Laptops and Phones, Amazon will provide alternate laptop and phone on arrival at the destination. The traveler will have to pay depending on the device they want at the destination. Free data transfer will be provided by Amazon so that they can securely transfer their data onto the alternate devices.

6. What is our 12-months roadmap, broken by Q?

We are launching our product at the busiest time to travel every year, that is on Christmas of 2018, so that we can get more and more people to introduce to the technology and they can travel to their home during festivities.

Q1: In Q1 starting 2019, we are just providing basic Teleportation, where only biological products can be transferred. We would constantly keep a support staff and infrastructure, so that the customer is trained and educated about the new technology. Amazon will provide clothes and alternate belongings at the destination till the technology is further developed. Through this quarter, our major aim is heavy marketing to make awareness of the product.

Q2: In Q2, the focus will be on researching and developing technology to transfer non-biological products through Teleportation. By doing this, Amazon has no longer need to provide alternate belongings, thus reducing the costs. This is a long-term objective, hence must be the top priority from the beginning.

Q3: In Q3, we would have developed the teleportation of non-biological products, and we would start its marketing as well. We will also open our 3rd TelePortal at Amazon, London, making our first teleportation across Atlantic. By achieving this landmark, our future goal will be to expand the TelePortals throughout Europe.

Q4: In Q4, we will open 15 TelePortals across major US cities and 10 Internationally including Asia-Pacific and EU. In the Pipeline we also plan to build a TelePortal on Mars. By the end of Q4, Amazon will use Teleportation technology to teleport Amazon packages from warehouses to the destination cities.

7. What key metrics do we care about?

Some of the key metrics that we care about are:

Customer Acquisition Cost: To know how much we have spent to acquire a single customer

Customer Lifetime Value: How much profit did we make from one customer

End User Satisfaction: Quantifying the satisfaction of users who use Teleportation

Retention Rate: How many users Teleport frequently and user who come again often.

Security Breaches: Number of security breaches in the Amazon teleportation facility or during the teleportation process.

8. What are our operational needs for the next 12 months?

- The first elementary need we have is the constant energy supply. We will continue to harness the solar energy in both our headquarters for now.
- Since the product is not fully developed, our major requirement is an exceptional R&D team, so that they can work on Teleporting non-biological objects in the future.
- We would also require a team of engineers to constantly build more TelePortals, operate and support these TelePortals
- We need a marketing team to promote the new technology in the market.
- Since we are keeping the customer belongings, and providing alternate solutions to them on the destination, we must have a Legal team and a Security team.

9. What are the main risks and how we will address them?

The main risks can be:

- Low Customer Adoption: This is also a risk as it's a new revolutionary technology, people will be hesitant to use it at first.
- Legal Concerns: There can be legal concerns related to the traveler's belongings and their data.
- Any health or biological risks: Unhealthy or sick people and animals can carry a dangerous virus across the country.
- Multiple people Teleporting through a single TelePortal: Pregnant woman carry a different genetic mass are at risk of mutation, as it can be futile for them to teleport multiple genetic mass and integrating the mass on the destination.