Amazon was founded by [Jeff Bezos](https://en.wikipedia.org/wiki/Jeff_Bezos) on July 5, 1994, in [Bellevue, Washington](https://en.wikipedia.org/wiki/Bellevue,_Washington). The company initially started as an online marketplace for books but later expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2015, Amazon surpassed [Walmart](https://en.wikipedia.org/wiki/Walmart) as the most valuable retailer in the United States by [market capitalization](https://en.wikipedia.org/wiki/Market_capitalization). In 2017, Amazon acquired [Whole Foods Market](https://en.wikipedia.org/wiki/Whole_Foods_Market) for $13.4 billion, which vastly increased Amazon's presence as a brick-and-mortar retailer. In 2018, Bezos announced that its two-day delivery service, [Amazon Prime](https://en.wikipedia.org/wiki/Amazon_Prime), had surpassed 100 million subscribers worldwide.

Amazon distributes downloads and streaming of [video](https://en.wikipedia.org/wiki/Amazon_Video), music, [audiobook](https://en.wikipedia.org/wiki/Audible.com) through its [Amazon Prime Video](https://en.wikipedia.org/wiki/Prime_Video), [Amazon Music](https://en.wikipedia.org/wiki/Amazon_Music), and [Audible](https://en.wikipedia.org/wiki/Audible_(store)) subsidiaries. Amazon also has a publishing arm, [Amazon Publishing](https://en.wikipedia.org/wiki/Amazon_Publishing), a film and television studio, [Amazon Studios](https://en.wikipedia.org/wiki/Amazon_Studios), and a cloud computing subsidiary, [Amazon Web Services](https://en.wikipedia.org/wiki/AWS). It produces [consumer electronics](https://en.wikipedia.org/wiki/Consumer_electronics) including [Kindle](https://en.wikipedia.org/wiki/Amazon_Kindle) [e-readers](https://en.wikipedia.org/wiki/E-reader), [Fire](https://en.wikipedia.org/wiki/Kindle_Fire) [tablets](https://en.wikipedia.org/wiki/Tablet_computer), [Fire TV](https://en.wikipedia.org/wiki/Fire_TV), and [Echo](https://en.wikipedia.org/wiki/Amazon_Echo) devices. In addition, Amazon subsidiaries also include [Ring](https://en.wikipedia.org/wiki/Ring_(company)), [Twitch.tv](https://en.wikipedia.org/wiki/Twitch.tv), Whole Foods Market, and [IMDb](https://en.wikipedia.org/wiki/IMDb). Among various controversies, the company has been [criticized](https://en.wikipedia.org/wiki/Criticism_of_Amazon) for technological surveillance overreach, a hyper-competitive and demanding work culture, [tax avoidance](https://en.wikipedia.org/wiki/Tax_avoidance), and [anti-competitive practices](https://en.wikipedia.org/wiki/Anti-competitive_practices).

After reading a report about the future of the Internet that projected annual web commerce growth at 2,300%, Bezos created a list of 20 products that could be marketed online. He narrowed the list to what he felt were the five most promising products, which included: compact discs, computer hardware, computer software, videos, and books. Bezos finally decided that his new business would sell books online, because of the large worldwide demand for literature, the low unit price for books, and the huge number of titles available in print. Since June 19, 2000, Amazon's logotype has featured a curved arrow leading from A to Z, representing that the company carries every product from A to Z, with the arrow shaped like a smile.



In 2014, Amazon launched its first ever smartphone, the [Fire Phone](https://en.m.wikipedia.org/wiki/Fire_Phone). The Fire Phone was meant to deliver media streaming options but the venture failed, resulting in Amazon registering a $170 million loss. This would also lead to the Fire Phone production being stopped the following year. In August of the same year Amazon would finalize the acquisition of Twitch, a social video gaming streaming site for $970 million. This new acquisition would be integrated to the game production division of Amazon. In June 2017, Amazon announced that it would acquire [Whole Foods](https://en.m.wikipedia.org/wiki/Whole_Foods), a high-end [supermarket](https://en.m.wikipedia.org/wiki/Supermarket) [chain](https://en.m.wikipedia.org/wiki/Chain_store) with over 400 stores, for $13.4 billion. The acquisition was seen by media experts as a move to strengthen its physical holdings and challenge [Walmart](https://en.m.wikipedia.org/wiki/Walmart)'s supremacy as a brick and mortar retailer. This sentiment was heightened by the fact that the announcement coincided with Walmart's purchase of men's apparel company [Bonobos](https://en.m.wikipedia.org/wiki/Bonobos_(apparel)). On August 23, 2017, Whole Foods shareholders, as well as the [Federal Trade Commission](https://en.m.wikipedia.org/wiki/Federal_Trade_Commission), approved the deal.

***Some interesting services and products provided by Amazon:***

* Amazon has its own line of supplies called AmazonBasics that's typically cheaper than brand-name products. Amazon sells lightning cables, towels, backpacks, and more under its Basics line.
* Prime members can also take advantage of Amazon Restaurants, a service that delivers you food from restaurants in your area. Amazon Dash Buttons let you reorder supplies like paper towels or laundry detergent with the click of a button. Prime members can use WiFi-connected Dash buttons to more easily reorder things they use regularly. The button itself costs $ 4.99, then you pay for the cost of the product you're ordering.



* If you don't care about buying something new, you can also search search specifically for refurbished goods. The Warehouse Deals category on Amazon offers deep discounts on open-box, refurbished, and used products that are in good condition, but not technically "new." For example, you might get a returned laptop for 15% off.
* Amazon lets you subscribe to certain items you'll need to buy over and over, like toilet paper, or dog food.In exchange for agreeing to buy an item on a continuous schedule , you’ll get a little discount.If an item is available for subscription, you’ll see the option when you go to check out. You personalize how often you’d like the item deliverd, and Amazon will email you before shipping the item so you can delay it if you’re using a product slower than expected.
* If you spot an Amazon link on Twitter, you can add the product to your shopping cart by replying with the hashtag #AmazonCart or #AmazonWishList.



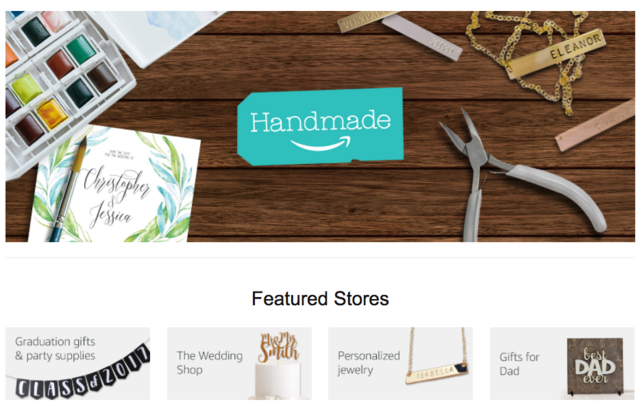
* Shop with Amazon Smile and the company will donate a per centage of your total order to a charity of your choice at no extra cost to you.
* If you live in a city, there's a good chance you can use Amazon Locker to get your packages dropped off at secure location while you're at work. 

For people who work all day and don't want to get personal packages delivered to the office, yet can never make it to the post office before it closes, Locker is a godsend .

* You can get a book published in Amazon's Kindle store less ss than 24 hours after submitting it through Kindle Direct Publishing.
* If you own a business, you can get discounts on bulk supplier whether you work in IT or as janitor.
* If you're a teacher, you can check out the newly-launched Amazon Inspire for a bunch of educational resources.
* Looking for replacement car parts? Amazon Garage lets you store your car's make and model to make it easy to find accessories that will actually work with your vehicle.



* In 2015, Amazon launched an Etsy competitor called Handmade to help people find products handcrafted by artisans. o if you're craving caramel frappuccino earrings or a guacamole greeting card  you can now find 'em in Homemade.



* You can also support startups through Launchpad, Amazon's designated section for fledgling products.
* Amazon also wants to help you unclog your toilet and mow your lawn. Home Services makes it easy to book pre-vetted professionals whenever you need them.



* If you get invited to become an Amazon Vine reviewer, you'll get free stuff from companies to review.



This is a list of products and services offered by American corporation [Amazon](https://en.wikipedia.org/wiki/Amazon_(company)).

* [1Retail goods](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Retail_goods)
* [2Amazon Prime](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Prime)
* [3Consumer electronics](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Consumer_electronics)
* [4Digital content](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Digital_content)
  + [4.1Amazon Games Studios](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Games_Studios)
* [5Amazon Art](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Art)
* [6Amazon Video](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Video)
* [7Amazon Business](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Business)
* [8Amazon Drive](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Drive)
* [9Private labels and exclusive marketing arrangements](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Private_labels_and_exclusive_marketing_arrangements)
* [10Amazon Studios](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Studios)
* [11Amazon Web Services](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Web_Services)
* [12New book content production](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#New_book_content_production)
* [13Amazon Smile](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Smile)
* [14Amazon Local](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Local)
* [15AmazonWireless](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#AmazonWireless)
* [16Amazon deals](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_deals)
* [17AmazonFresh and Amazon Prime Pantry](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#AmazonFresh_and_Amazon_Prime_Pantry)
* [18Amazon Dash](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Dash)
* [19Amazon Go](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Go)
* [20Amazon Supply](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Supply)
* [21Video Direct](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Video_Direct)
* [22Amazon Music Unlimited](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Music_Unlimited)
* [23Amazon Tickets](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Tickets)
* [24STEM Club](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#STEM_Club)
* [25Amazon Books](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Books)
* [26Amazon Home Services](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Home_Services)
* [27Amazon Destinations](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Destinations)
* [28Handmade by Amazon](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Handmade_by_Amazon)
* [29Amazon Inspire](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Inspire)
* [30Amazon Cash/Top Up](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_Cash/Top_Up)
* [31Amazon 4-star](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Amazon_4-star)
* [32Merch by Amazon](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#Merch_by_Amazon)

Amazon product lines include several media ([books](https://en.wikipedia.org/wiki/Book), DVDs, music CDs, [videotapes](https://en.wikipedia.org/wiki/VHS), and software), apparel, baby products, [consumer electronics](https://en.wikipedia.org/wiki/Consumer_electronics), [beauty products](https://en.wikipedia.org/wiki/Cosmetics), gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, [jewelry](https://en.wikipedia.org/wiki/Jewelry" \o "Jewelry) and watches, lawn and garden items, musical instruments, [sporting goods](https://en.wikipedia.org/wiki/Sports_equipment), tools, automotive items and toys & games.

The company launched amazon.com Auctions, a web auctions service, in March 1999. However, it failed to chip away at the large market share of the industry pioneer, [eBay](https://en.wikipedia.org/wiki/EBay). Later, the company launched a fixed-price [marketplace](https://en.wikipedia.org/wiki/Marketplace) business, zShops, in September 1999, and the now defunct partnership with [Sotheby's](https://en.wikipedia.org/wiki/Sotheby%27s), called *Sothebys.amazon.com*, in November. Auctions and zShops evolved into [Amazon Marketplace](https://en.wikipedia.org/wiki/Amazon_Marketplace), a service launched in November 2000 that let customers sell used books, CDs, DVDs, and other products alongside new items. As of October 2014, Amazon Marketplace is the largest of its kind, followed by similar marketplaces from [Sears](https://en.wikipedia.org/wiki/Sears), [Rakuten](https://en.wikipedia.org/wiki/Rakuten.com) and [Newegg](https://en.wikipedia.org/wiki/Newegg).

In August 2007, Amazon announced [AmazonFresh](https://en.wikipedia.org/wiki/AmazonFresh" \o "AmazonFresh), a grocery service offering [perishable](https://en.wikipedia.org/wiki/Perishable_food) and [nonperishable foods](https://en.wikipedia.org/wiki/Nonperishable_food" \o "Nonperishable food). Customers could have orders delivered to their homes at dawn or during a specified daytime window. Delivery was initially restricted to residents of [Mercer Island, Washington](https://en.wikipedia.org/wiki/Mercer_Island,_Washington), and was later expanded to several [ZIP codes](https://en.wikipedia.org/wiki/ZIP_code) in Seattle proper. AmazonFresh also operated pick-up locations in the suburbs of [Bellevue](https://en.wikipedia.org/wiki/Bellevue,_Washington) and [Kirkland](https://en.wikipedia.org/wiki/Kirkland,_Washington) from summer 2007 through early 2008.

In 2012, Amazon announced the launch of Vine.com for buying green products, including groceries, household items, and apparel. It is part of [Quidsi](https://en.wikipedia.org/wiki/Quidsi" \o "Quidsi), the company that Amazon bought in 2010 that also runs the sites [Diapers.com](https://en.wikipedia.org/wiki/Diapers.com) (baby), Wag.com (pets), and YoYo.com (toys). Amazon also owns other e-commerce sites like Shopbop.com, [Woot.com](https://en.wikipedia.org/wiki/Woot.com), and [Zappos.com](https://en.wikipedia.org/wiki/Zappos.com).

Amazon's Subscribe & Save program offers a discounted price on an item (usually sold in bulk), free shipping on every Subscribe & Save shipment, and automatic shipment of the item every one, two, three, or six months.

In 2013, Amazon launched its site in India, Amazon.in. It started with electronic goods. In July 2014, Amazon said it would invest $2 billion (Rs 12,000 crore) in India to expand business, after its largest Indian rival Flipkart announced $1 billion in funding.

In 2014, Amazon sold 63% of all books bought online and 40% of all books sold overall.

Fulfillment by Amazon Small and Light is a service introduced in 2015 that will provide fulfillment for small, light items from a center in [Florence, Kentucky](https://en.wikipedia.org/wiki/Florence,_Kentucky). The service will offer free standard shipping for small, light, low-value items offered on the site by third-party sellers.

In 2015, a study by [Survata](https://en.wikipedia.org/wiki/Survata" \o "Survata) found that 44% of respondents searching for products went directly to Amazon.com.

For un detailed reasons, *amazon.co-uk* has a country [blacklist](https://en.wikipedia.org/wiki/Blacklisting#computing) with five areas completely forbidden to delivery of any kind of goods. A second section of 29 countries is interested by restrictions for some kind of goods. It includes democratic nations such as [Bosnia-Herzegovina](https://en.wikipedia.org/wiki/Bosnia-Herzegovina), [India](https://en.wikipedia.org/wiki/India), [Israel](https://en.wikipedia.org/wiki/Israel), [Japan](https://en.wikipedia.org/wiki/Japan), [Qatar](https://en.wikipedia.org/wiki/Qatar) and [Singapore](https://en.wikipedia.org/wiki/Singapore).

## **Amazon Prime**

[](https://en.wikipedia.org/wiki/File:Prime_logo.png)

In 2005, Amazon announced the creation of Amazon Prime, a membership offering free two-day shipping within the contiguous United States on all eligible purchases for a flat annual fee of $79 (equivalent to $101 in 2018) as well as discounted one-day shipping rates. Amazon launched the program in Germany, Japan, and the United Kingdom in 2007; in France (as "Amazon Premium") in 2008, in Italy in 2011, in Canada in 2013 and in India on July 26, 2016.

Amazon Prime membership in Germany, the United Kingdom, India, and the United States also provides [Amazon Video](https://en.wikipedia.org/wiki/Amazon_Video) the instant streaming of selected movies and TV shows at no additional cost. In November 2011, it was announced that Prime members have access to the Kindle Owners’ Lending Library, which allows users to borrow certain popular Kindle e-books for free reading on Kindle hardware, up to one book a month, with no due date.

In March 2014, Amazon announced an increase in the annual membership fee for Amazon Prime, from $79 to $99 Shortly after this change, Amazon announced Prime Music, a service in which members can get unlimited, ad-free streaming of over a million songs and access to curated playlists. In November 2014, Amazon added Prime Photos, which allows unlimited photo storage in the users' [Amazon Drive](https://en.wikipedia.org/wiki/Amazon_Drive) (though only some [raw photo files](https://en.wikipedia.org/wiki/Raw_image_format) count as photos). Amazon also began offering free same-day delivery to Prime members in 14 United States metropolitan areas in May 2015.

In April 2015, Amazon started a trial partnership with [Audi](https://en.wikipedia.org/wiki/Audi) and [DHL](https://en.wikipedia.org/wiki/DHL_Express) in order to get deliveries directly into the trunks of Audi cars. This project is only available on the [Munich (Germany)](https://en.wikipedia.org/wiki/Munich) area to some Audi connected car users.

On July 15, 2015, to commemorate its 20th birthday, Amazon celebrated "Amazon Prime Day", which Amazon announced would feature deals for prime members that rivaled those on [Black Friday](https://en.wikipedia.org/wiki/Black_Friday_(shopping)). Also that month Amazon Prime announced[[26]](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#cite_note-26) that it would be signing [Jeremy Clarkson](https://en.wikipedia.org/wiki/Jeremy_Clarkson), [Richard Hammond](https://en.wikipedia.org/wiki/Richard_Hammond), and [James May](https://en.wikipedia.org/wiki/James_May), formerly of BBC's [*Top Gear*](https://en.wikipedia.org/wiki/Top_Gear_(2002_TV_series)), to begin working on [*The Grand Tour*](https://en.wikipedia.org/wiki/The_Grand_Tour_(TV_series)), due to be released in 2016. On July 13, 2016, Amazon Prime said customers placed 60 percent more orders worldwide on "Prime Day".

In December 2015, Amazon stated that "tens of millions" of people are Amazon Prime members. Amazon Prime added 3 million members during the third week of December 2015.It was also during December that Amazon announced the creation of the Streaming Partners Program, an over-the-top subscription service that enables Amazon Prime subscribers to add additional streaming video services to their accounts. Among the programming providers involved in the program are [Showtime](https://en.wikipedia.org/wiki/Showtime_(TV_network)), [Starz](https://en.wikipedia.org/wiki/Starz" \o "Starz) (with additional content from sister network [Encore](https://en.wikipedia.org/wiki/Encore_(TV_network))), Lifetime Movie Club (containing recent original movie titles from [Lifetime Television](https://en.wikipedia.org/wiki/Lifetime_Television) and [Lifetime Movie Network](https://en.wikipedia.org/wiki/Lifetime_Movie_Network)), [Smithsonian Earth](https://en.wikipedia.org/wiki/Smithsonian_Institution), and [Qello Concerts](https://en.wikipedia.org/wiki/Qello" \o "Qello).

In January 2016, Amazon Prime reached 54 million members according to a report from Consumer Intelligence Research Partners.

In April 2016, Amazon announced same-day delivery would be expanded to include the areas of Charlotte, Cincinnati, Fresno, Louisville, Milwaukee, Nashville, Central New Jersey, Raleigh, Richmond, Sacramento, Stockton, and Tucson, bringing total coverage to 27 metro areas.

In September 2016, Amazon launched a restaurant delivery for Prime members in [London](https://en.wikipedia.org/wiki/London). It was reported delivery fee on all orders is free for Prime members with a minimum order of £15.00.

On September 30, 2016, Amazon subsidiary [Twitch](https://en.wikipedia.org/wiki/Twitch.tv) announced premium features that are exclusive to users who have an active Amazon Prime subscription (*Twitch Prime*), including advertising-free access to the service, and monthly offers of video games and add-on content.

In December 2016, Amazon began offering prime membership for a monthly, instead of yearly fee, at $10.99 per month.

In December 2016, Amazon announced Wickedly Prime, a private-label line of food and beverages available to Prime members.

## **Consumer electronics**

[](https://en.wikipedia.org/wiki/File:Kindle_Fire_web_browser_05_2012_1430.JPG)

A Kindle Fire

In November 2007, Amazon launched the [Kindle](https://en.wikipedia.org/wiki/Amazon_Kindle), an [e-reader](https://en.wikipedia.org/wiki/E-reader) which downloads content over "[Whispernet](https://en.wikipedia.org/wiki/Whispernet" \o "Whispernet)", via [Sprint's](https://en.wikipedia.org/wiki/Sprint_Corporation) [EV-DO](https://en.wikipedia.org/wiki/EV-DO) wireless network. The screen uses [E Ink](https://en.wikipedia.org/wiki/E_Ink)technology to reduce [battery](https://en.wikipedia.org/wiki/Battery_(electricity)) consumption and to provide a more legible display. As of July 2014, there are over 2.7 million e-books available for purchase at the [Kindle Store](https://en.wikipedia.org/wiki/Kindle_Store). Starting in 2012 Amazon began offering differing models within generations of its readers starting with the Paperwhite, Voyage, and most recently the Oasis 2 released in October 2017.

In September 2011, Amazon announced its entry into the [tablet computer](https://en.wikipedia.org/wiki/Tablet_computer) market by introducing the [Kindle Fire](https://en.wikipedia.org/wiki/Kindle_Fire), which runs a customized [fork](https://en.wikipedia.org/wiki/Fork_(software_development)) of the [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) operating system. The low pricing of Fire (US$199) was widely perceived as a strategy backed by Amazon's revenue from its content sales, to be stimulated by access to Fire tablets.

In September 2012, Amazon unveiled the second generation tablet, called the [Kindle Fire HD](https://en.wikipedia.org/wiki/Kindle_Fire_HD). On September 25, 2013, Amazon.com unveiled its third generation tablet, called the [Kindle Fire HDX](https://en.wikipedia.org/wiki/Kindle_Fire_HDX).

In April 2014, Amazon announced its [Amazon Fire TV](https://en.wikipedia.org/wiki/Amazon_Fire_TV) set-top box system, a device targeted to compete with such systems like [Apple TV](https://en.wikipedia.org/wiki/Apple_TV) or [Google](https://en.wikipedia.org/wiki/Google)'s [Chromecast](https://en.wikipedia.org/wiki/Chromecast) device. The Amazon set-top box allows for streaming videos from sites like Amazon's own streaming service as well as others such as [Netflix](https://en.wikipedia.org/wiki/Netflix) or [Hulu](https://en.wikipedia.org/wiki/Hulu). The device also supports voice search for movies, as well as gaming, which includes special versions of [*Minecraft*](https://en.wikipedia.org/wiki/Minecraft), [*Asphalt 8*](https://en.wikipedia.org/wiki/Asphalt_8), and [*The Walking Dead*](https://en.wikipedia.org/wiki/The_Walking_Dead_(video_game)). Amazon announced the [Fire TV Stick](https://en.wikipedia.org/wiki/Fire_TV_Stick) in October 2014. The device replicates much of the functionality of the Fire TV.

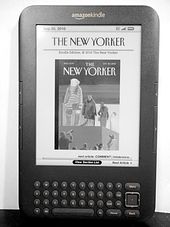
The company entered the [smartphone](https://en.wikipedia.org/wiki/Smartphone) market in July 2014 with the release of the [Fire Phone](https://en.wikipedia.org/wiki/Fire_Phone). Due to poor sales and reception, Amazon discontinued it on August 2015, and has not announced any newer model as of August 2016.

In 2014, Amazon sold a [voice-enabled](https://en.wikipedia.org/wiki/Voice_command_device) [smart](https://en.wikipedia.org/wiki/Smart_device) speaker called [Echo](https://en.wikipedia.org/wiki/Amazon_Echo). In March 2016, Amazon launched Amazon Echo dot, a smaller, more affordable version of the Echo.

## **Digital content**

Amazon's Honor System was launched in 2001 to allow customers to make donations or buy digital content, with Amazon collecting a percentage of the payment plus a fee; however, the service was discontinued in 2008 and replaced by [Amazon Payments](https://en.wikipedia.org/wiki/Amazon_Payments).

On September 25, 2007, [Amazon Music](https://en.wikipedia.org/wiki/Amazon_Music), a online music store, was launched as Amazon MP3 in the US selling downloads exclusively in MP3 format without [digital rights management](https://en.wikipedia.org/wiki/Digital_rights_management). (In addition to copyright law, Amazon's [terms of use](https://en.wikipedia.org/wiki/Terms_of_service) agreements restrict use of the MP3s, but Amazon does not use [digital rights management (DRM)](https://en.wikipedia.org/wiki/Digital_rights_management) to enforce those terms. In addition to independent music labels, Amazon MP3 primarily sells music from the "[Big 4](https://en.wikipedia.org/wiki/Music_industry)" record labels: [EMI](https://en.wikipedia.org/wiki/EMI), [Universal](https://en.wikipedia.org/wiki/Universal_Music_Group), [Warner Bros. Records](https://en.wikipedia.org/wiki/Warner_Bros._Records), and [Sony Music](https://en.wikipedia.org/wiki/Sony_Music). Prior to the launch of this service, Amazon made an investment in [Amie Street](https://en.wikipedia.org/wiki/Amie_Street), a music store with a variable pricing model based on [demand](https://en.wikipedia.org/wiki/Demand). Amazon MP3 was the first online offering of DRM-free music from all four major record companies.

[](https://en.wikipedia.org/wiki/File:Kindle_3_by_Jleon.jpg)

[*The New Yorker*](https://en.wikipedia.org/wiki/The_New_Yorker) on a Kindle Keyboard

In November 2007, the [Kindle Store](https://en.wikipedia.org/wiki/Kindle_Store) was launched as an [e-book](https://en.wikipedia.org/wiki/E-book) [e-commerce](https://en.wikipedia.org/wiki/E-commerce) store and can be accessed from any [Amazon Kindle](https://en.wikipedia.org/wiki/Amazon_Kindle), [Fire tablet](https://en.wikipedia.org/wiki/Fire_HD) or Kindle [mobile app](https://en.wikipedia.org/wiki/Mobile_app). At its launch, the store had more than 88,000 digital titles available. This number increased to more than 765,000 by August 2011 and as of January 2017 there were over five million e-books available in the U.S.

In January 2008, Amazon began distributing its MP3 service to subsidiary websites worldwide and, in December 2008, Amazon MP3 was made available in the UK. At the launch of Amazon MP3 in the UK, over 3 million Digital Rights Management (DRM)-free songs were made available to consumers, with prices that started at 59p, compared to Apple's 79p starting price.

In July 2010, Amazon announced that [e-book](https://en.wikipedia.org/wiki/E-book) sales for its Kindle reader outnumbered sales of [hardcover](https://en.wikipedia.org/wiki/Hardcover) books for the first time ever during the second [quarter](https://en.wikipedia.org/wiki/Fiscal_year) of 2010. Amazon claims that, during that period, 143 e-books were sold for every 100 hardcover books, including hardcovers for which there is no digital edition; and during late June and early July, sales rose to 180 digital books for every 100 hardcovers.

On March 22, 2011, Amazon launched the [Amazon Appstore](https://en.wikipedia.org/wiki/Amazon_Appstore) for [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) devices and the service was made available in over 200 countries. Also in 2011, Amazon announced that it was releasing a Mac download store to offer dozens of games and hundreds of pieces of software for Apple computers.

In January 2013, Amazon launched AutoRip, a digital music service. The service allows customers to receive a free MP3 copy of select CDs purchased through Amazon. Amazon announced in September 2013 that it would launch Kindle MatchBook in October 2013, a similar service for books allowing customers who buy books from Amazon to acquire an e-book copy for free, or at a discounted price of US$3 or less. MatchBook was launched on the company's site on October 29, 2013.

### *Amazon Games Studios :*

In October 2008, Amazon acquired game developer and distributor Reflexive Entertainment. This studio continued to develop games for PC, Mac and Kindle eReaders under the brands Reflexive and Amazon Digital Services. Notable titles include Every Word for Kindle Paperwhite and Airport Mania for Kindle Fire, Android, iOS Windows and Mac.

In August 2012, Amazon announced it would be adding a gaming department to its company titled [Amazon Game Studios](https://en.wikipedia.org/wiki/Amazon_Game_Studios). Amazon stated that it would introduce "innovative, fun and well-crafted games" to consumers. According to the Amazon Game Studios website, the last game that was launched by the department was Amazon's first ever mobile game *Air Patriots*, released on November 1, 2012.

On February 6, 2014, Amazon confirmed the acquisition of the gaming company Double Helix Games without any indication of the financial terms. The 75 Double Helix employees were to become Amazon employees and their [Orange County, California](https://en.wikipedia.org/wiki/Orange_County,_California), headquarters was to remain their operating base. Amazon informed the *TechCrunch* media company that it "acquired Double Helix as part of our [Amazon's] ongoing commitment to build innovative games for customers" and confirmed that Double Helix's current game roster and other future developments will receive support following the acquisition.

On August 25, 2014, Amazon announced its intent to acquire the video game streaming website [Twitch](https://en.wikipedia.org/wiki/Twitch_(website)) for $970 million. The acquisition of Twitch is expected to help Amazon drive Internet traffic and potentially boost its Prime membership program, and promote its video ad and Fire TV set top box business.

## **Amazon Art**

In August 2013, Amazon launched Amazon Art as an online marketplace selling original and limited edition fine art from selected galleries. The initial 40000 items listed for sale included [Norman Rockwell](https://en.wikipedia.org/wiki/Norman_Rockwell)'s painting [*Willie Gillis: Package from Home*](https://en.wikipedia.org/wiki/Willie_Gillis#Willie_Gillis_Series) priced at $4.85 million, [*L'Enfant a la tasse*](https://en.wikipedia.org/wiki/L%27Enfant_a_la_tasse) by [Claude Monet](https://en.wikipedia.org/wiki/Claude_Monet) for $1.45 million and [Andy Warhol's *Sachiko*](https://en.wikipedia.org/wiki/Andy_Warhol) for $45 000.

## **Amazon Video**

Amazon Video is an Internet video on demand service by Amazon in the United States, United Kingdom, India, Japan, Austria and Germany. In 2015, the Prime Instant Video exclusive series *[Transparent](https://en.wikipedia.org/wiki/Transparent_(TV_series)" \o "Transparent (TV series))*earned two [Golden Globe Awards](https://en.wikipedia.org/wiki/Golden_Globe_Awards), and *Transparent* is the first series from a streaming service to win a Golden Globe for best series.

## **Amazon Business**

On April 28, 2015, Amazon announced its launch of Amazon Business. Amazon Business is a service that provides registered business owners with a consolidated platform for buying products and supplies from Amazon. Business users have access to shipping benefits, discounts on eligible products, purchase analytics, and price comparisons from different sellers.

## **Amazon Drive**

Amazon Drive, formerly known as Cloud Drive, is a [cloud storage](https://en.wikipedia.org/wiki/File_hosting_service) application offering secure cloud storage, file synchronization, file sharing, and Photo printing. Using an Amazon account, the files and folders can be transferred and managed from multiple devices including web browsers, desktop applications, mobiles, and tablets. Amazon Drive also lets their U.S. users order photo prints and photo books using Amazon Prints service.

Amazon majorly offers two plans in their marketplaces - Prime Photos and Unlimited Storage. The *Prime Photos* plan offers unlimited storage for photos and [RAW files](https://en.wikipedia.org/wiki/Raw_image_format), and a 5 gigabytes of storage for videos and other files, whereas *Unlimited Storage* plan, intended for non-business customer sections, offers unlimited storage for photos, videos, documents, and files in other formats.

## **Private labels and exclusive marketing arrangements**

In August 2005, Amazon began selling products under its own [private label](https://en.wikipedia.org/wiki/Private_label), "Pinzon"; the [trademark](https://en.wikipedia.org/wiki/Trademark) applications indicated that the label would be used for textiles, kitchen utensils, and other household goods. In March 2007, the company applied to expand the trademark to cover a more diverse list of goods and to register a new design consisting of the "word PINZON in stylized letters with a notched letter "O" which appears at the "one o'clock" position". Coverage by the trademark grew to include items such as paints, carpets, wallpaper, hair accessories, clothing, footwear, headgear, cleaning products, and jewelry. In September 2008, Amazon filed to have the name registered. [USPTO](https://en.wikipedia.org/wiki/United_States_Patent_and_Trademark_Office) has finished its review of the application, but Amazon has yet to receive an official registration for the name.

[](https://en.wikipedia.org/wiki/File:Amazon_Basics_USB_cable.jpg)

AmazonBasics branded USB cable

**AmazonBasics** is a private-label product line, mainly consisting of consumer electronics accessories, but also including home and office accessories. The line was launched in 2009.

In 2014, Amazon launched **Amazon Elements**, a line of domestic products including baby wipes and (formerly) diapers.

In early 2017, Amazon launched a line of [snack foods](https://en.wikipedia.org/wiki/Snack_foods) under the name **Wickedly Prime**. The products, such as [chips](https://en.wikipedia.org/wiki/Tortilla_chip) and [cookies](https://en.wikipedia.org/wiki/Cookies) are only available to [Amazon Prime](https://en.wikipedia.org/wiki/Amazon_Prime) members.

An Amazon.com exclusive is a product, usually a DVD, that is available exclusively on Amazon.com. Some DVDs are produced by the owner of the film or product, while others are produced by Amazon.com itself. The DVDs produced by Amazon are made using its "CreateSpace" program, in which DVDs are created, upon ordering, using DVD-R technology. The DVDs are then shipped about two days later. Some DVDs (such as the [*Jersey Shore*](https://en.wikipedia.org/wiki/Jersey_Shore_(TV_series)) Season 1 or [*The Unusuals*](https://en.wikipedia.org/wiki/The_Unusuals) Season 1) are released first as an Amazon.com exclusive for a limited time before being released elsewhere. On May 23, 2011, Amazon.com allowed customers to download [Lady Gaga](https://en.wikipedia.org/wiki/Lady_Gaga)'s [*Born This Way*](https://en.wikipedia.org/wiki/Born_This_Way_(album)) album for 99 cents, resulting in some downloads being delayed, due to an extremely high volume of downloads.

Amazon self publishing services through one of its companies, CreateSpace, a member of the Amazon group of companies.

## **Amazon Studios**

[**Amazon Studios**](https://en.wikipedia.org/wiki/Amazon_Studios) is Amazon.com's division that develops television shows, movies and comics from online submissions and crowd-sourced feedback. It was started in late 2010. Content would be distributed through [Amazon Video](https://en.wikipedia.org/wiki/Amazon_Video), Amazon's digital video streaming service, and a competitor to services like [Netflix](https://en.wikipedia.org/wiki/Netflix) and [Hulu](https://en.wikipedia.org/wiki/Hulu). For films, [Warner Bros.](https://en.wikipedia.org/wiki/Warner_Bros.) is a partner.

## **Amazon Web Services**

[](https://en.wikipedia.org/wiki/File:AWSSummit2013NYC2.JPG)

AWS Summit 2013 event in NYC

Amazon launched [Amazon Web Services](https://en.wikipedia.org/wiki/Amazon_Web_Services) (AWS) in 2002, which provides programmatic access to latent features on its website.

In November 2005, Amazon began testing [Amazon Mechanical Turk](https://en.wikipedia.org/wiki/Amazon_Mechanical_Turk), an [application programming interface](https://en.wikipedia.org/wiki/Application_programming_interface) (API) allowing programs to dispatch tasks to human processors.

In March 2006, Amazon launched an online storage service called [Amazon Simple Storage Service](https://en.wikipedia.org/wiki/Amazon_S3) (Amazon S3). An unlimited number of data objects, from 1 [byte](https://en.wikipedia.org/wiki/Byte) to 5 [terabytes](https://en.wikipedia.org/wiki/Terabyte) in size, can be stored in S3 and distributed via [HTTP](https://en.wikipedia.org/wiki/Hypertext_Transfer_Protocol) or [BitTorrent](https://en.wikipedia.org/wiki/BitTorrent). The service charges monthly fees for data stored and transferred. In 2006, Amazon introduced [Amazon Simple Queue Service](https://en.wikipedia.org/wiki/Amazon_Simple_Queue_Service) (Amazon SQS), a distributed queue messaging service, and product [wikis](https://en.wikipedia.org/wiki/Wiki) (later folded into [Amapedia](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services" \l "2007)) and [discussion forums](https://en.wikipedia.org/wiki/Internet_forum) for certain products using guidelines that follow standard [message board](https://en.wikipedia.org/wiki/Internet_forum) conventions.

Also in 2006, Amazon introduced [Amazon Elastic Compute Cloud](https://en.wikipedia.org/wiki/Amazon_Elastic_Compute_Cloud) (Amazon EC2), a virtual site farm, allowing users to use the Amazon infrastructure to run applications ranging from running simulations to web hosting. In 2008, Amazon improved the service by adding Elastic Block Store (EBS), offering persistent storage for Amazon EC2 instances and [Elastic IP addresses](https://en.wikipedia.org/wiki/Elastic_IP_address), and offering static IP addresses designed for dynamic [cloud computing](https://en.wikipedia.org/wiki/Cloud_computing). Amazon introduced [SimpleDB](https://en.wikipedia.org/wiki/Amazon_SimpleDB" \o "Amazon SimpleDB), a database system, allowing users of its other infrastructure to utilize a high-reliability, high-performance database system. In 2008, Amazon graduated EC2 from beta to "Generally Available" and added support for the [Microsoft Windows](https://en.wikipedia.org/wiki/Microsoft_Windows) platform.

Amazon continues to refine and add services to AWS, adding such services as Scalable DNS service (Amazon Route 53), payment handling, and AWS specific APIs for its [Mechanical Turk](https://en.wikipedia.org/wiki/Amazon_Mechanical_Turk) service.

In August 2012, Amazon announced [Amazon Glacier](https://en.wikipedia.org/wiki/Amazon_Glacier), a low-cost [online file storage](https://en.wikipedia.org/wiki/Online_file_storage) [web service](https://en.wikipedia.org/wiki/Web_service) that provides reliable data archiving, storage, and backup.

AWS [Identity and Access Management](https://en.wikipedia.org/wiki/Identity_and_Access_Management) (IAM) was launched in June 2012 and later in November 2012 at AWS' web developer conference in Las Vegas it announced it was targeting large companies as cloud storage clients. It will further cut its S3 prices to customers with long-term contracts in its "Redshift" storage service launching in 2013.

In March 2013 Amazon announced its Mobile Ads API for developers. The new Ads API can be used on apps distributed on any Android platform as long as the app is also available on Amazon's Appstore.

As of December 2014, [Amazon Web Services](https://en.wikipedia.org/wiki/Amazon_Web_Services) operated 1.4 Million servers across 11 regions and 28 availability zones.

## **New book content production**

[Amazon Publishing](https://en.wikipedia.org/wiki/Amazon_Publishing) is Amazon's publishing unit launched in May 2009. It is composed of AmazonEncore, AmazonCrossing, Montlake Romance, Thomas & Mercer, [47North](https://en.wikipedia.org/wiki/47North), Powered by Amazon, New Harvest, Grand Harbor Press, Two Lions, Skyscape and Waterfall Press.

Launched in 2005, Amazon Shorts offered exclusive short stories and non-fiction pieces from best-selling authors for download from the Kindle Store. By June 2007, the program had over 1,700 pieces and was adding about 50 new pieces per week, but the program was discontinued on June 1, 2010.

## **Amazon Smile**

Amazon also created "channels" to benefit certain causes. In 2004, Amazon allowed customers to donate $6 to $200 to the campaigns of [2004 US presidential candidates](https://en.wikipedia.org/wiki/2004_United_States_presidential_election), providing links that raised $300,000 for the candidates. Amazon has periodically reactivated a [Red Cross](https://en.wikipedia.org/wiki/Red_Cross) donation channel after crises such as [Hurricane Sandy](https://en.wikipedia.org/wiki/Hurricane_Sandy), [Hurricane Katrina](https://en.wikipedia.org/wiki/Hurricane_Katrina), and the 2004 [earthquake and tsunami in the Indian Ocean](https://en.wikipedia.org/wiki/2004_Indian_Ocean_earthquake_and_tsunami). By January 2005, nearly 200,000 people had donated over $15.7 million in the US.

In 2013, Amazon launched a charity initiative called Amazon Smile. It can be accessed by going to smile.amazon.com when normally shopping, and allows Amazon to donate 0.5% of the sale price of eligible items to the customer's selected charity as its [sponsor](https://en.wikipedia.org/wiki/Sponsor_(commercial)).

## **Amazon Local**

Amazon Local is a [daily deal](https://en.wikipedia.org/wiki/Deal_of_the_day) service launched in June 2011 in [Boise, Idaho](https://en.wikipedia.org/wiki/Boise,_Idaho). As of 2013, Amazon Local offers daily deals to over 100 regions in 36 [U.S. states](https://en.wikipedia.org/wiki/U.S._state). Amazon Local also acts as a deal aggregator; some of the deals are actually offered through [LivingSocial](https://en.wikipedia.org/wiki/LivingSocial), a firm in which Amazon has heavily invested.

It was launched gradually in the United Kingdom on August 29, 2012, starting in London and expanding to more towns and cities.

On December 18, 2015, Amazon Local stopped selling daily deals however purchased deals will remain valid according to its terms.

## **AmazonWireless**

In July 2009, Amazon.com launched an AmazonWireless website,[[111]](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#cite_note-Fast_Company-111) which offers cellular devices and service plans for [Verizon Wireless](https://en.wikipedia.org/wiki/Verizon_Wireless), [AT&T](https://en.wikipedia.org/wiki/AT%26T_Mobility), [Sprint](https://en.wikipedia.org/wiki/Sprint_Corporation) and [T-Mobile](https://en.wikipedia.org/wiki/T-Mobile_USA) in the US.

## **Amazon deals**

1. Headphones
2. PS4 Games
3. Keyboards
4. Printers
5. Watches

## **AmazonFresh and Amazon Prime Pantry**

[AmazonFresh](https://en.wikipedia.org/wiki/AmazonFresh) is a home grocery delivery service first trialed in 2007, and later made available in Boston, [Seattle](https://en.wikipedia.org/wiki/Seattle), [Los Angeles](https://en.wikipedia.org/wiki/Los_Angeles), [San Francisco, California](https://en.wikipedia.org/wiki/San_Francisco,_California), [San Diego](https://en.wikipedia.org/wiki/San_Diego), [Brooklyn, New York](https://en.wikipedia.org/wiki/Brooklyn,_New_York) and [Philadelphia, PA](https://en.wikipedia.org/wiki/Philadelphia,_PA). In 2017 Amazon purchased Whole Foods and began selling 365 (whole foods store brand products) through Amazon Fresh.

[Amazon Prime Pantry](https://en.wikipedia.org/wiki/Amazon_Prime_Pantry) is a similar service covering the 48 [contiguous United States](https://en.wikipedia.org/wiki/Contiguous_United_States), allowing the order of up to 45 pounds of dry goods and non-perishable groceries for a flat delivery fee.

## **Amazon Dash**

On March 31, 2015, Amazon.com announced that it was expanding Amazon Dash to include an Amazon Dash Button and a Dash Replenishment Service.

## **Amazon Go**

[](https://en.wikipedia.org/wiki/File:Amazon_Go_in_Seattle,_December_2016.jpg)

The [Amazon Go](https://en.wikipedia.org/wiki/Amazon_Go) store.

On January 22, 2018, [Amazon Go](https://en.wikipedia.org/wiki/Amazon_Go), a store that uses cameras and sensors to detect items that a shopper grabs off shelves and automatically charges a shopper's Amazon account, was opened to the general public in Seattle. Customers scan their Amazon Go app as they enter, and are required to have an Amazon Go app installed on their smartphone and a linked Amazon account to be able to enter. The technology is meant to eliminate the need for checkout lines. [Amazon Go](https://en.wikipedia.org/wiki/Amazon_Go) was initially opened for Amazon employees in December 2016. By the end of 2018, there will be 8 total Amazon Go stores located in Seattle, Chicago, San Francisco and New York. Amazon has plans to open as many as 3,000 Amazon Go locations across the United States by 2021.

## **Amazon Supply**

Amazon Supply, launched in 2012, offers industrial and scientific components and [maintenance, repair and operations](https://en.wikipedia.org/wiki/Maintenance,_Repair_and_Operations) (MRO) supplies. Amazon Supply was developed based on experience operating Smallparts.com, acquired in 2005. (The Smallparts.com brand was discontinued with the launch of Amazon Supply.) While Amazon Supply uses the same order fulfillment and distribution system as Amazon.com, its online store provides services to customers in more than 190 countries.

## **Video Direct**

On May 10, 2016, Amazon launched a Video Service called Amazon Video Direct which allows users to place videos available to rent or own, to view free with ads, or to be bundled together, and offered as an ad-on subscription. Amazon will pay creators 50% of the revenue earned from rental or sale of the videos, but for ad-supported videos, the makers will get a portion of ad receipts.

## **Amazon Music Unlimited**

In October 2016, [Amazon Music](https://en.wikipedia.org/wiki/Amazon_Music) released a music streaming service called "Amazon Music Unlimited. Unlike Prime Music with its somewhat limited catalog, this stand-alone music streaming service has "tens of millions of songs and is intended to compete with music streaming leaders such as [Spotify](https://en.wikipedia.org/wiki/Spotify) and [Pandora Radio](https://en.wikipedia.org/wiki/Pandora_Radio). It has a similar price structure, albeit with a $2/month discount for Amazon Prime members.

## **Amazon Tickets**

Amazon launched a ticket service called "Amazon Tickets" in 2015 in the UK and soon will expand it across Europe, US, and Asia to compete with the likes of industry leader [Ticketmaster](https://en.wikipedia.org/wiki/Ticketmaster) while also disrupting the Live Entertainment market

## **STEM Club**

On January 24, 2016, Amazon launched a new subscription program aimed at parents called STEM Club, which delivers educational toys to your home for $19.99 per month.[]](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#cite_note-133) And by "STEM", toys will be hand-picked and focused on the area of science, technology, engineering and math. The toys will range from robotics to natural sciences and will include items exclusive to Amazon. TEM toy subscription club is only available in the United States.

## **Amazon Books**

On November 2, 2015, Amazon opened its first physical [retail store](https://en.wikipedia.org/wiki/Retail_store), a [bookstore](https://en.wikipedia.org/wiki/Bookstore) in the [University Village](https://en.wikipedia.org/wiki/University_Village,_Seattle) shopping center in Seattle. The store, known as Amazon Books, has prices matched to those found on the Amazon website (for Prime members) and integrate online reviews into the store's shelves.

## **Amazon Home Services**

In March 2015 Amazon launched a new on-demand service, Amazon Home Services, aimed at offering homeowners a marketplace for professional services such as plumbing, electrical, audio/visual installation, and lawn services. The Home Services category designed to make finding a specialist easy by verifying that providers are properly licensed and insured for the job. Service is "Satisfaction Guaranteed" and offers a refund if you are not happy in the end. Additionally, reviews are verified so you know the reviewer actually paid for and used the services.

## **Amazon Destinations**

In April 2015, Amazon rolled out a new travel site called Amazon Destinations, which focuses on helping customers find "getaway destinations" within driving distance of their homes. Amazon Destinations featured hotel selections in three United States metro areas: L.A., New York and Seattle.[[141]](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#cite_note-141) Later that year, Amazon discontinued the service.

## **Handmade by Amazon**

In October 2015, Amazon announced a new handmade marketplace called Handmade By Amazon, already having 5,000 sellers from 60 countries and 80,000 items for sale. The platform is designed for artisans to sell their good directly to the public, similar to the platform [Etsy](https://en.wikipedia.org/wiki/Etsy).

## **Amazon Inspire**

In June 2016, Amazon Inspire launched as a way for educators to share free lesson plans, worksheets, and videos.

## **Amazon Cash/Top Up**

Amazon Cash (in the United States and Canada) and Amazon Top Up (in the United Kingdom) are services allowing Amazon shoppers to add money to their Amazon account at a physical retail store.The service, launched in April 2017, allows users to add between $5 and $500 (£5 and £250) to their accounts by paying with cash at a participating retailer, who scans a barcode linked to a customer's Amazon account. Users can present the app on paper, on the Amazon app, or as a text message sent by the Amazon website.Participating retailers in the United States include [7-Eleven](https://en.wikipedia.org/wiki/7-Eleven), [CVS Pharmacy](https://en.wikipedia.org/wiki/CVS_Pharmacy), and [GameStop](https://en.wikipedia.org/wiki/GameStop). In Canada, reloads can only be made at [Canada Post](https://en.wikipedia.org/wiki/Canada_Post) post offices. In the United Kingdom, reloads can only be made at [PayPoint](https://en.wikipedia.org/wiki/PayPoint" \o "PayPoint) locations.

## **Amazon 4-star**

Amazon announced to debut the Amazon 4-star in New York, Soho neighborhood Spring Street between Crosby and Lafayette on 27 September 2018. The store carries the 4-star and above rated products from around New York. The amazon website searches for the most rated, highly demanded, frequently bought and most wished for products which are then sold in the new amazon store under separate categories. Along with the paper price tags, the online-review cards will also be available for the customers to read before buying the product.

## **Merch by Amazon**

On September 30, 2015 Amazon announced the launch of Merch by Amazon, a service intended to help content creators generate revenue through the sale of branded T-shirts and other merchandise items such as long sleeve shirts, sweatshirts, hoodies and [PopSockets](https://en.wikipedia.org/wiki/PopSockets" \o "PopSockets) grips, designed by creators and sold, produced and fulfilled by Amazon.[[153]](https://en.wikipedia.org/wiki/List_of_Amazon_products_and_services#cite_note-153) Since the summer of 2018, the service has also been available on the European marketplaces in Germany and Great Britain.

## **Other services**

[](https://en.wikipedia.org/wiki/File:Amazon_collection_point,_White_Rose_Centre,_Leeds_(7th_June_2015).JPG)

An Amazon.com collection point at the [White Rose Centre](https://en.wikipedia.org/wiki/White_Rose_Centre) in [Leeds](https://en.wikipedia.org/wiki/Leeds), England.

In January 2007, Amazon launched [Amapedia](https://en.wikipedia.org/wiki/Amapedia" \o "Amapedia), a now-defunct [wiki](https://en.wikipedia.org/wiki/Wiki) for user-generated content to replace ProductWiki, and the [video on demand](https://en.wikipedia.org/wiki/Video_on_demand) service [Amazon Unbox](https://en.wikipedia.org/wiki/Amazon_Unbox). Also in 2007, Amazon launched [Amazon Vine](https://en.wikipedia.org/wiki/Amazon_Vine), which allows reviewers free access to prerelease products from vendors in return for posting a review.

[IMDb](https://en.wikipedia.org/wiki/Internet_Movie_Database) and Amazon launched a website called SoundUnwound for browsing music metadata with wiki-like user contribution in September 2007; this data was also used for Amazon's Artist Pages. SoundUnwound ceased existence on June 18, 2012, and the site redirected to Amazon.

Amazon Connect enables authors to post remarks on their book pages to customers.

Amazon Webstore allowed businesses to create custom e-commerce online stores using Amazon technology. Sellers selected the category for their business, and paid a commission of 1-2%, plus credit-card processing fees and fraud protection, and a subscription fee depending on the bundle option for an unlimited number of listings. Amazon has chosen a limited number of companies to become an implementation solution provider for them. The Amazon Webstore is no longer available to new merchants.

In August 2014, Amazon launched a credit card reader. Merchants can use it to conduct payments through a smartphone or tablet.

In 2014, Amazon launched a feature called "make an offer" that allows customers to place a bid to 3rd party sellers, rather than buy outright. However, unlike eBay, the feature is not an auction but rather a one-to-one bid where the customer haggles privately with the seller.

In January 2015, Amazon announced its own email and scheduling service dubbed WorkMail developed by Amazon Web Services, the cloud computing unit of Amazon Inc. The Amazon email service is expected to bring in $10 billion extra revenue to the company.

Amazon released branded semiconductors to home equipment designers who are working on Internet-of-Things devices, WiFi routers and other smart home appliances. The chips come from [Annapurna Labs](https://en.wikipedia.org/wiki/Annapurna_Labs), which Amazon purchased in 2015 for a rumored $350 million. On January 7, 2016, the company announced that its Alpine chipset was available for a wide range of applications. In 2019, Amazon released its six-wheeled sidewalk delivery robot called Amazon Scout. The delivery robot delivers packages from a local base as a solution for [last mile (transportation)](https://en.wikipedia.org/wiki/Last_mile_(transportation))