Amazon will announce new hardware on September 25

Enlarge / An Amazon Echo device.

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Amazon has announced that it will hold an event on September 25 to announce new hardware products. The company's invitations indicate that it will discuss "new things from the Amazon Devices and Services team" at the event.

Amazon held a similar event around the same time last year, when it announced a plethora of new devices, including a new Echo Dot, Sub, Show, and more—the majority of the Echo line was refreshed. That seems like a more likely focus for this year's event than the Fire TV, as Amazon announced new Fire TVs and a new Fire TV Cube at IFA just recently. However, Fire TV tablets are a possibility.

We're not sure whether it will be quite the gauntlet that last year's event was—Amazon announced more than a dozen products then. And there isn't a strong case to be made that the company's lineup is as in need of refreshes as it was then. But if you've bought into the Amazon ecosystem and Alexa, this is the event you'll want to keep an eye on to learn what new gear you can add to your setup.

Amazon's product strategy has been to bring its services into users' homes with Alexa and a plethora of gadgets tailor-fit for different parts of the home. The lineup is already robust,

but given that the goal is to be comprehensive, we wouldn’t be surprised to see a totally new product or two in addition to updates to existing Echo devices.

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